

Pleasantville UEZ Member Advertising Signage

As a UEZ member, we are pleased to offer you the opportunity to advertise your business in our town.

Your sign will be vibrantly displayed on city trash receptacles in randomly selected, well-trafficked, highly visible areas throughout the community.



Schedule and Pricing

Ads will run in 3-month seasonal increments:

- Fall (Sep 1 - Nov 30)
- Winter (Dec 1 - Feb 28)
- Spring (Mar 1 - May 30)
- Summer (Jun 1 - Aug 31)

Price per Season: **\$250 each** *You may lease up to 5 signs

Design Services

You may utilize your own selected design professional if needed, or you may opt to use our advertising agency. Our agency's service includes: 1 layout/design using your supplied, camera ready logo, graphics and/or photography and copy with 1 round of revisions. (Please reference acceptable file formats to the right.)

One time fee per design: **\$375**

Deadline

Payment and artwork must be supplied by:

- | | |
|------------------------------|------------------------------|
| Fall DUE July 21 | Winter DUE October 20 |
| Spring DUE January 19 | Summer DUE April 20 |

SPECIFICATIONS

Signs will be full color (4-color process) on 30mil Styrene.

DIMENSIONS:

Final Size: 39" wide x 32" tall

Viewable Area: 37" wide x 29" tall (*this means that there will be 1" on either side and 1.5" on the top and bottom covered by the frame holding the sign—please keep all text and other important items within the Viewable Area*)

FILE FORMATS:

All files should be hi-resolution and should be no less than 300 DPI (Dots Per Inch).

If an ad is to print in color, files should be saved in CMYK format.

For Design Services, please send hi-resolution digital logo, photos for ad, company contact details and copy direction.

ACCEPTABLE FILE FORMATS:

Hi-Resolution PDF file
Hi-Resolution JPEG or TIFF file
Adobe Illustrator EPS file (All fonts **MUST** be converted to outlines)

MAILING INFORMATION:

Please send all materials via mail or email as digital artwork on a CD to the Pleasantville Urban Enterprise Zone, ATTN: Jacqueline Amado-Belton:

Email: uez@pleasantville-nj.org

Mail: 132 W. Washington Ave
Pleasantville, NJ 08232

QUESTIONS

For any questions regarding production specs, please contact:
Jacqueline Amado-Belton
609-484-7359