

WHY PROMOTE YOUR BUSINESS WITH REVUE?



REVUE is more than West Michigan's most comprehensive entertainment guide. It's also the area's most cost-effective way to reach consumers in their 20s, 30s and 40s. We publish a free monthly magazine and the area's most complete entertainment website, covering West Michigan's music, dining, and cultural arts, as well as the area's most interesting people, places and lifestyle products.

More than 500 distribution outlets in Grand Rapids, Kalamazoo, Battle Creek, Saugatuck, Holland, Grand Haven and Muskegon.

Reach 50,000+ readers each month with our magazine, Web and social media sites.

FREQUENCY DISCOUNT RATES

SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
FULL PAGE	\$795	\$755	\$700	\$596
1/2 PAGE	\$495	\$470	\$436	\$371
1/4 PAGE	\$295	\$280	\$260	\$221
1/8 PAGE	\$195	\$185	\$172	\$146

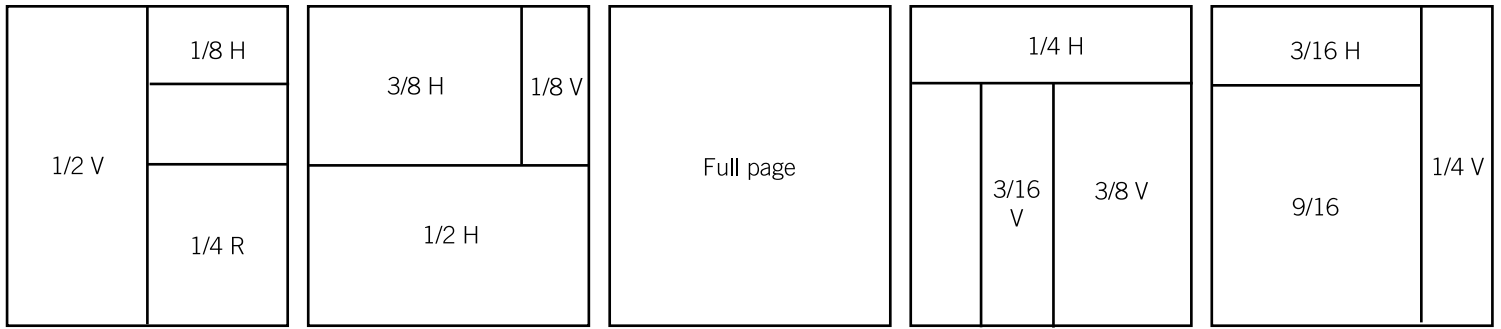
- Prices effective January 1, 2011.
- All ads are full color (CMYK).

ALSO AVAILABLE:

Post-it notes
Inserts
Street teams
Promotional programs

WEB FEATURES:

Compelling content + exclusives
Comprehensive event listings
Local entertainment blog
Previews, reviews & more
Promotional giveaways



AD SIZE *in inches*

FULL PAGE	9.25 w x 10 h
9/16	6.6875 w x 7.375 h
1/2 H	9 w x 4.875 h
1/2 V	4.375 w x 10 h
3/8 H	6.6875w x 4.875 h
3/8 V	4.375 w x 7.375 h
1/4 H	9 w x 2.375 h
1/4 V	2.0625 w x 10 h
1/4 R	4.375 w x 4.875 h
3/16 H	6.6875 w x 2.375 h
3/16 V	2.0625 w x 7.375 h
1/8 V	2.0625 w x 4.875 h
1/8 H	4.375 w x 2.375 h

PREMIUM PLACEMENT

INSIDE FRONT COVER	\$1300
BACK COVER	\$1500
INSIDE BACK COVER	\$1250

SPECIFICATIONS

FILE FORMATS: .JPG, .TIF, .PDF, .EPS

RESOLUTION: At least 200 dpi, 300 dpi preferred

COLOR MODE: CMYK (no spot colors)

OTHER: To ensure that your ad reproduces correctly, all fonts must be embedded and all layers flattened. Total ink coverage should not exceed 240%. Avoid the use of CMYK black (use 100% black ink).

AD SUBMISSION: E-mail your file to artist@revuewm.com. If your file is too large for e-mail, send via **yousendit.com** or submit to your sales representative on CD.

QUESTIONS? artist@revuewm.com
616.608.6170

DEADLINES

CAMERA-READY ADS

17th of the month before publication
(Nov. 15th for December issue)

ADS REQUIRING PRODUCTION

10th of the month before publication