

Your Moon Valley
Tattler

An aerial photograph of a lush green golf course. In the foreground, there are several sand traps and a well-manicured green. A path winds through the course, and a parking area with several cars is visible on the left. In the background, a residential neighborhood is nestled at the foot of a range of rugged, brown mountains under a clear blue sky.

2023 MEDIA KIT

602.765.0902
INFO@MVTATTLER.COM

The Moon Valley
& SURROUNDING AREAS

Tattler

THOUGHT LEADERS // BUSINESS INFLUENCERS // AFFLUENT READERS

WHO WE ARE

Since 1980, we've been Moon Valley's longest running and only community paper, locally produced and featuring the stories of residents & advertising of Moon Valley businesses, and surrounding areas.

OUR MISSION

We seek to provide a local resource for residents of our great neighborhood's to turn to for connection, news, uplifting stories, and information about goods and services they desire to frequent in their own backyard. Authentic storytelling told by the great folks who live and work in Moon Valley.

WHY PRINT

There is nothing better than holding a beautiful paper in your hand, which is why we are committed to always having a printed version of our newsmag. We direct mail our publication each month, and will always be free to our readers.

WOMAN OWNED

Moon Valley Tattler has been a minority owned business since 1980 and continues to support women professionals.

50K

AVERAGE READERSHIP

30

AVERAGE LOCAL
AUTHORS EACH ISSUE

39.1

MEDIAN AGE OF READERS

\$712.5

MEDIAN HOME VALUE

\$84K HHI

ANNUAL AVERAGE INCOME OF OUR READERS

46%

BACHELORS & GRADUATE DEGREES

67%

HOMEOWNERS

Tattler



**FRONT COVER PHOTO
WITH FEATURE STORY
\$1,350**

WHAT WE CHARGE

**FULL PAGE PREMIUM
EDGE-TO-EDGE**

\$875 PER/MO

**FULL PAGE
STANDARD**

\$850 PER/MO

**VERTICAL
HALF PAGE**

\$515 PER/MO

**QUARTER
\$350** PER/MO

**SQUARE
\$225** PER/MO

**HALF PAGE
STANDARD**

\$495 PER/MO

**BUSINESS
CARDS**

\$175 3 MOS

**STUFFED
FLYERS**

\$50
PER 1,000

**CLASSIFIEDS
\$20 FOR
20 WORDS**

**+\$0.50
FOR EACH
ADDITIONAL
WORD**

AD SPECS

PREMIUM FULL PAGE

FULL PAGE

VERTICAL HALF

HORIZONTAL HALF

QUARTER

SQUARE

BUSINESS CARD

**TRIM SIZE
(WIDTH X HEIGHT)**

10.5 X 13 (ADD .25 FOR BLEED)

9.75 X 12.25

4.75 X 12.25

9.75 X 5.7

4.75 X 5.7

4.75 X 4.75

3.5 X 2

**LIVE AREA
(WIDTH X HEIGHT)**

9.75 X 12.25

9.5 X 12

4.75 X 12

9.5 X 5.7

4.75 X 5.7

4.75 X 4.75

3.45 X 1.95

PS. CONTRACTS ROCK

5% off for 3 months prepaid

10% off for 6 months prepaid

15% off for 12 months prepaid

ARTWORK SUBMISSION

Digital assets are due to our designers on the deadline noted in our calendar. All materials must be emailed to info@mvtattler.com by COB on the day of deadline.

All advertisements need to be submitted as a PDF, JPG, or TIFF file in CMYK color space, and have a resolution of 300dpi - this prevents your ad from printing blurry.

Remember, ad deadlines are STRICTLY ENFORCED. Notification of cancelled ads must be received one week prior to the monthly deadline. We supply display advertisers digital proofs of their ad before we go to print. Ads must be proofed carefully and returned with approval before deadline. We are not held liable for misprints that had been approved by the client, or for advertisers who failed to provide proof approval before deadline. In the event that a mistake is made in printing after proper proofing and approvals, we will absolutely do our best to create a solution to rectify the challenge.

EDITORIAL & ADVERTISING DEADLINES

MATERIALS DUE DATE

DECEMBER 27TH 2022

JANUARY 24TH

FEBRUARY 21ND

MARCH 28TH

APRIL 24TH

MAY 23RD

JUNE 27TH

JULY 25TH

AUGUST 29TH

SEPTEMBER 26TH

OCTOBER 24TH

NOVEMBER 28TH

DECEMBER 26TH

ISSUE DELIVERED OUT

JANUARY 6TH 2023

FEBRUARY 3RD

MARCH 3RD

APRIL 7TH

MAY 5TH

JUNE 2ND

JULY 7TH

AUGUST 4TH

SEPTEMBER 8TH

OCTOBER 6TH

NOVEMBER 3RD

DECEMBER 8TH

JANUARY 5TH 2024



SUBMIT ADS & STORIES
FOR YOUR BRAND TO



INFO@MVTATTLER.COM



Mailing & Drop-Off Address

Moon Valley Postal,
13236 N. 7th St. #4304
Phoenix 85022

SE Corner of Thunderbird and 7th St

Phone: 602-765-0902

Email: info@mvtattler.com

Website: www.moonvalleytattler.com

Facebook: @MoonValleyTattler

Ad Contract

Company _____ Contact _____ Title _____

Address _____ City _____ Zip _____

Phone _____ Email _____

Business Description _____

Ad ☐ PREMIUM Full ☐ Full ☐ Vertical Half ☐ Horizontal Half
☐ Quarter ☐ Square ☐ Business Card ☐ Classified # of Words _____

Months to Run: ☐ January ☐ February ☐ March ☐ April ☐ May ☐ June
☐ July ☐ August ☐ September ☐ October ☐ November ☐ December

Check One: ☐ Ad will run "as-is" each issue of contract. ☐ Ad will change monthly.
Any extra charge for changes will be determined before work begins.

Amount Per Issue \$ _____

Typesetting/Artwork/Camera Charge \$ _____

Discount \$ _____

Total Contract \$ _____

Bill Monthly \$. _____ OR Pay in Full \$ _____

☐ Cash ☐ Check: Check # _____

☐ Credit Card: ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

Credit card number _____ Expiration date _____ CCV# (on back of card) _____

Billing address _____ City _____ Zip _____

Deadlines: Go to www.moonvalleytattler.com to download schedule or contact our office to get an emailed copy.

Payment: Unless prior credit has been approved by management, balance is paid in advance or due upon receipt of bill.

A PROOF OF THE AD WILL BE EMAILED. Please proof-read your ad copy carefully! Upon viewing your ad, return via email, your authorization to print as is, and/or your send the changes or corrections immediately. After those corrections are made, the second proof will be sent. Please confirm that the corrections have been completed as desired by emailing final approval.

The Tattler will not be liable for errors in ad copy submitted by advertiser unless notified 24 hours in advance of printing date. This contract is non-cancelable. Payment is due at time of signing contract.

Authorized by _____ Date _____

The Moon Valley Tattler _____ Date _____

The Tattler principals strive for accuracy; but if an error inadvertently occurs, equitable settlement will be established between the publisher and advertiser.

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**LET'S GET YOUR
SUCCESS STARTED!**

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