

The Moon Valley

& SURROUNDING AREAS

# Tattler

# 2021

## MEDIA KIT

**HYPERLOCAL MOMENTUM  
STARTS HERE**

602.765.0902

[WWW.MOONVALLEYTATTLER.COM](http://WWW.MOONVALLEYTATTLER.COM)

[INFO@MVTATTLER.COM](mailto:INFO@MVTATTLER.COM)

The Moon Valley  
 & SURROUNDING AREAS

# Tattler

## WHO WE ARE

Since 1980, we've been Moon Valley's longest running and only community paper, locally produced and featuring the stories of residents & advertising of Moon Valley businesses, and surrounding areas.

## OUR MISSION

We seek to provide a local resource for residents of our great neighborhood's to turn to for connection, news, uplifting stories, and information about goods and services they desire to frequent in their own backyard. Authentic storytelling told by the great folks who live and work in Moon Valley.

## WHY PRINT

There is nothing better than holding a beautiful paper in your hand, which is why we are committed to always having a printed version of our newsmag. We direct mail our publication each month, and will always be free to our readers.

## WOMAN OWNED

Moon Valley Tattler has been a minority owned business since 1980 and continues to support women professionals.

ESTABLISHED IN

# 1980

# 7.02 MIL

PRINTED PAPERS DELIVERED

# 162,683

DIGITAL NEWSMAG IMPRESSIONS LAST YEAR

# 34% MORE

CONSUMERS TRUST PRINT ADS OVER DIGITAL

# HIGHER ROI

OVER DIGITAL ADVERTISING

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# Tattler

THOUGHT LEADERS // BUSINESS INFLUENCERS // AFFLUENT READERS



## 50K

AVERAGE READERSHIP

## 30

AVERAGE LOCAL  
AUTHORS EACH ISSUE

## 39.1

MEDIAN AGE OF READERS

## \$425K

TYPICAL HOME VALUE

## \$84K HHI

ANNUAL AVERAGE INCOME OF OUR READERS

## 46%

 BACHELORS & GRADUATE DEGREES

## 67%

 HOMEOWNERS

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# Tattler

## WHAT WE CHARGE



FRONT COVER PHOTO  
WITH FEATURE STORY  
**\$1,350**

STUFFED FLYERS  
**\$50 PER 1,000**

ORGANIC FACEBOOK  
SOCIAL POST  
**\$45**

BOOSTED FACEBOOK  
SOCIAL POST  
**\$150**

PS. CONTRACTS ROCK  
5% off for 3 months prepaid  
10% off for 6 months prepaid  
15% off for 12 months prepaid

FULL PAGE EDGE-TO-EDGE  
(PRINTS WITH FULL COLOR  
BLEEDS)

**\$875** PER/MO

FULL PAGE  
STANDARD  
(HAS WHITE MARGINS)

**\$850** PER/MO

VERTICAL  
HALF PAGE

**\$515** PER/MO

HALF PAGE  
STANDARD

**\$495** PER/MO

QUARTER

**\$350** PER/MO

SQUARE

**\$225** PER/MO

BUSINESS  
CARDS

**\$175** 3 MOS

CLASSIFIEDS  
\$20 FOR  
20 WORDS

+\$0.50  
FOR EACH  
ADDITIONAL  
WORD

<b>AD &amp; SPECS</b>	<b>TRIM SIZE (WIDTH X HEIGHT)</b>	<b>LIVE AREA (WIDTH X HEIGHT)</b>	<b>NEED HELP FROM OUR IN-HOUSE DESIGNER? AD DESIGN RATES</b>
PREMIUM FULL PAGE	10.5 X 13 (ADD .25 FOR BLEED)	9.75 X 12.25	\$200
FULL PAGE	9.75 X 12.25	9.5 X 12	\$175
VERTICAL HALF	4.75 X 12.25	4.75 X 12	\$150
HORIZONTAL HALF	9.75 X 5.7	9.5 X 5.7	\$125
QUARTER	4.75 X 5.7	4.75 X 5.7	\$95
SQUARE	4.75 X 4.75	4.75 X 4.75	\$80
BUSINESS CARD	3.5 X 2	3.45 X 1.95	\$45

#### ARTWORK SUBMISSION

Digital assets are due to our designers on the deadline noted in our calendar. All materials must be emailed to [info@mvtattler.com](mailto:info@mvtattler.com) by COB on the day of deadline.

All advertisements need to be submitted as a PDF, JPG, or TIFF file in CMYK color space, and have a minimum resolution of 300dpi - this prevents your ad from printing blurry because of low quality. If you have questions or issues regarding this, please reach out directly to our via email ([info@mvtattler.com](mailto:info@mvtattler.com)) or phone (602.765.0902).

Remember, ad deadlines are STRICTLY ENFORCED. Notification of cancelled ads must be received one week prior to the monthly deadline. We supply display advertisers digital proofs of their ad before we go to print. Ads must be proofed carefully and returned with approval before deadline. We are not held liable for misprints that had been approved by the client, or for advertisers who failed to provide proof approval before deadline. In the event that a mistake is made in printing after proper proofing and approvals, we will absolutely do our best to create a solution to rectify the challenge.



**Mailing & Drop-Off Address**  
 Moon Valley Postal,  
 13236 N. 7th St. #4304  
 Phoenix 85022  
 SE Corner of Thunderbird and 7th St

Phone: 602-765-0902  
 Email: info@mvtattler.com  
 Website: www.moonvalleytattler.com  
 Facebook: @MoonValleyTattler

## Ad Contract

Company \_\_\_\_\_ Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

Business Description \_\_\_\_\_

Ad  PREMIUM Full  Full  Vertical Half  Horizontal Half  
 Quarter  Square  Business Card  Classified # of Words \_\_\_\_\_

Months to Run:  January  February  March  April  May  June  
 July  August  September  October  November  December

Check One:  Ad will run "as-is" each issue of contract.  Ad will change monthly.  
Any extra charge for changes will be determined before work begins.

Amount Per Issue ..... \$ \_\_\_\_\_  
 Typesetting/Artwork/Camera Charge ..... \$ \_\_\_\_\_  
 Discount ..... \$ \_\_\_\_\_  
 Total Contract ..... \$ \_\_\_\_\_

Bill Monthly \$ \_\_\_\_\_ OR Pay in Full \$ \_\_\_\_\_

Cash  Check: Check # \_\_\_\_\_  
 Credit Card:  Visa  MasterCard  Amex  Discover  
 Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_ CCV# (on back of card) \_\_\_\_\_  
 Billing address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

**Deadlines:** Go to [www.moonvalleytattler.com](http://www.moonvalleytattler.com) to download schedule or contact our office to get an emailed copy.  
**Payment:** Unless prior credit has been approved by management, balance is paid in advance or due upon receipt of bill.

A PROOF OF THE AD WILL BE EMAILED. Please proof-read your ad copy carefully! Upon viewing your ad, return via email, your authorization to print as is, and/or your send the changes or corrections immediately. After those corrections are made, the second proof will be sent. Please confirm that the corrections have been completed as desired by emailing final approval.

The Tattler will not be liable for errors in ad copy submitted by advertiser unless notified 24 hours in advance of printing date. This contract is non-cancelable. Payment is due at time of signing contract.

Authorized by \_\_\_\_\_ Date \_\_\_\_\_  
 The Moon Valley Tattler \_\_\_\_\_ Date \_\_\_\_\_

The Tattler principals strive for accuracy; but if an error inadvertently occurs, equitable settlement will be established between the publisher and advertiser.

# Your MOON VALLEY TATTLER 2021 DEADLINES!

MATERIALS DUE DATE	ISSUE DELIVERED OUT
DECEMBER 18TH	JANUARY 4TH
JANUARY 22ND	FEBRUARY 5TH
FEBRUARY 19TH	MARCH 5TH
MARCH 19TH	APRIL 2ND
APRIL 16TH	MAY 1ST
MAY 21ST	JUNE 4TH
JUNE 18TH	JULY 2ND
JULY 16TH	AUGUST 1ST
AUGUST 20TH	SEPTEMBER 3RD
SEPTEMBER 17TH	OCTOBER 1ST
OCTOBER 15TH	NOVEMBER 1ST
NOVEMBER 19TH	DECEMBER 3RD
DECEMBER 17TH	JANUARY 3RD

“My business has gone through the roof since I started advertising in Moon Valley Tattler. We don't even need to advertise anywhere else.”  
**VALLEYWIDE POOL SUPPLY**

The Moon Valley  
SURROUNDING AREAS

# Tattler

Your community paper, since 1980, has been here for you. Now let your community know you're **there for them.**

Don't just advertise.

## MAKE A COMEBACK.

Consult us **now.**

**INFO@MVTATTLER.COM**

**602.765.0902**



*Hana*

PUBLICATION COORDINATOR & DESIGNER

The Moon Valley

• SURROUNDING AREAS

# Tattler

**LET'S GET YOUR  
SUCCESS STARTED!**

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