



www.metrotimes.com  
**metrotimes**

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★ 2012 MEDIA KIT ★

# MECHANICAL REQUIREMENTS

## MECHANICAL REQUIREMENTS

Metro Times accepts responsibility for the design and reproduction quality only for ads we produce in-house. All ads, except full pages, must have borders around them.

### RESOLUTION:

Grayscale & Full color camera ready ads should be created with a resolution of 300 pixels/inch or better. Rasterized images from vector programs (line art) such as Adobe Illustrator should have a resolution of 600dpi or better.

### DOT GAIN:

Metro Times is printed on newsprint, which effects a 30% dot gain. For best reproduction, it is important to prepare mechanicals with this in mind, and to calibrate applications such as Adobe Photoshop to reflect this phenomenon. Very light screens are particularly difficult to reproduce. Some may drop out altogether. Also, subtle differences in grays which are obvious on screen or glossy paper may fade into one another in newsprint. And fine, reversed type should be avoided as the black can bleed and fill in the characters. Bold, sans serif type of at least 7 points is recommended for reverses. We have no way of showing you exactly how it will look before it runs in the paper. Total ink saturation in a photo should be no greater than 260% at the darkest point.

### COLORS:

Metro Times uses a four color process (CMYK - C=Cyan, M=Magenta, Y=Yellow, K=Black). When building your ad for spot color, please create your ad using magenta only. Specify to your account representative what spot color you would like to use. We do not accept RGB or Duotone images.

Metro Times accepts ads in Mac format only. Please include all font and image files used in the document unless the program you are using can embed them. Preferred file formats: .tif, .eps, .jpeg & pdf. SUPPORTED MEDIA: 3.5" disk, Iomega Zip Drives - 100MB and CD-ROM disk. Please label your disk with:

1. ADVERTISER'S NAME
  2. SIZE OF AD
  3. ISSUE DATE OF WHEN AD IS RUNNING
  4. CONTACT NAME & PHONE #
- If ad is spot color: specify what spot color. A printout of the ad must be provided for proofing purposes. SUPPORTED APPLICATIONS: Adobe Indesign (version CS 3), Adobe Photoshop CS 3, Adobe Illustrator CS 3, Adobe Acrobat pdf files (version 6.0.1) EMAIL YOUR AD TO: production@metrotimes.com Total size of email may be no greater than 15MB and include all supporting files. Include: 1. ADVERTISER'S NAME 2. SIZE OF AD 3. ISSUE DATE WHEN AD IS RUNNING 4. CONTACT NAME & PHONE # SENDING FONTS: 1. When transferring fonts, the suitcase file and outline (or postscript) files are required. 2. We are unable to use PC versions of fonts. 3. We reserve the right to replace fonts with a similar house font if a proper one is not supplied or can't be obtained from the client. ATTACHMENTS: We can accept Stuffit or Zipped files. USING THE FTP SITE:

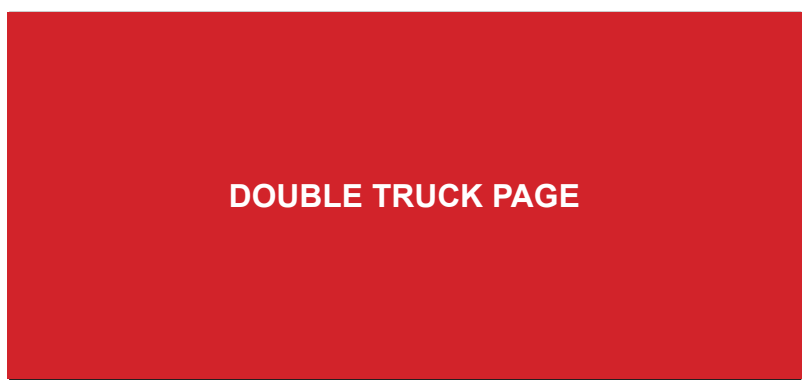
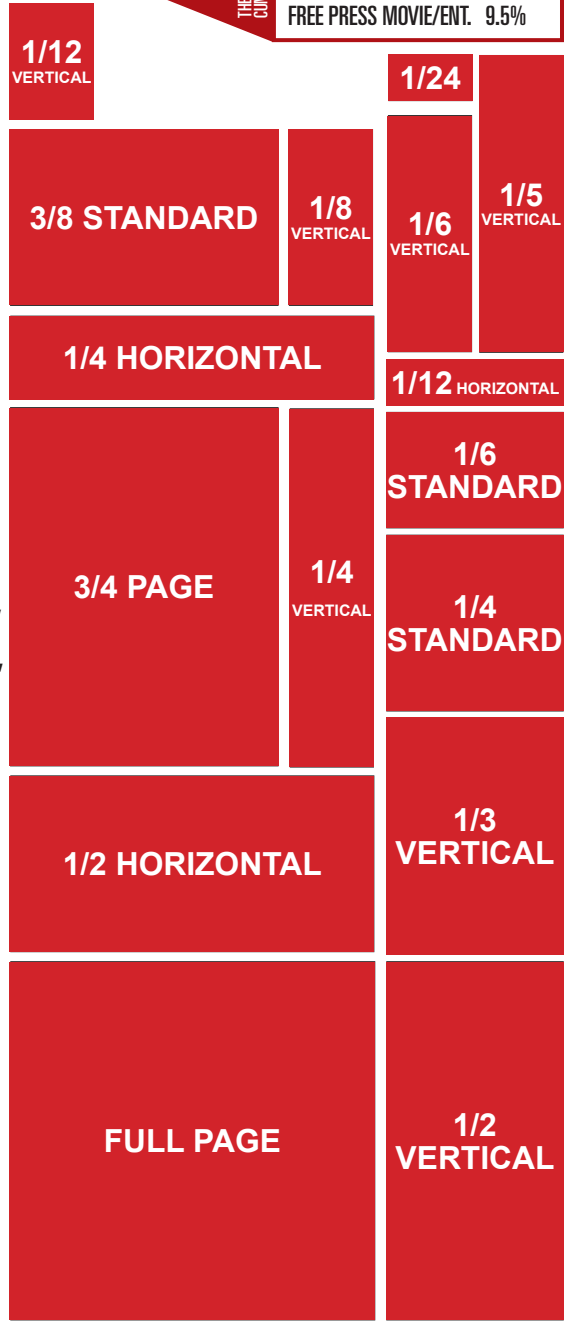
To submit files, go to ftp.metrotimes.com and log in: Username: anonymous Password: clients email address Place ads into "INCOMING ADS" folder then email production@metrotimes.com when files have been uploaded and cc your sales rep.

# AD SIZES

## COLUMN SIZES

- 1 COL 2.3125"
- 2 COL 4.8125"
- 3 COL 7.375"
- 4 COL 10"

- 1/24 STANDARD 2.3125" x 1.5"
- 1/12 VERTICAL 2.3125" x 3.125"
- 1/8 VERTICAL 2.3125" x 4.75"
- 1/6 VERTICAL 2.3125" x 6.37"
- 1/4 VERTICAL 2.3125" x 9.65"
- 1/12 HORIZONTAL 4.8125" x 1.5"
- 1/6 STANDARD 4.8125" x 3.125"
- 1/4 STANDARD 4.8125" x 4.75"
- 1/3 VERTICAL 4.8125" x 6.37"
- 1/2 VERTICAL 4.8125" x 9.65"
- 3/8 STANDARD 7.375" x 4.75"
- 1/4 HORIZONTAL 10" x 2.25"
- 1/2 HORIZONTAL 10" x 4.75"
- FULL 10" x 9.65"
- 3/4 PAGE 7.375" x 9.65"
- DOUBLE TRUCK 20.8125 x 9.65"



DOUBLE TRUCK PAGE

THE MEDIA ADVERT  
COMING RATINGS JUN-JUL 2011

**THE BAR IS HIGH**  
PAST 4 WEEKS VISITED  
BARS OR NIGHT CLUBS

<b>METRO TIMES</b>	<b>30.4%</b>
HOUR DETROIT	21.6%
CRAIN'S DETROIT BUS.	15.2%
REAL DETROIT	12.9%
FREE PRESS MOVIE/ENT.	9.5%

# OUR READERS AT A GLANCE

## HOUSEHOLD INCOME\*

UNDER \$25K	24%
\$25K-\$35K	13.8%
\$35K-\$50K	26%
\$50K-\$75K	13.8%
\$75K-\$100K	6.1%
\$100K+	17%

## EDUCATION\*

SOME COLLEGE	32%
COLLEGE DEGREE + HIGHER	30%

**646,976** PEOPLE HAVE READ ONE OR MORE OF OUR LAST 4 ISSUES.\*\*

## FREQUENT RESTAURANT DINERS\*\*

19  
% OF METRO TIMES READERS  
DINED IN RESTAURANTS 4 OR MORE

TIMES IN THE LAST TWO WEEKS  
**VISITED BARS AND NIGHTCLUBS\*\***  
30% OF METRO TIMES  
READERS VISITED BARS OR  
NIGHT CLUBS IN THE PAST  
MONTH

## FREQUENT BEER DRINKERS\*\*

26% OF METRO TIMES READERS  
DRANK BEER 6 OR MORE  
TIMES IN THE PAST TWO  
WEEKS

## SOURCES:

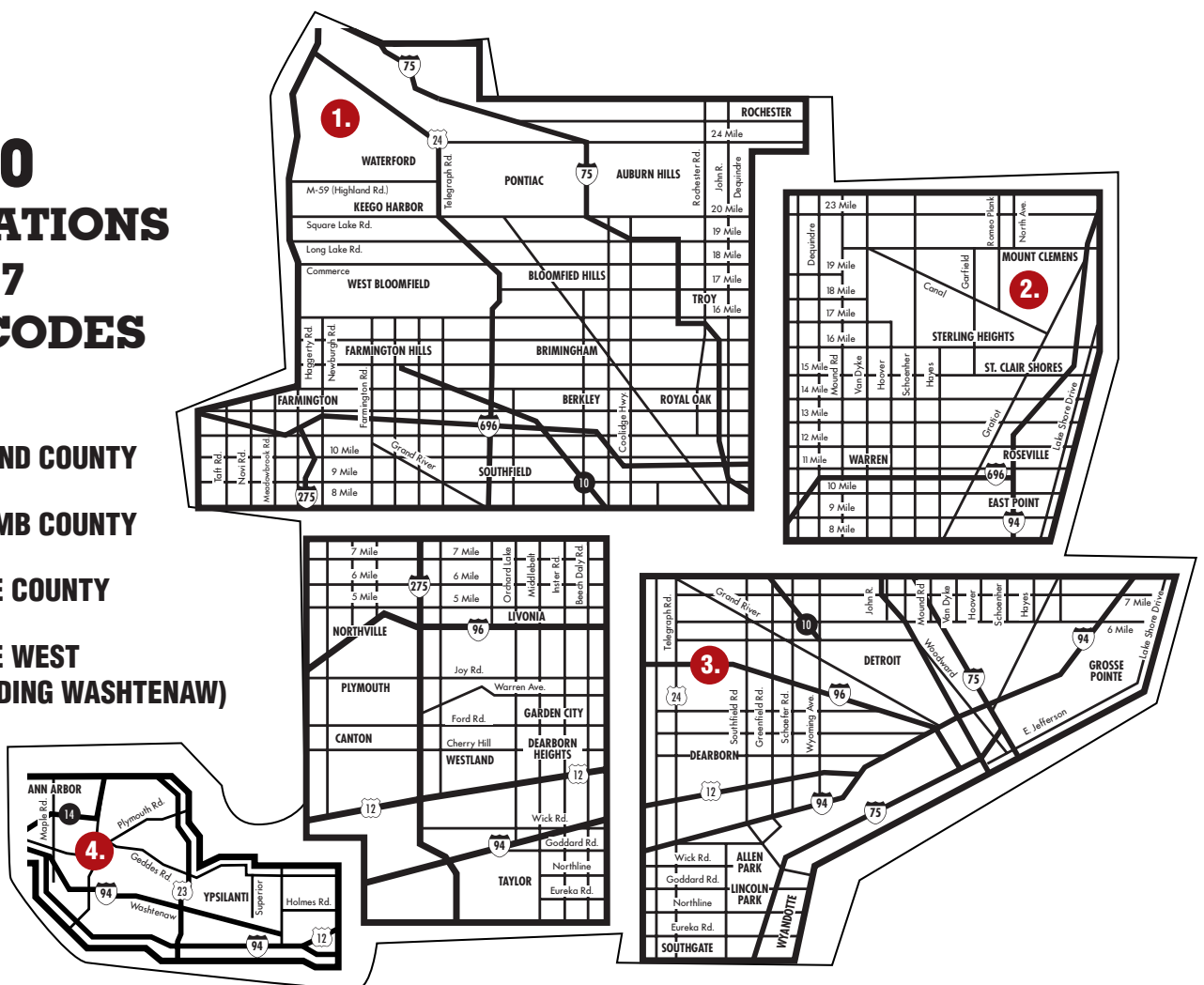
\*\*The Media Audit, International  
Demographics, Inc.,  
June - July 20011

## AGE\*

18-24	16%
25-34	21.3%
35-44	25.29%
45-54	19.4%
55-64	13%
65+	5.3%

# 2000 LOCATIONS IN 187 ZIP CODES

1. OAKLAND COUNTY
2. MACOMB COUNTY
3. WAYNE COUNTY
4. WAYNE WEST (INCLUDING WASHTENAW)



# 2012 AD PLANNER

# CALENDAR

## YOU CAN'T BEAT OUR EATERS

FREQUENT RESTAURANT DINER 4 +  
TIMES PAST 2 WEEKS

<b>METRO TIMES</b>	<b>19.0%</b>
HOURLY DETROIT	18.6%
FREE PRESS MOVIE/ENT.	11.9%
CRAIN'S DETROIT BUS.	8.8%
REAL DETROIT	8.6%

THE MEDIA AUDIT  
CUMULATIVE RATINGS JAN-JUL 2011

## JANUARY

4  
11  
18  
25 - Annual manual (Glossy)

## FEBRUARY

1  
8 - Lust Issue  
15  
22  
29 - Blowout

## MARCH

7 - Home Univers  
14  
21  
28 - Chronicle 1

## APRIL

4 - Opening Day  
11  
18  
25 - Best of

## MAY

2  
9  
16  
23 - Movement  
30 -

## JUNE

6  
13 - Summer Guide  
20  
27 - Chronicle 2

## JULY

4  
11  
18 - Dining Guide (Glossy)  
25

## AUGUST

1  
8  
15  
22  
29 - College Guide

## SEPTEMBER

5  
12 - Fall Arts  
19  
26 - Fall Fashion / Chronicle 3

## OCTOBER

3  
10  
17 - Beer Issue  
24 - Halloween  
31

## NOVEMBER

7 - Music Issue  
14  
21 - Gift Guide  
28

## DECEMBER

5  
12  
19 - New years Guide  
26 - Chronicle 4

## AWARDS

Metro Times is consistently recognized for the quality of our newspaper. Following is a list of some of the awards we've been given. The Society of Professional Journalists, Michigan Press Association, and Association of Alternative Newsweeklies have all recognized Metro Times with awards for editorial excellence.

### 2011

Michigan Press Association Better Newspaper Contest (Class A Weeklies) Design:

**First place**

#### SPECIAL SECTIONS:

**First place** - The Pot Issue,  
**Second place** - Best of Detroit,  
**Third place** - Hamtramck Blowout

#### PHOTO ESSAY:

**First place** - Travis Wright

#### FEATURE WRITING:

**First place** - John Carlisle/ aka Detroitblogger John (Desolation Angel);  
**Second Place** - Matthew Wolfe (Letterman)

#### COLUMN WRITING:

**Second place** - Jack Lessenberry  
Association of Alternative Newsmedia 2011  
AltWeekly Awards (circulation 50,000 and over)

#### COLUMN POLITICAL:

**Third place** - Larry Gabriel (for Sexy Detroit Men, Why to be Paranoid, and Bing's Open-Secret Plan)

#### INNOVATION / FORMAT BUSTER:

**Second place** - Sandra Svoboda  
(To Bobb or Not to Bobb)  
SPJ Excellence in Journalism 2010

#### JOURNALIST OF THE YEAR:

John Carlisle (aka Detroitblogger John)

#### INNOVATION / FORMAT BUSTER:

**Second place** - Sandra Svoboda  
(To Bobb or Not to Bobb)  
Class A Print publications

#### CRITICISM:

**First place** - Jeff Meyers (film reviews);  
**Second place** - Bill Holdship  
(rock'n'roll book reviews);  
**Third place** - Brian Smith, W. Kim Heron, Metro Times Staff (Detroit's Greatest Hits That Should Have Been)

#### SINGLE EDITORIAL:

**Second place** - Curt Guyette (End the War)

#### FEATURE PAGE DESIGN:

**First place** - Sean Bieri, Cybelle Codish  
(Lust cover)

#### FEATURE PHOTO:

**First place** - Detroitblogger John  
(Signs of Faith);  
**Second place** - Detroitblogger John  
(Custom Revival);  
**Third place** - Joe Gall (Fash club)  
Online journalism

#### WEBSITE:

**Second place** - Casey O'Neil  
and Metro Times Staff