



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

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## 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 settings.
- Files should be prepared as CMYK or Grayscale, depending upon contracted ad type.
- Compatibility: Acrobat 4.0 (PDF 1.3) or later with all fonts embedded.
- **Shaker Life cannot accept ad files containing fonts from unlicensed, web or free download sources.** All unlicensed, web or free fonts must be converted to outlines before distilling to final, print-ready PDF or saving to an acceptable alternative type file (see below).
- All type, photos, and graphics must be converted to Grayscale 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 files with all fonts converted to paths. No native application files (Indesign, Quark, 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

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[www.shaker.life](http://www.shaker.life)



Tap into the buying power of Shaker Heights residents.

Advertise in Shaker Life.



2021 ADVERTISING RATES & DATES

## Editorial Content

Shaker Life explores the many reasons why Shaker Heights is one of Cleveland's most desirable and prestigious suburbs. We focus on quality of life – the people, neighborhoods, homes and real estate, schools, natural beauty, 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 residents have a bachelor's degree or higher.
- ✦ More than 55% of Shaker's population is between 20 and 64. The median age is 40. And the median household income is nearly \$83,000.
- ✦ Last year, Shaker Heights residential property owners spent millions of dollars in maintenance, renovations, and additions.
- ✦ During the last 5 years, more than \$80 million dollars have been invested in residential properties in Shaker Heights.
- ✦ 64% of Shaker residents are in management, business, science or the arts.
- ✦ The average sale price of a Shaker home is \$274,143.
- ✦ Shaker.Life is the companion website, where an archive of issues extends your advertising dollars to online readers.

## 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.

## 2021 Standard Ad Rates

AD SIZE	1X	4X
Full page	\$2,170	\$2,070
2/3 page	\$1,840	\$1,780
1/2 page	\$1,480	\$1,390
1/3 page	\$1,080	\$990
1/6 page	\$730	\$680
1/12 page	\$480	\$430

### Color Premium, add \$600

Back Cover	\$3,660
Inside Front Cover	\$3,550
Inside Back Cover	\$3,440

*Inserts quoted upon request.*

*Unfulfilled contracts are subject to short rate based on 2021 rates.*

## Issues & Advertising Closing Dates

Winter 2021 (Jan/Feb/Mar)	Wed, Nov 11, 2020
Spring 2021 (Apr/May/Jun)	Fri, Feb 12, 2021
Summer 2021 (Jul/Aug/Sep)	Wed, May 12, 2021
Fall 2021 (Oct/Nov/Dec)	Fri, Aug 13, 2021

## 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 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 or 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 (non-bleed)	7.3125"	9.875"
Full page (bleed)	8.5" trim	10.875" trim
	8.75" bleed	11.125" bleed
Back cover (non-bleed)	7.3125"	7.875"
Back cover (bleed)	8.5" trim	8.375" trim
	8.75" bleed	8.5" bleed
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"

