

## HYPERLOCAL MOMENTUM STARTS HERE

602.765.0902 WWW.MOONVALLEYTATTLER.COM INFO@MVTATTLER.COM

# The Moon Valley Surrounding Areas Tatter Tatter The Moon Valley

#### 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, uplifiting 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

162,683
DIGITAL NEWSMAG IMPRESSIONS LAST YEAR

PRINTED PAPERS DELIVERED

34% MORE CONSUMERS TRUST PRINT ADS OVER DIGITAL

HIGHER ROI

**OVER DIGITAL ADVERTISING** 

# The Moon Valley Tatte

THOUGHT LEADERS // BUSINESS INFLUENCERS // AFFLUENT READERS

50K

AVERAGE READERSHIP

30

AVERAGE LOCAL
AUTHORS EACH ISSUE

39.1
MEDIAN AGE OF READERS

\$425K

**\$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

\$50 PER 1,000

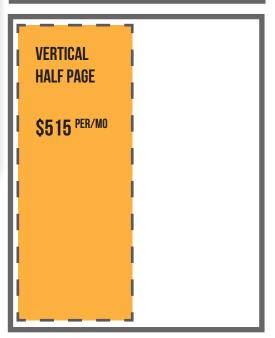
ORGANIC FACEBOOK SOCIAL POST \$45

BOOSTED FACEBOOK SOCIAL POST \$150

#### PS. CONTRACTS ROCK

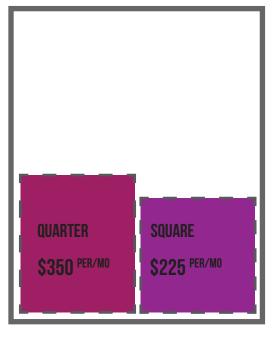
5% off for 3 months prepaid 10% off for 6 months prepaid 15% off for 12 months prepaid FULL PAGE EDGE-TO-EDGE (PRINTS WITH FULL COLOR BLEEDS)

\$875 PER/MO













AD & SPECS	TRIM SIZE (WIDTH X HEIGHT)	LIVE AREA (WIDTH X HEIGHT)	NEED HELP FROM OUR IN-HOUSE DESIGNER? AD DESIGN RATES
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 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) 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	າ					
Ad PREMIU	M Full F	ull Vertical	Half Hor	izontal Half		
Quarter		Square 🔲 B	usiness Card	Clas	sified # of Words	
Months to Run:	January July	February August	March September	April October	May November	June 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.					
Discount						\$ \$
		Bill Monthly .\$_		UK Pay	in Full \$	
Cash	Check: (	Check #		<del></del>		
Credit Card:	Visa	MasterCard	Amex	Discover		
Credit card numb	er		Expiration d	ate	CCV# (c	on back of card)
Billing address			City		Zip	
Payment: Ur  A PROOF OF TH your authorization	nless prior cred E AD WILL BI n to print as is,	dit has been approv E EMAILED. Pleas and/or your send t	ved by manage e proof-read yo the changes or	ment, balance our ad copy care corrections imm	efully! Upon viewing y nediately. After those	due upon receipt of bill.  our ad, return via email, corrections are made,
·						emailing final approval.
This contract is no	on-cancelable	errors in ad copy si . Payment is due a	t time of signing	g contract.	nouneu za nours in a	dvance of printing date.
Authorized by					Date	
The Moon Valley	Tattle <u>r</u>				Date	

## Your MOON VALLEY TATTLER 2021 DEADLINES!

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

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



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



# The Moon Valley Surrounding Areas Cattle

## LET'S GET YOUR SUCCESS STARTED!

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