

SCHERTZ magazine

MEDIA INFORMATION

Schertz Magazine is the only magazine that brings you not just the information from the City, but brings the inspirational stories of the people and places that make Schertz the community that it is.

#1 SOURCE OF CITY INFORMATION

42,000
RESIDENTS

MONTHLY CIRCULATION
16,000

Direct mailed to over 15,000 households and over 1,000 local businesses, reaching over 60,000 people.



Distributed digitally through Schertz.com, social media, City Headlines newsletter, and Schertz employee newsletter.



Schertz.com



Schertz Magazine is a monthly popular lifestyle, entertainment, and community events publication wholly owned and operated by the City of Schertz and produced internally by the Schertz Public Affairs Department. It serves as the primary dissemination source for government information for our growing city.

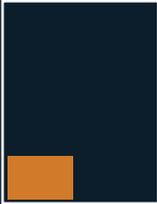
The magazine has won several local, state, national and international accolades including several awards from the Texas Association Municipal Information Officers. It has even been featured and praised in the Congressional Record.

Schertz is a premier Texas community, located just northeast of San Antonio, nationally recognized for its family atmosphere, foresight and innovation, and commitment to economic prosperity and workforce opportunities.

FOR MORE INFORMATION, contact your Sales Representative at magazine@schertz.com.

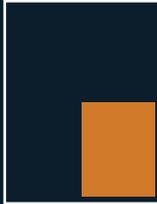
SCHERTZ magazine

ADVERTISING RATES & SUBMISSION PROCESS



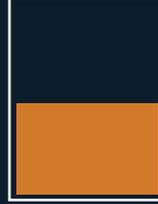
EIGHTH PAGE
3.45W X 2.4H

1X	\$325
12X	\$300



QUARTER PAGE
3.45W X 4.68H

1X	\$600
12X	\$450



HALF PAGE
7.08W X 4.68H

1X	\$1,100
12X	\$775

vertical half page also available



FULL PAGE
7.08W X 9.57H

1X	\$1,650
12X	\$1,325



BACK COVER
7.08W X 7.35H

1X	\$2,000
12X	\$1,650

NONPROFIT ADS

Churches, governmental entities, 501(c)3 and civic groups who provide a service to the residents of Schertz will receive a 25% discount on the listed rates.

Additional \$100 fee applies for special placement.

AD DEADLINES

Ad changes or print-ready ads must be submitted to your sales representative by the **5th of the month** prior to publication. If the 5th falls on the weekend, ads will be due the Friday prior to the 5th.

THIS CHECKLIST ENSURES APPROPRIATE AD SUBMISSION AND PRINTING.

- Submit your press-ready advertisement as a flattened PDF sized to the proper dimensions. Flattened tif and jpg files are also acceptable formats.
- Fonts smaller than 5 pts should not be used.
- Resolution is a minimum of 300dpi (files taken from websites will not be high enough resolution and will result in a "blurry" look).
- Image is saved as color process CMYK. Please be sure to convert all Pantone and RGB colors to the required format.
- Supply your file to magazine@schertz.com (your sales representative will be happy to walk you through the specifics of the best way to send your file).

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