

DPJ Downtown Phoenix Journal

Explore your core.™



the media kit

Greater Downtown Phoenix is emerging as a premier destination, and Downtown Phoenix Journal's insight and scope distinctively supports this trend. DPJ is the essential guide for residents and visitors alike, delivering a friendly, straightforward, insider's view of the people, places and happenings in Greater Downtown Phoenix.

October 2010

Downtown Phoenix Journal

Downtown Phoenix Journal (“DPJ”) delivers community-driven news and information that caters to residents and savvy Downtown Phoenix visitors who want to Go Where the Locals Go.



DPJ spotlights the city’s Greater Downtown assets, from the casual neighborhood pub to big-time development and business in the city core, providing the tools, contacts and insight to make it more accessible to the casual observer.

DPJ CATERS TO A DESIRED TARGET AUDIENCE.

This audience consists of urban dwellers, Valley residents who love and support city living and development, and those who simply want to sample one of the hottest up-and-coming major city cores in America.

Does DPJ have boundaries? In a word: no. Downtown is not a ZIP code. It’s a lifestyle, and in Phoenix, it’s one selected by those who have awakened to the textured environment offered by the city. DPJ is uniquely positioned to help propel the new millennial growth of Greater Downtown Phoenix.

content snapshot

THE MULTI-FACETED NATURE OF DOWNTOWN WILL BE PRESENTED AS IT NEVER HAS BEEN.

The DPJ Voice

DPJ contributors are knowledgeable fans of Downtown and passionate about supporting its growth. DPJ’s voice reflects that community connection.

Original Features and Interviews

These include the District Beat, profiles of people and development projects, the City Scene, arts & entertainment highlights, and Eats & Drinks, the go-to resource for Downtown restaurants, bars, coffee houses and food culture.

Buzz

A byproduct of a vibrant city. DPJ eyes and ears will generate and convey notable happenings in the city.

Events & Promotions

The effective promotion of events and activities speak volumes to the community’s overall quality of life. DPJ is an ideal platform to encourage these assets to draw people to Downtown Phoenix.

Online and in Print

DPJ Magazine is the complement to DPhxJ.com, a ready-made, daily portal for readers to continue their engagement of Greater Downtown Phoenix. A host of weekly blogs, news, calendar events and original stories make this the go-to source for all things Downtown.

the opportunity

DPJ Magazine, website, social networks and other digital media contribute to a full sponsorship program that will connect you with an engaged audience.

DPhxJ.com

Monthly Average (Aug 2009 - Aug 2010)

- Visits: 7,500
- Pageviews: 14,100
- Average pageviews: 1.88
- Phoenix Visits: Phoenix leads with 60% of total site traffic
- Valley Visits: Tempe, Scottsdale and Mesa visitors combine for 21% of total
- RSS Feed Subscribers: 300
- Average banner click-through rate: 3.46%
- Newsletter open Rate: 34.53%
- Newsletter click-through rate: 22.31%



Online Rates

	Position	Per Month
	Run of site (fixed right column)	\$500
	Rotating thru site (rotating 25% right column)	\$250
	Rotating thru site (rotating 10% right column)	\$150
	Page sponsor ("brought to you by" text)	\$100
	Logo ID	\$50

DPJ provides the frequency, reach and the form of interaction with a pre-qualified audience, making your marketing efforts more effective.

DPJ Magazine



DPJ will debut its premier print edition at the Mayor of Phoenix State of Downtown event on November 4, 2010, at CityScape! That's an estimated 3,000 copies distributed directly into the hands of those who make Downtown Phoenix come alive.

The remainder of the 20,000 four-color issues will be distributed to:

- Greater Downtown hotspots
- Hotel concierge desks
- Sky Harbor Airport and tourism outlets
- Greater Downtown associations & partners

DPJ staff is ready to help develop a customized program that will help you achieve your desired results through the use of a full range of new media and social networks.

How will you benefit?

- Reach a localized, targeted audience – your customers!
- Promotion in a Web and social media network
- Turnkey access to an integrated marketing tool
- Positioned as part of the Downtown story

When you sponsor DPJ, you sponsor Downtown.

sponsorship rates

All sponsorships include a four-color print ad in DPJ Mag and Web presence on DPhxJ.com

	1x	3x	6x	DPhxJ.com
Premium Positions	\$2100	\$1925	\$1750	Run of site
Full Page	\$1700	\$1550	\$1400	Rotating
1/2 Page	\$975	\$900	\$825	Rotating
1/4 Page	\$575	\$525	\$475	Page Sponsor
1/8 Page	\$350	\$325	\$300	Logo ID

- All prepaid contracts receive an automatic 10% discount
- All rates are net and based on the number of insertions within a 12 month period from start date
- Fifty (50%) percent of the total advertisement cost must accompany all first-time ads
- Payment is due net 10 days from the date of invoice
- Overdue accounts are subject to a \$50 late fee

SHORT RATE POLICY

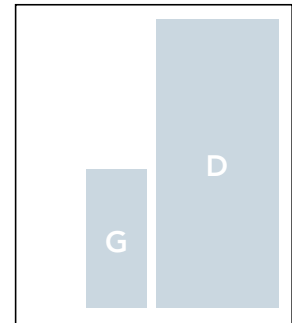
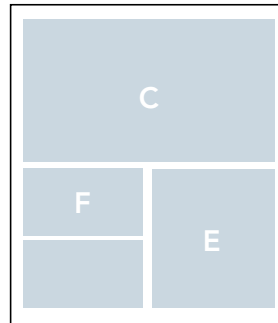
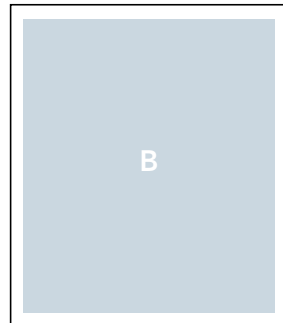
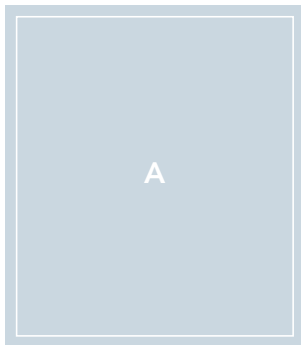
If an advertising program is cancelled short of the minimum number of insertions required to earn the frequency rate at which the ad has been billed, all insertions actually run will be re-billed at the frequency rate earned during the 12 month period starting with the first insertion in the program.

production schedule

	Space Deadline	Materials Due	Print Issue/ Online Flight Date
Nov/Dec 2010	Oct 15	Oct 15	Nov 4
January 2011	Dec 10	Dec 14	Dec 28
March 2011	Feb 4	Feb 8	Feb 22
May 2011	Apr 8	Apr 12	Apr 26
July/Aug 2011	Jun 10	Jun 14	Jun 28
Sept/Oct 2011	Sept 9	Sept 13	Sept 27

NOTE : Deadlines subject to change without notice. Please contact DPJ to verify closing dates.

ad specs & guidelines



Ad Sizes	A. Full Page Bleed	10.75 x 13.625" (Trim = 10.25 x 13.125)
	B. Full Page Non-Bleed	9.25 x 12"
	C. 1/2 Page Horizontal	9.25 x 5.875"
	D. 1/2 Page Vertical	4.5 x 12"
	E. 1/4 Page	4.5 x 5.875
	F. 1/8 Page Horizontal	4.5 x 2.75
	G. 1/8 Page Vertical	2.75 x 4.5

production charges

Advertisements must meet size and digital file specifications or client will be billed for necessary adjustments. Ad production is an additional \$35-75 for all ad sizes, with rates varying on complexity.

general guidelines

1. All fonts must be embedded in the PDF.
2. Images must be a minimum of 300dpi at 100% of final placement size and must be embedded in the file.
3. Images should all be in CMYK or Grayscale, never RGB, LAB, etc. If using Photoshop, use "US Web Coated v2" setting.
4. All grayscale images should be set as grayscale, not CMYK.
5. All spot colors must converted to CMYK.
6. Solid blacks (text included) should be 100% black, or a rich black not exceeding two colors, i.e., black & cyan (most common).
7. PDFs must have bleed marks and registration marks.
8. No OPI images (common if using Quark).
9. All files should be correctly sized according to the provided size chart.

procedure for submitting files

1. Please label each ad with date, size and company name.
2. All files should be compressed/zipped before being submitted.
3. Email to Art Director Kenny Bump: kenny@dphxj.com

preferred ad formats

Print:

Hi-res PDF/X-1a files.

EPS (fonts outlined).

Online (size specs will vary):

JPG, GIF, or PNG (Max file size 50k)

about us

Downtown Phoenix Journal is powered by the partnership of Urban Affair and Phoenix Community Alliance for a Greater Downtown Phoenix.

Urban Affair®

Urban Affair (UA) is a modern media network developed to promote Greater Downtown Phoenix's urban lifestyle by elevating urban ideas and related activities. This focus assists the development of our urban core, benefiting the people, organizations and businesses in the community, while making the lifestyle more accessible to Valley residents and visitors alike. UA generates ongoing awareness in Downtown Phoenix with assets that include Downtown Phoenix Journal, DPhxJ.com, RadiatePHX (monthly networking group), Coe House (historic art gallery and office suite) and Urban Affair events.

Phoenix Community Alliance

Phoenix Community Alliance (PCA) brings together business with government, arts and culture, education, health and research institutions and other community leaders, who pool their talents and resources in favor of a beautiful and dynamic city. They share a love for the community and enthusiasm for its potential greatness. Their sense of civic pride requires that they give back to the community a portion of their corporate successes. PCA believes a greater downtown Phoenix is vital for our future.

contact us

Inquiries | info@dphxj.com
Submissions | editor@dphxj.com
Advertising | advertising@dphxj.com

Catrina Knoebel, Publisher | catrina@dphxj.com | @catrina_k
Si Robins, Managing Editor | si@dphxj.com | @sirobins
Kenny Bump, Art Director | kenny@dphxj.com | @kbump
Jason Garcia, Photography Director | jason@dphxj.com | @MoLo_
Justin Lee, Dining Editor | justin@dphxj.com | @JustinEats
Erik Karvonen, Creative Director | erik@dphxj.com | @karvonen

Powered by
Urban Affair | @urbanaffair | Find us on Facebook (UrbanAffairPhx)
Phoenix Community Alliance | phoenixcommunityalliance.com | @phxcommal

365 N 4th Ave | Phoenix, AZ 85003 | 602-579-2988 | dphxj.com