

# A HOPKINS COMMUNITY EDUCATION ADVERTISING

**Thank you for supporting Hopkins Community Education programs.**

## **Circulation**

Purchasing ad space in our adult enrichment catalog supports programs that benefit our community. Our Adult Enrichment catalog is mailed to more than 38,000 homes twice per year in our Hopkins Public Schools District boundary area. Our District boundary area includes the city of Hopkins, most of Minnetonka, about half of Golden Valley, and portions of Eden Prairie, Edina, Plymouth, and St. Louis Park.

## **Advertising deadlines:**

We mail a fall (Sept. - Dec.) and a winter/spring (Jan. - June) catalog. Please contact us for advertising deadlines.

## **Helpful tips for creating your ad:**

- We print everything using process color (CMYK), please do not use RGB, spot, or indexed colors in your artwork.
- Resolution of images (photos) needs to be 300 DPI.
- Please avoid using text smaller than 7 point.
- Please submit your ads as a PDF, or a packaged, compressed InDesign file. The preferred PDF settings are: PDF/X-1a or High Quality Printer file. Be sure to embed your fonts when creating the PDF.
- Please send us a contact information for someone we can reach if there are any problems with the ad file or formatting.

## **Ad Sizes & Rates** (we fill space on a first come, first served basis)

<b>7.375" wide x 4.625" tall</b> <b>\$495</b>	
<b>3.5" wide x 4.625" tall</b> <b>\$295</b>	<b>3.5" wide x 2.125" tall</b> <b>\$175</b>
	<b>3.5" wide x 2.125" tall</b> <b>\$175</b>
<b>Full Page: 7" wide x 10" tall \$895</b>	

## **Submitting your ad to us:**

Please email your formatted ads to:

[Jennifer.Jorns@HopkinsSchools.org](mailto:Jennifer.Jorns@HopkinsSchools.org)

Contact Jennifer with any questions you may have regarding formatting your ad for submission, 952-988-4090.

## **Questions?**

Please contact Andrea Sjogren, adult and youth programs coordinator, 952-988-4068 or email:

[Andrea.Sjogren@HopkinsSchools.org](mailto:Andrea.Sjogren@HopkinsSchools.org)

Contact Hopkins Community Education staff:  
952-988-4070

