

# ADDISON

T A L E N T ★ M A G A Z I N E

MEDIA KIT



[sales@addisontalent.com](mailto:sales@addisontalent.com)  
800-890-1026 x575

[www.addisontalent.com](http://www.addisontalent.com)



## ADDISON TALENT MAGAZINE

**Addison** is a city in Dallas County, Texas (USA). The population was 14,166 at the 2000 census. Addison is a northern suburb of Dallas. The city calls itself the Town of Addison but it is incorporated as a city. The land occupied by Addison was settled as early as 1846 when Preston Witt built a house near White Rock Creek. In 1902 the community named itself Addison, after **Addison Robertson**, who served as postmaster from 1908 to 1916. The first industry was a cotton gin, opening in 1902 on Addison Road. The City of Addison was incorporated on June 15, 1953. The first mayor of Addison was M. W. Morris, and the aldermen were Guy Dennis, Robert W. Wood, J. E. Julian, Jr., Dr. H. T. Nesbit, and Seldon Knowles. In 1982 the name was changed to "Town of Addison."

There were 7,621 households out of which 17.2% had children under the age of 18 living with them, 28.9% were married couples living together, 7.5% had a female householder with no husband present, and 59.6% were non-families. 49.2% of all households were made up of individuals and 3.1% had someone living alone who was 65 years of age or older. The average household size was 1.86 and the average family size was 2.74.

In the town the population was spread out with 16.0% under the age of 18, 12.3% from 18 to 24, 47.8% from 25 to 44, 19.3% from 45 to 64, and 4.7% who were 65 years of age or older. The median age was 32 years. For every 100 females there were 109.1 males. For every 100 females age 18 and over, there were 109.8 males

Because of Addison's overwhelmingly commercial atmosphere, residents of Addison enjoy a unique lifestyle not common in other suburbs. In 2005, the town of Addison introduced a wireless Internet network covering most of the town. Though use costs a nominal fee, the network works to drive businesses and serves its residents.

**Addison Circle Park**, built in the early 2000s, is a venue for several seasonal outdoor events, such as the University of North Texas' North Texas Jazz Fest, "Addison Artfest," Oktoberfest, and the food exposition "Taste Addison." The Addison Improv Comedy Club and Restaurant brings in some of the most acclaimed comedic talent in the region.

# Submission Deadlines

## 21st of every month

### PRICING:

Ad Type	Width	Height
Full page	7.25" X	9.375"
1/2 page	7.25" X	4.5"
1/4page	3.5" X	4.5"

### COLOR DISPLAY ADS

Size	1x	3x	6x	12x
Full page .....	\$438	\$400	\$375	\$344
Half page H or V .....	\$313	\$275	\$250	\$219
Quarter page H or V .....	\$188	\$150	\$125	\$ 94

### AUDIO VISUAL ADS

Add The Audio Visual advantage\* to your display ad and get added bonus.

- 15 Sec A/V Ads \$ 625
- 30 Sec A/V Ads \$1000
- 60 Sec A/V Ads \$1500
- 120 Sec A/V Ads \$1875

\*Audio Visual ads will be embedded along with your display ads in the online magazine.

### DESIGN SERVICES

Ad Design \$50\* (\*With maximum two revisions)

(Ad copy to be provided by advertiser. All ads designed by Addison Talent Magazine will be considered the sole property of the Magazine, unless otherwise negotiated.)



## ▶ INTERNET ADVERTISING:

The current *edition* of the magazine is on display at [www.addisontalent.com](http://www.addisontalent.com). Click on the photo of *the front cover*, it will open an *electronic* version of the entire magazine.

**Multi edition Advertiser:** Can also take advantage of upgrades, such as; Banner Ads **and** linking to their website and email address. Contact **Addison Talent Magazine** for more details....[sales@addisontalent.com](mailto:sales@addisontalent.com)

**Payment Options:** Advertisers can pay by check or credit card. If paying by check; the first payment must be received prior to publication and all recurring ads will be invoiced for payment prior to publication.

**Payment by credit card:** All credit card payments will be **processed through paypal**.



## ▶ AD REQUIREMENTS:

- Ads must conform to sizes specified on Advertising Rate Sheet.
- Ads are accepted via email (attachments must be 5 MB or less) or CD-ROM.
- For A/V ads, the file must be in avi format with mpeg-4 compression.

## ▶ ACCEPTABLE FILE FORMATS FOR CAMERA READY ARTWORK:

**Adobe Acrobat**

**QuarkXPress, InDesign, or PageMaker**

**Adobe Illustrator or Macromedia Freehand**

**Photoshop**

PDF (use "Press Optimized" settings in Distiller.)

(include all linked graphics and fonts)

(convert fonts to outline and save as EPS)

TIFF, EPS, or JPEG (minimum 300 dpi)

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TALENT★MAGAZINE

## ADVERTISING ORDER

AD INSERTION(s) (BUSINESS OR ORGANIZATION NAME)	UNIT SIZE	FREQUENCY DATE	1ST RELEASE (THEREAFTER EVERY EDITION)	SPACE CHARGE (PER EDITION)	A/V ADS	TOTAL CHARGES

**Special Instructions :**


**Sales Associate (Print Clearly)**

**Name of Business**

**Mailing Address**

**City** **Zip**

<input type="text"/>	<input type="text"/>
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**Telephone** **Fax**

<input type="text"/>	<input type="text"/>
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**Web Address** **E-mail**

<input type="text"/>	<input type="text"/>
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**SIGNATURE**

<b>Date</b> <input type="text"/>	<input type="text"/>
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**TERMS & CONDITIONS :**

1. TALENT MAGAZINES, INC. guarantees to protect this client from increases in space charges until the expiration of this advertising order.
2. This order cannot be cancelled prior to the first edition.
3. Frequency rates are contingent upon insertion in successive edition. Clients who fail to comply with insertion requirements will be short-rated (billed retroactively at their actual earned rates).
4. Accounts are due & payable upon signing of this contract.
5. Ad copy must be approved or approved with changes within 2 days, and with no further liabilities to TALENT MAGAZINES, INC.
6. There are no refund under any circumstance.
7. By my signature below I signify I am enrolling my business in the Addison Talent Magazine(s) designated on this order and that I understand the applicable terms and conditions.

<b>CHECK #</b>	<b>AMOUNT</b>
<b>DATE :</b>	

<b>Basic Rate</b> <b>Production costs</b> <b>TOTAL DUE</b> <b>Amount Received ...</b>
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**For TALENT MAGAZINES, INC. Use**

<table border="1" style="width:100%;"> <tr> <th style="width:15%;">Cust #</th> <th style="width:20%;">Category</th> <th style="width:15%;">Rep:</th> <th style="width:10%;">Vol. #</th> </tr> <tr> <td style="height: 40px;"> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	Cust #	Category	Rep:	Vol. #					<b>Copy instructions due :</b> ___/___/___ <b>Contact Person</b> _____  <b>Address for Copy :</b> _____  <b>Telephone No. And Fax No. :</b> (____) _____ (____) _____
Cust #	Category	Rep:	Vol. #						