



A New Progressive Publication in the Twin Cities!

 myPeacecity



a New **Progressive** Publication in the **Twin Cities!**

myPeacecity is an independent Twin Cities magazine committed to creating a peaceful and sustainable world through education, resources and life-enriching experiences.

myPeacecity READERS ^ar_e PROGRESSIVE, educated, engaged, values-driven, honest, intelligent, CREATIVE. They buy LOCAL & organic, follow independent media, take public transportation, BIKE or WALK, are CONNECTED to large Social Networks, go to FARMERS MARKETS and grow gardens. They MEDITATE, practice yoga, EXERCISE, seek WELL-BEING & balance, consume thoughtfully according to VALUES, commit to PEACE and SUSTAINABILITY, and they love SAINT PAUL & MINNEAPOLIS.

myPeacecity will serve the progressive Twin Cities consumer with a free, high quality, full color publication. Reserve your ad space now.

myPeacecity.com



specifications and advertising

myPeacecity will be advertising heavy; however, we will include thoughtful, well-researched and interesting essays on peace, activism, sustainability, and well-being throughout the publication. Most importantly, our articles will highlight creative solutions to traditional human problems and offer guidance for a more peaceful and sustainable world.

Ads	Size	Cost
Back Cover	5" x 7"	\$1000
Inside Front Cover	5"x 7"	\$800
Inside Back Cover	5"x 7"	\$800
Full Page	5"x 7"	\$650
Half Page	3.5" x 5"	\$350
Quarter Page	3.5" x 2.5"	\$185
Logo Placement	1" x 1"	\$50

When submitting your own art work for advertising, please follow these guidelines.

- Acceptable files include 300dpi .tif, .jpg, or .pdf (flattened)
- Keep copy 3/8" inside the borders of your ad
- No bleeds
- One page per ad
- All files must be 4 color CMYK process only



Republican National Convention: a unique opportunity to
ADVERTISE

The Republican National Convention (RNC) will be held in St. Paul, Minnesota on September 1 through 4, 2008. Various sources, including the Minnesota Department of Employment and Economic Development, estimate that this will result in:

- 45,000 delegates, staff and media
- 50,000 - 100,000 protestors*
- \$148 million in new spending
- 2,800 jobs and \$100 million in wages
- \$162 million in gross state product gains to the state

myPeacecity will be distributed at no cost to several locations throughout the twin cities in addition to specific RNC events. Examples include restaurants, colleges, rallies, organizations, bars, retail outlets, and event centers.

Number of Copies	10,000
Size of Magazine	5" x 7"
Type of Magazine	Saddle-stitched
Ads Due	August 10, 2008
Street Date	August 20, 2008

