



## Preparing & Submitting Ad Files

- Shaker Life is produced in 4-color process at 300DPI.
- Preferred file type: Adobe Acrobat PDF prepared using standard Press Optimized or PDFX1a settings.
- Files should be prepared as Gray Scale or CMYK, depending upon contracted ad type.
- Compatibility: Acrobat 4.0 (PDF 1.3) with all fonts embedded.
- All type, photos, and graphics must be converted to Gray Scale or CMYK format (no RGB or SPOT colors).
- Except for full page bleed ads, all files should be submitted at exact ad trim size, (i.e. no extra white space, margins, slugs, etc., outside the live matter area). Full page bleed ads should be submitted with 0.125" full bleed and bleed/trim marks.
- Alternatively, ads may be submitted to size as 300DPI JPG, TIF or EPS files with all fonts converted to paths. No native application files (Quark, Indesign, Word, Publisher, etc.) are accepted.
- It is the responsibility of the advertiser to supply professionally prepared, properly specified PDFs for final production. Incorrectly prepared files may be returned to the advertiser/preparer to be corrected and resubmitted. Shaker Life will not be held liable for improperly prepared ad files submitted by an advertiser or their agents.
- For questions pertaining to advertising, contact John Moore at [jmoore@livepub.com](mailto:jmoore@livepub.com) or 216.721.4300.



SHAKER  
HEIGHTS

3400 Lee Road, Shaker Heights, OH 44120

T: 216.491.1459  
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E: [shaker.mag@shakeronline.com](mailto:shaker.mag@shakeronline.com)  
[shakeronline.com](http://shakeronline.com)



To tap into the  
buying power of  
Shaker Heights  
residents,

advertise in  
Shaker Life.



For complete  
information about  
advertising in award-winning  
Shaker Life, contact:

John Moore  
T: 216.721.4300  
F: 216.721.2525  
E: [jmoore@livepub.com](mailto:jmoore@livepub.com)

2016 ADVERTISING RATES & DATES

## Editorial Content

Shaker Life explores the many reasons why Shaker Heights is Cleveland's most desirable and prestigious suburb. We focus on quality of life – the people, neighborhoods, homes and real estate, schools, natural beauty, and recreational and cultural amenities. We also highlight the City's focus on redevelopment of its commercial districts into thriving mixed-use neighborhoods.

## Audience

- + 65% of Shaker's residents have a bachelor's degree or higher.
- + More than 50% of Shaker's population is between 21 and 62 years old. The median age is 41, and the median household income is nearly \$77,000.
- + Every year, Shaker residents invest millions of dollars in additions, alterations, and maintenance to their homes and gardens.
- + 63% of Shaker's working residents are in management, business, science, or the arts.
- + The average sale price of a Shaker home is \$272,800.
- + Complete recent issues of Shaker Life are posted on the City's website, shakeronline.com.

## Profiles

Circulation: 18,000 with readership of 40,000. Shaker Life advertisers have the unique opportunity to reach a very special market: approximately 16,500 homes and hundreds of businesses in the Shaker Heights City School District. The combined educational, professional and income profile is exceptional. Shaker Life offers 100% saturation of this valuable eastside market without the costly spillover inherent in every other advertising medium. An additional 2,500 copies are mailed or delivered to real estate companies, universities, law firms, hospitals and corporations, reaching that difficult to find but very fruitful, affluent relocation market.

## 2016 Standard Ad Rates

AD SIZE	1X	4X
Full page	\$1,800	\$1,720
2/3 page	\$1,500	\$1,470
1/2 page	\$1,230	\$1,160
1/3 page	\$900	\$840
1/6 page	\$610	\$570
1/12 page	\$400	\$370

Color Premium, add \$600

Inserts quoted upon request.

## Issues & Advertising Closing Dates

Winter 2016 (Jan/Feb/Mar)	Mon, Nov 16, 2015
Spring 2016 (Apr/May/Jun)	Fri, Feb 19, 2016
Summer 2016 (Jul/Aug/Sep)	Mon, May 16, 2016
Fall 2016 (Oct/Nov/Dec)	Mon, Aug 15, 2016

## Policy

Shaker Life, a full color, perfect bound, web offset printed magazine published quarterly by the City of Shaker Heights, is distributed to residents and businesses in the Shaker Heights City School District. It is also available on newsstands around Greater Cleveland, and by subscription. The publisher reserves the right to reject advertising that is inconsistent with our community's objectives and image, and/or the aesthetic standards of Shaker Life.

## Hold Harmless

All advertisements are accepted and published upon the representation that the party placing the advertisement is authorized to submit and approve such publication. The advertiser agrees to indemnify and save the publishers and their personnel harmless from and against any loss or expense resulting from claims or suits based upon the contents of subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.

## Standard Ad Dimensions

All ad dimensions are expressed in decimal inches, width x height. Shaker Life is printed in 4-color process at 300DPI. It is suggested that critical text or imagery within a full page bleed ad be no less than 0.25" from any trim edge. **Please refer to the back panel of this brochure for additional information pertaining to preparing and submitting ad files.**

AD SIZE	WIDTH	HEIGHT
Full page (bleed)	8.5" trim 8.75" bleed	10.875" trim 11.125" bleed
Full page (non-bleed)	7.3125"	9.875"
2/3 page vertical	4.8125"	9.875"
1/2 page vertical	4.8125"	7.4375"
1/2 page horizontal	7.3125"	4.875"
1/3 page vertical	2.3125"	9.875"
1/3 page horizontal	4.8125"	4.875"
1/6 page vertical	2.3125"	4.875"
1/6 page horizontal	4.8125"	2.375"
1/12 page	2.3125"	2.375"

