Launched in 2005, Elm Bank Media publishes *Wellesley-Weston Magazine*, a quarterly lifestyle magazine that is tailored specifically to the residents of Wellesley and Weston. The magazine explores and interprets the lifestyles, customs, and cultures of all residents, and is edited to enrich the experience of living in two of the most desirable communities in Massachusetts.

Each issue combines a mix of insightful articles by local journalists with dynamic photographs, illustration, and design presented in a handsome, visually-striking full-color format with a long shelf life. *Wellesley-Weston* is filled with in-depth articles on topics specifically affecting these residents: profiles of local people, historical features on people and events, reviews of restaurants, insider looks at community artists, local business profiles, and spectacular presentations of the latest trends in home, garden, and landscape design.

**A Remarkable Readership of Discerning Consumers**

Residents of these communities are affluent and well educated. They are upscale consumers who take action based on what they read and hear around town. The magazine’s broad editorial coverage appeals to the community-minded reader willing to spend time, energy, and money on any number of consumer passions, including fashion, travel, dining, entertainment, the arts, and home décor.

Magazines are mailed to every family household and business within the respective towns, free of charge. This represents a unique and influential advertising showcase for upscale products and services that cannot be duplicated by any other medium.
Online Advertising Calendar 2019-2021

<table>
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<tr>
<th>Issue</th>
<th>Ad Space Reservation</th>
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<tr>
<td>Fall 2019</td>
<td>Jun 10</td>
<td>Jun 18</td>
<td>Jul 10</td>
<td>Aug - Oct</td>
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<tr>
<td>Winter 2019/2020</td>
<td>Sep 10</td>
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<td>Spring 2020</td>
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<td>Summer 2020</td>
<td>Mar 10</td>
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<tr>
<td>Fall 2020</td>
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<td>Sep 8</td>
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<td>Oct 8</td>
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<td>Spring 2021</td>
<td>Dec 4</td>
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<tr>
<td>Summer 2021</td>
<td>Mar 9</td>
<td>Mar 17</td>
<td>Apr 7</td>
<td>May - Jul</td>
</tr>
</tbody>
</table>

Editorial Departments

10 Tips: Helpful hints to simplify your life • About Town: Photos of residents attending noteworthy events • Artist Profile: Visual showcase of local artistic talent • Books: Profiles of local authors and book recommendations • Business & Finance: Economic trends, investments, and financial planning • Education: Schools, universities, camps, and continuing education • Excursions: Rewarding destinations for discerning travelers • Face to Face: In-depth interviews with local personalities • Family Matters: Parenting, relationships, and life lessons • Fitness & Health: Workouts, diets, nutrition, and suggestions for a healthy lifestyle • Food & Wine: Entertaining recipes and wine suggestions • Forum: Readers speak out on issues of importance to them • Good Works: Profiles of individuals and organizations who make a difference by giving back • Green Scene: Gardening guidelines and horticultural happenings • Inbox: News briefs covering local people, places, and businesses • Last But Not Least: Readers express themselves creatively

Editorial Offices

WellesleyWeston
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Digital versions of the magazines, including all advertisements and articles, are available at wellesleywestonmagazine.epubx.com

Our blog, wwmblog.com, and Facebook page, facebook.com/wellesleywestonmagazine, enable us to post additional photos and publicize more events than space in the magazine would allow. Send local events to add to our calendar or photos from an event to: info@elmbankmedia.com.

For advertising rates on the WWM blog, please contact your Account Manager.
General Conditions
Advertiser is responsible for supplying appropriate artwork by the Materials Due date. All advertising is subject to the publisher's approval. Advertiser and advertising agency assume liability for all content of advertisements printed.

Frequency rates are based on the total number of insertions within the contract year. Credits will be applied to current accounts for advertisers who increase frequency during the contract period. All cancellations must be received in writing prior to the Space Reservation date. All invoices due upon receipt of printed issue.

Please see insertion order for all advertising terms and conditions.

Advertise Design Services
In search of creative services for the design of your ad? See the Publisher-Set Services box on the Mechanical Requirements page.
Publisher-Set Services

If advertising materials are not supplied, in-house design and production services are available. Copy and artwork for Publisher designed ads must be supplied at least one week prior to space closing. **Speak to your account manager for ad design fees.**

- **Art Submission Guidelines:** All artwork supplied for design must be at a resolution of 300 dpi. Art downloaded from the web cannot be used.
- **Acceptable File Formats:** TIFF, EPS or JPEG format.

### Advertising Mechanical Requirements

**Mechanical Requirements**
- **Production:** SWOP standard, Web offset, perfect bound
- **Publication Trim Size:** 9" x 10.75"
- **Ad Sizes:** (width x height)
  - Spread: 18" x 10.75"
  - Full Page: 9" x 10.75"
  - **Bleed:** Extend 1/8" on all sides beyond the trim size.
  - **Safety:** Allow 1/2" safety on all sides for live matter not intended to bleed. Allow 1/2" gutter safety for spread.
  - 2/3 Page Vertical: 4.75" x 9"
  - 1/2 Page Horizontal: 7.25" x 4.4"
  - 1/2 Page Vertical: 4.75" x 6.7"
  - 1/3 Page Horizontal: 4.75" x 4.4"
  - 1/3 Page Vertical: 2.25" x 9"
  - 1/4 Page Vertical: 3.5" x 4.4"
  - 1/8 Page Horizontal: 3.5" x 2.125"
  - **No Bleed on fractional ads**
- **Special Inserts:** Rates, specifications and availability upon request.
Electronic Files
• High resolution (300 dpi or greater) PDF files are preferred.
• CMYK color mode.
• All fonts and resources (hi-res linked EPS and TIFF images) must be embedded.
• Save PDF file WITHOUT crop and registration marks. Include bleed area for full page and spread ads only. No bleed for fractional ads. Do not use JPEG encoding or LZW compression.
• QuarkXPress, InDesign, Photoshop, or Illustrator files are also accepted but may be subject to additional conversion and production charges. Include all fonts (screen and printer) and links used in the ad. Links supplied as EPS or TIFF files must be CMYK with any fonts embedded and have an effective minimum resolution of 300 dpi. A checking proof is required for the above submissions.
• RGB or Pantone colors will be converted to CMYK.

Email
Ad files sent as an email attachment cannot exceed 40MB gross file size. Email files to:
wwmag.ads@imagemark.net

File Uploads
Ad files may be uploaded via a file transfer or file sharing site (such as Dropbox) with the link to the file emailed to:
wwmag.ads@imagemark.net

Disc
Files may be supplied on CD or DVD and mailed to the production department.

Mailing Instructions
Submit Advertising Material (including proofs) to:
Imagemark
Production Department
12 Godfrey Place
Third Floor
Wilton, CT 06897
203.761.0025, ext. 111
sharon@imagemark.net

Please identify all materials including file names by advertiser, magazine and issue date.

Ad materials are held for a period of 12 months.