

INSIDE IRVINE

2027 | Connect with the Irvine Community ADVERTISING

Inside Irvine is the official quarterly magazine and recreation guide for the City of Irvine. This 100-page publication delivers City of Irvine news, events, and community programming to its residents.

By advertising in *Inside Irvine*, you will reach hundreds of thousands of potential clients within and outside the City.



View previous issues
at insideirvine.org.

105,000+

PRINT DISTRIBUTION
DIGITAL EDITION AVAILABLE ONLINE



Mailed to all Irvine residents
and targeted mailing lists.

Displayed and distributed
to City community
centers and libraries.

Digital edition accessible
at insideirvine.org.

315,000+

CITY OF IRVINE
COMMUNITY POPULATION



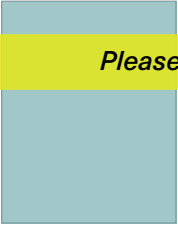
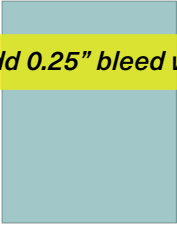
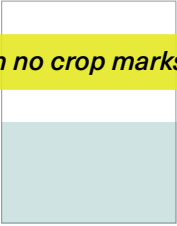
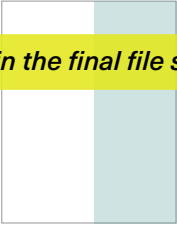
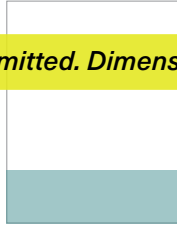
The target audience for
Inside Irvine is Irvine residents,
which includes a wide range of
age groups and diverse cultures.
For demographic details, visit
cityofirvine.gov/demographics.

Get started at insideirvine.org.

To get started, fill out the *Inside Irvine* Advertisement Interest Form, found at insideirvine.org. For more information, please contact advertising@cityofirvine.org.



INSIDE IRVINE AD SIZES & PRICING

Inside Back Cover	Full-page	1/2-page		1/4-page		1/8-page
8.25"w x 10.875"h	8.25"w x 10.875"h	7.95"w x 5.3"h Horizontal	3.875"w x 10.875"h Vertical	7.95"w x 2.65"h Horizontal	3.875"w x 5.3"h Vertical	3.875"w x 2.65"h
						
Please add 0.25" bleed with no crop marks in the final file submitted. Dimensions listed are finished size.						
Per Issue \$3,335 Annual Agreement Paid In-full: \$11,406 Billed per Issue: \$12,006	Per Issue \$2,875 Annual Agreement Paid In-full: \$9,833 Billed per Issue: \$10,350	Per Issue \$1,610 Annual Agreement Paid In-full: \$5,506 Billed per Issue: \$5,796		Per Issue \$1,208 Annual Agreement Paid In-full: \$4,130 Billed per Issue: \$4,347		Per Issue \$863 Annual Agreement Paid In-full: \$2,950 Billed per Issue: \$3,105

DESIGN SPECIFICATIONS

Final ad file must be submitted as follows:

- Include 0.25" bleed in PDF or JPG with no crop marks
- File formats accepted: PDF or JPG (Compression: "high" or "maximum")
- 300 dpi minimum resolution, CMYK color mode

DATES & DEADLINES

	Spring 2027	Summer 2027	Fall 2027	Winter 2027-28
Payment & Print-Ready Artwork Due	12/4/26	3/12/27	6/11/27	9/10/27
Publication Distribution Date	Mid-February	Mid-May	Mid-August	Mid-November

DESIGN SERVICES

Custom Ad Creation: Graphic design services: \$132 per hour

Editing Existing Ads: Editing services: \$66 per hour

Customers are responsible for additional costs, such as the purchasing of specific fonts, photos, etc. Prices subject to change.

Ad Placement

Advertisements are placed in the appropriate Activity Guide sections as follows:

Early Childhood	Newborn to 5 years
Children	Ages 5-12
Teens	Ages 12-18
Adults	Ages 18+
Older Adults	Ages 50+
Arts	All Ages

Best efforts are made to accommodate advertisers' placement preferences, but we cannot guarantee section placement. Ads are provided on a first-come, first-served basis.

Space is limited. Priority is given to existing advertisers, space/size availability, and advertisers with print-ready material and payments submitted on time.

Advertising Content

Advertisements must promote services relevant to the Irvine community and not contrary or detrimental to the City's mission, organizational values, image and interests. Types of advertisements prohibited include, but are not limited to, promotion of tobacco, alcohol, pornography, obscenity, and messages of a political or religious nature or connotation. Content promoting medical or medicinal products, or medical procedures, are also not permitted.

Advertisers are required to maintain a current Statement of Information filing with the California Secretary of State and/or hold a valid business license.

Interested in Advertising?

Fill out the Inside Irvine Advertisement Interest Form, found at insideirvine.org. Allow one business day to be contacted.