



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

Lonnie Gronek
T: 216.721.7850
C: 440.506.8780
E: lgronek@livepub.com

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
Lonnie Gronek at lgronek@livepub.com
or 216.721.7850 or 440.506.8780



SHAKER HEIGHTS

3400 Lee Road, Shaker Heights, OH 44120

T: 216.491.1419 | F: 216.491.1465
E: shaker.mag@shakeronline.com
www.shaker.life



Tap into the
buying power of
Shaker Heights
residents.

Advertise in
Shaker Life.



2024 ADVERTISING RATES & DATES

Editorial Content

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. 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

- ✚ 70% of Shaker residents over 25 have a bachelor's degree or higher.
- ✚ 56% of Shaker's population is between 18 and 64.
- ✚ The median household income is \$92,400.
- ✚ Shaker Heights homeowners collectively spend tens of millions of dollars on maintenance, renovations.
- ✚ The median sale price of a Shaker single-family home is \$400,000.
- ✚ ShakerLife is a companion website, where an archive of issues extends your advertising dollars to online readers.

Reach

With a circulation of 16,000 per issue, Shaker Life is mailed to all Shaker Heights households and businesses, and an additional 400+ are delivered to eastside medical centers, day care centers, libraries, schools, and realtors.

Readership is approximately 40,000 after conservatively factoring in 2.5 readers per copy delivered. The combined educational, professional, and income profile of our readers is exceptional. Major new residential projects are underway signaling continued growth. Advertising in Shaker Life offers the chance to reach this growing audience with 100 percent saturation of this valuable eastside market.

2024 Standard Ad Rates

| AD SIZE | 1X | 4X |
|-----------|---------|---------|
| Full page | \$2,500 | \$2,400 |
| 2/3 page | \$2,200 | \$2,100 |
| 1/2 page | \$1,700 | \$1,600 |
| 1/3 page | \$1,250 | \$1,150 |
| 1/6 page | \$820 | \$790 |
| 1/12 page | \$540 | \$490 |

Color Premium, add \$600

| | |
|--------------------|---------|
| Back Cover | \$3,850 |
| Inside Front Cover | \$3,750 |
| Inside Back Cover | \$3,600 |

Inserts quoted upon request.

Unfulfilled contracts are subject to short rate based on 2024 rates.

Issues & Advertising Closing Dates

| | |
|---------------------------|-------------------|
| Winter 2024 (Jan/Feb/Mar) | Thur, Nov 9, 2023 |
| Spring 2024 (Apr/May/Jun) | Thur, Feb 8, 2024 |
| Summer 2024 (Jul/Aug/Sep) | Tue, May 7, 2024 |
| Fall 2024 (Oct/Nov/Dec) | Tue, Aug 6, 2024 |

No ad cancellations are accepted after closing dates.

Policy

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. In particular, the editors will not accept advertisements for the solicitation of alcohol or tobacco products, pornographic materials or any illegal product or service, and they will not accept advertisements based around political issues, bond issues, levies, referendums or candidates for office.

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 0.5" 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 (w/bleed) | 8.5" trim | 10.875" trim |
| plus add'l 0.125" full bleed w/crop marks on all sides | | |
| Back cover (non-bleed) | 7.3125" | 7.875" |
| Back cover (w/bleed) | 8.5" trim | 8.375" trim |
| plus add'l 0.125" full bleed w/crop marks on all sides | | |
| 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" |

