



# Maumelle

MAGAZINE

## *Media Kit*

### *2015*

Maumelle Magazine *offers:*  
*Guaranteed Distribution*  
*Better Ad Positioning*  
*Great Ad Visibility*  
*Attentive Audience*  
*Devoted Following*  
*Massive Circulation*  
*Superior Coverage*

**Maumelle@MauMag.com • www.MauMag.com • 501.960.6077**



from the publisher



Welcome to MauMag, the bi-monthly magazine of Maumelle, Arkansas. MauMag is a magazine that will explore and discover new ideas, meet talented people, familiarize us with new products and services, keep us informed on technology updates, cover the arts in all its forms, and introduce our palates to “La Cuisine Honnête” or the “Honest Kitchen” method of culinary creations from around the world. MauMag will also feature articles, essays and stories by contributors who are authorities in their respective fields.

Every effort will be made to keep MauMag informative and entertaining.

MauMag is the only magazine that is actually mailed to all household and business addresses in Maumelle and all of 72113 Zip Code including parts of North Little Rock. MauMag is also mailed to a pre-qualified mailing list in the Little Rock Metro Area. A total of 12,000 copies are printed.

Your advertisement in MauMag will be delivered directly by the United States Postal Service.

MauMag maximizes your “Reach Impact” factor by offering you the ability to reach a targeted audience more efficiently than any other form of advertising.

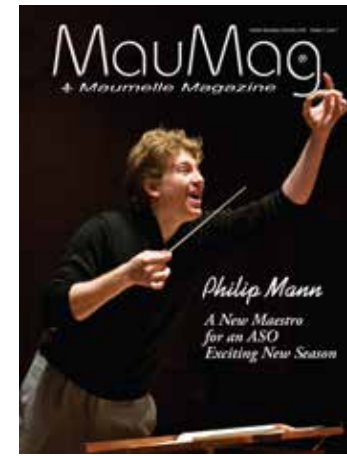
Your advertisement is guaranteed to be noticed. Our policy of limiting the total advertising space to 40% or less of the total number of pages ensures your advertisement greater visibility. Better positioning will bring your advertisement to the forefront and will eliminate competing with pages that otherwise might be congested with other ads. We maintain the same 40% ratio... regardless of the number of pages.

I would like to welcome you to the MauMag family of advertisers. I will be looking forward to answer any questions you might have and to offer my assistance in any way that will allow MauMag to spread the Word about your product and/or service.

Sincerely,

*Roger A. Frangieh*

Publisher/Editor



**YOU ONLY NEED 3 GOOD REASONS TO ADVERTISE IN MAUMELLE MAGAZINE.**

1. Maumelle Magazine is mailed to all Household and Business addresses in Maumelle and the 72113 zip code.
2. 10,000 copies are printed.
3. Only 40% of the total space is allocated for advertising. This ensures greater visibility. It also allows for better positioning that will bring your advertisement to the forefront. Maumelle Magazine is in the Welcome Packet of the Maumelle Area Chamber of Commerce and is part of the Central Arkansas Library System.

**DEMOGRAPHICS**

Maumelle Population: 17,163\*

Median value of owner-occupied housing units: \$199,800\*

Median household income: \$84,361\*

\*Source: US Census 2010

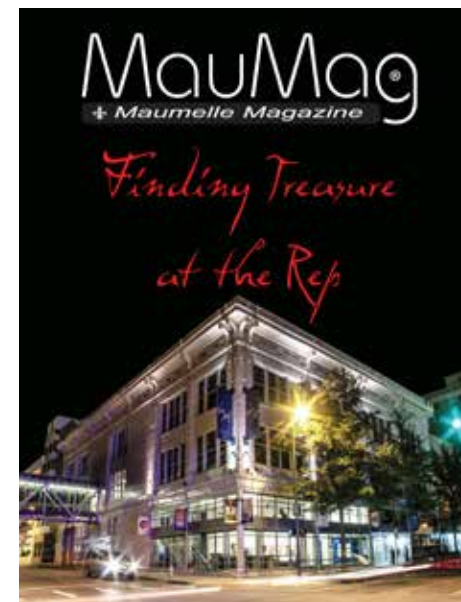
**In addition to delivery via USPS, Maumelle Magazine is also available at:**

Maumelle Area Chamber of Commerce  
 Central Arkansas Library System  
 Bank of the Ozarks - Maumelle  
 US Bank - Maumelle  
 Holiday Inn Express - Maumelle  
 Jess Odom Community Center  
 Starbucks in Maumelle  
 Mr. Pancho's Restaurant  
 Maumelle Eye Care  
 Arkansas Pediatric Clinic  
 Crye-Leike Realtors  
 Nash Law Firm  
 Bedford Video & Camera (WLR)

Maumelle City Hall  
 Barnes & Noble (West Little Rock)  
 Simmons Bank - Maumelle  
 Centennial Bank - Maumelle  
 Hampton Inn - Maumelle  
 Maumelle Country Club  
 Cheers Restaurant in Maumelle  
 Arkansas Surgical Hospital  
 Skinner Chiropractic  
 Herwood Urgent Care  
 Coldwell Bankers Realtors  
 Lee Tuxhorn - State Farm Insurance  
 Parc Apartments in Maumelle

Maumelle Public Library  
 Barnes & Noble (North Little Rock)  
 First Security Bank - Maumelle  
 Arvst Bank - North Little Rock  
 Maumelle Senior Wellness Center  
 Country Club of Arkansas  
 MorningSide Bagels  
 Austin Family Dentistry  
 Baptist Clinic - Maumelle  
 HealthCARE Express  
 Janet Jones Realtors - Little Rock  
 Matt Black - Allstate Insurance  
 Fountaine Bleau Luxury Apartments - North Little Rock

**Maumelle Magazine is also available for download from [www.MauMag.com](http://www.MauMag.com)\*. This includes all back issues since the magazine was first published in 2006.**





## Maumelle Magazine Advertisements Sizes & Rates 2015

SIZE	STYLE	DIMENSIONS	HOT AREA	1 X	2 or 3 X	4 or 5 X	6 X
Full Page	<i>Without Bleed</i>	7.375 X 9.875	N/A	\$1,760	\$ 1,670	\$ 1,585	\$1,495
Full Page	<i>With Bleed</i>	8.625 X 11.125	7.375 X 9.875	\$1,760	\$ 1,670	\$ 1,585	\$1,495
Two Thirds Page	<i>Vertical</i>	4.832 X 9.875	N/A	\$1,320	\$ 1,255	\$ 1,190	\$1,125
Two Thirds Page	<i>Horizontal</i>	7.375 X 6.625	N/A	\$1,320	\$ 1,255	\$ 1,190	\$1,125
Half Page	<i>Vertical</i>	3.625 X 9.87	N/A	\$1,060	\$ 1,010	\$ 955	\$ 900
Half Page	<i>Horizontal</i>	7.375 X 4.812	N/A	\$1,060	\$ 1,010	\$ 955	\$ 900
Half Page	<i>Island</i>	4.812 X 7.285	N/A	\$1,060	\$ 1,010	\$ 955	\$ 900
One Third Page	<i>Vertical</i>	2.292 X 9.875	N/A	\$ 895	\$ 850	\$ 805	\$ 765
One Third Page	<i>Horizontal</i>	7.375 X 3.250	N/A	\$ 895	\$ 850	\$ 805	\$ 765
One Third Page	<i>Island</i>	4.832 X 4.812	N/A	\$ 895	\$ 850	\$ 805	\$ 765
One Fourth Page	<i>Vertical</i>	3.625 X 4.812	N/A	\$ 690	\$ 655	\$ 620	\$ 590
One Fourth Page	<i>Horizontal</i>	7.375 X 2.50	N/A	\$ 690	\$ 655	\$ 620	\$ 590
One Sixth Page	<i>Vertical</i>	2.292 X 4.812	N/A	\$ 610	\$ 580	\$ 550	\$ 520
One Sixth Page	<i>Horizontal</i>	4.833 X 2.275	N/A	\$ 610	\$ 580	\$ 550	\$ 520

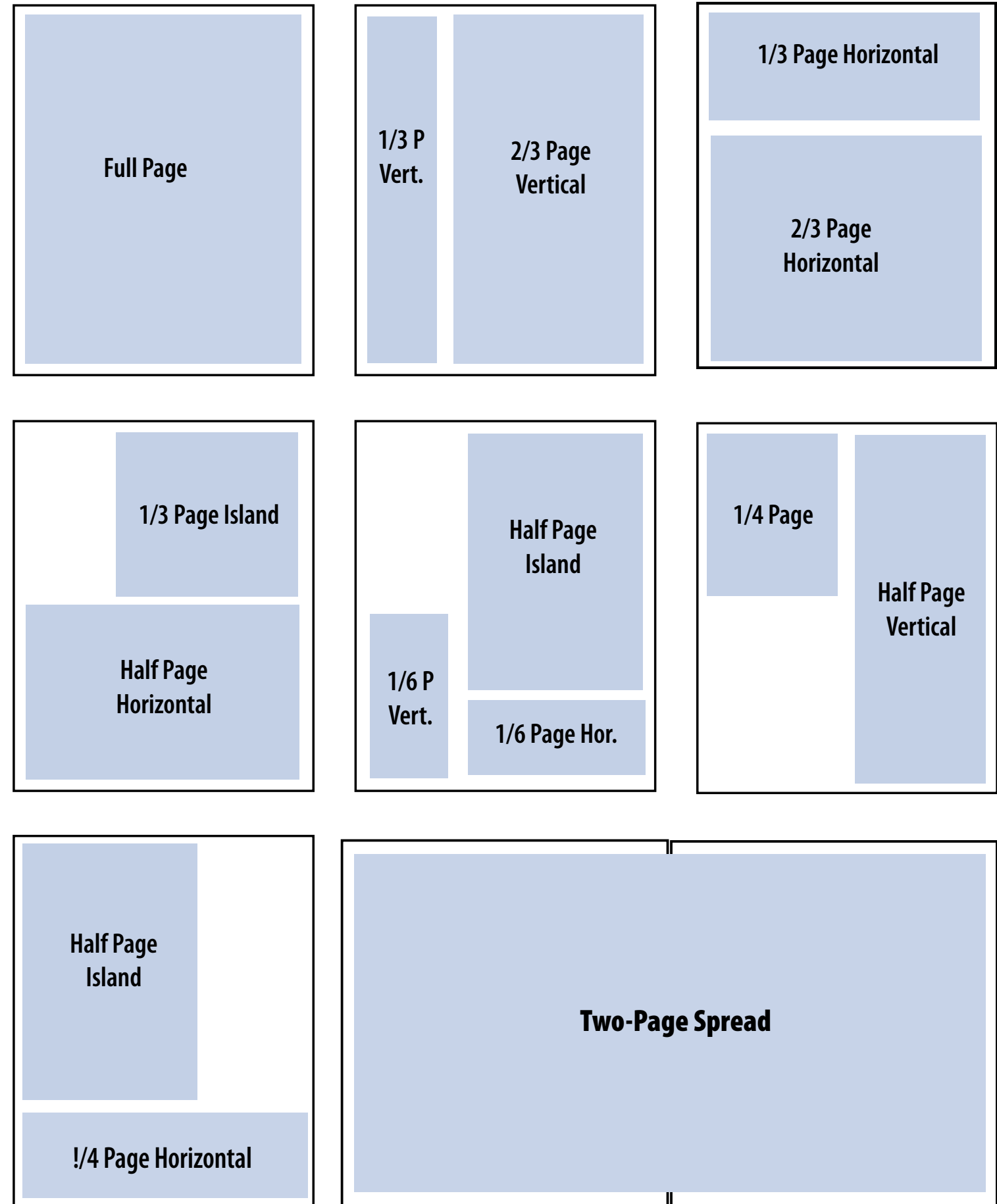
### PREMIUM AD PLACEMENT

SIZE	STYLE	DIMENSIONS	HOT AREA	1 X	2 or 3 X	4 or 5 X	6 X
Back Cover	<i>With Bleed</i>	8.625 X 11.125	7.375 X 9.875	\$2,250	\$ 2,140	\$ 2,025	\$1,915
Inside Back Cover	<i>With Bleed</i>	8.625 X 11.125	7.375 X 9.875	\$1,950	\$ 1,855	\$ 1,755	\$1,660
Inside Fron Cover	<i>With Bleed</i>	8.625 X 11.125	7.375 X 9.875	\$2,100	\$ 1,995	\$ 1,890	\$1,785
Facing Inside Front Cover	<i>With Bleed</i>	8.625 X 11.125	7.375 X 9.875	\$2,100	\$ 1,995	\$ 1,890	\$1,785
With Cover Story	<i>With Bleed</i>	8.625 X 11.125	7.375 X 9.875	\$1,800	\$ 1,710	\$ 1,620	\$1,530
Page(s) 4, 5, 6 or 7	<i>With Bleed</i>	8.625 X 11.125	7.375 X 9.875	\$1,800	\$ 1,710	\$ 1,620	\$1,530
Centerfold - Left Panel	<i>With Bleed</i>	8.625 X 11.125	7.375 X 9.875	\$2,100	\$ 1,995	\$ 1,890	\$1,785
Centerfold - Right	<i>With Bleed</i>	8.625 X 11.125	7.375 X 9.875	\$2,100	\$ 1,995	\$ 1,890	\$1,785
Centerfold 2-Page Spread	<i>With Bleed</i>	17.125 X 11.125	16.0 X 10.0	\$3,780	\$ 3,595	\$ 3,400	\$3,215
2-Page Spread (IFC* & FIFC*)	<i>With Bleed</i>	17.125 X 11.125	16.0 X 10.0	\$3,780	\$ 3,595	\$ 3,400	\$3,215
2-Page Spread (Pages 4 & 5)	<i>With Bleed</i>	17.125 X 11.125	16.0 X 10.0	\$3,400	\$ 3,230	\$ 3,060	\$2,890
2-Page Spread (Pages 6 & 7)	<i>With Bleed</i>	17.125 X 11.125	16.0 X 10.0	\$3,400	\$ 3,230	\$ 3,060	\$2,890

### CONNECTIONS - MARKET PLACE

SIZE	STYLE	DIMENSIONS	HOT AREA	1 X	2 or 3 X	4 or 5 X	6 X
Half Business Card	N/A	3.5 X 1	N/A	\$ 180	\$ 170	\$ 160	\$ 150
Business Card	N/A	3.5 X 2	N/A	\$ 300	\$ 285	\$ 270	\$ 255
Double Business Card	N/A	3.5 X 4	N/A	\$ 480	\$ 455	\$ 435	\$ 410

## Advertisements Diagrams





## Production Charges

Ad production charges are in addition to advertising rates. MauMag will not be held responsible for color accuracy when a contact color proof is not requested and purchased in advance for Advertiser approval. Publisher is not responsible for quality of photographs provided or for the quality of ads for which Publisher is required to scan or reproduce from printed material. An additional charge may apply when text changes are made to existing ads.



### Ad Design Charges (When Applicable)

Two page spread advertisement	\$225.00
Full page advertisement	\$150.00
2/3 page advertisement	\$130.00
1/2 page advertisement	\$100.00
1/3 page advertisement	\$ 75.00
1/4 page advertisement	\$ 50.00
1/6 page advertisement	\$ 35.00
1/8 page advertisement	\$ 30.00



### Other Charges (When Applicable)

Photo retouching * / per hour	\$ 75.00
Logo design * / per hour	\$ 75.00
Other custom work * / per hour	\$ 75.00
Photography * / per hour **	\$150.00 (One Hour Minimum)
Color scan / per scan	\$ 30.00
B&W scan / per scan	\$ 30.00
Contact proof for accuracy	\$ 50.00

Minimum Charge for any of the above services (except where noted) \$25.00



\* A half hour minimum charge will apply.  
 \*\* Film and processing are additional (when applicable).  
 Ask Publisher about providing digital files for ads that are copyrighted by MauMag for use in other publications. A 20% usage fee, based on ad rate will apply.



## Advertising Space Reservation & Completed Artwork Deadlines



### Issue of

January/February  
 March/April  
 May/June  
 July/August  
 September/October  
 November/December

### Ad Space Reservation Closing Deadline

December 5  
 February 5  
 April 5  
 June 5  
 August 5  
 October 5

### Completed Artwork Deadline

December 10  
 February 10  
 April 10  
 June 10  
 August 10  
 October 10

A 50 % charge will be assessed on Cancellations made within 14 days of closing deadlines.







# Maumelle

Magazine



501.960.6077

P O Box 13303 - Maumelle, AR 72113

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**www.MauMag.com - www.MaumelleMagazine.com**