

NORTHERN CALIFORNIA

enjoy®

MEDIA KIT

2023 MEDIA KIT – DIGITAL



Enjoy, Inc. • 530.246.4687 • www.enjoymagazine.com • 1261 Market St. • Redding CA 96001

Photo by Kara Stewart - Revised April 2023

DISCOVER EVERYTHING NEW AT
ENJOYMAGAZINE.COM



DIGITAL ISSUES

Read the latest issue of Enjoy Magazine online or check out one of our past issues from the last year. If you want to go even further back, you will find a link to our Issue Page with all of our past publications!



LATEST ARTICLES

Read our latest articles online and discover more about our Local Community, Outdoor Recreation, Food, Dining, Arts, Entertainment, Life, Leisure and more!



DIGITAL ADVERTISING

We are excited to announce a whole new digital advertising platform for your business! Take advantage of more than 100,000+ impressions per year with Enjoy Digital Advertising!



DID YOU KNOW?

BENEFITS OF DIGITAL ADVERTISING WITH ENJOY MAGAZINE:



Digital ad options reaching thousands of our monthly site visitors



Social media options to help you grow your social community



Diverse content appealing to a wide demographic of readers



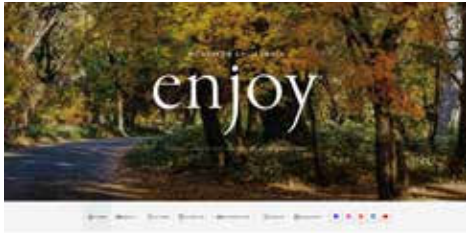
Positive and uplifting editorial focus



Created by a team of award-winning advertising designers

2023 Digital Sizes & Specs

DIGITAL ISSUE TOP BANNER (2) AND GRID (8) ADS



Click here to go here



Feature your business on our **READ ONLINE** page. From the home page, click to read the online issue (see above) and find these digital ads. The two **top banner** ads are placed above the current digital issue and the eight **grid** ads are below the current digital issue and above the archived issues.

DIGITAL ISSUE TOP BANNER AD SIZE

1200px by 627px

DIGITAL ISSUE GRID AD SIZE

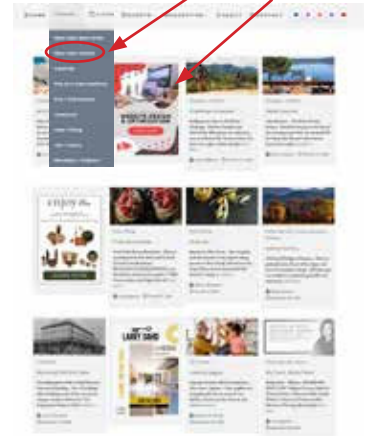
800px by 800px



DIGITAL ARTICLE IN-FEED AD

Click the **READ** tab and go to **READ LATEST ARTICLES** to find the in-feed digital ads.

Click here to go here



DIGITAL ARTICLE IN-FEED AD SIZE

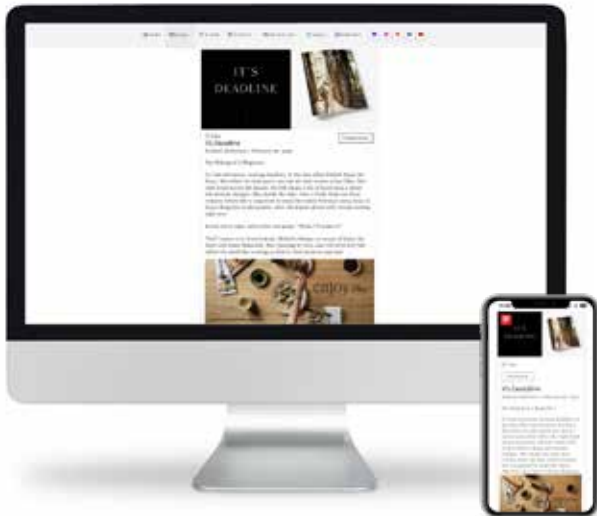
500px by 700px



2023 Digital Sizes & Specs

NEW: Digital In-Article Ad Placement

- Each Online Article has two ad placements available
- Recommended Ad Sizes
800x800 (square)
1200 x 600 (rectangle)
- Ad link to open desired URL in new window



enjoy

HOME READ STORE ADVERTISE ABOUT CONTACT Q 0 ITEMS



Like
It's Deadline

Community

Richard DuPestuis / February 26, 2023

The Making of a Magazine...

It's late afternoon, nearing deadline, in the tiny office behind Enjoy the Store. The editor-in-chief peers into the 27-inch screen of her iMac. Her right hand moves the mouse, the left clasps a list of more than a dozen last-minute changes. She checks the time: four o'clock. Only one hour remains before she is supposed to email the entire February 2023 issue of Enjoy Magazine to the printer, who, she knows all too well, stands waiting right now.

Ronda Alvey sighs and smiles and quips, "Think I'll make it?"

"Yes!" comes a cry from behind. Michelle Adams, co-owner of Enjoy the Store and Enjoy Magazine. She's passing by now, and will work with her editor via email this evening to deliver their precious payload.

PAID ADVERTISEMENT



Generally, deadline night for an editor-in-chief can quickly escalate from filling white space by rearranging text, ads and photos to fighting white-knuckle tension built by time-consuming repetitions, while the clock moves merrily along. This issue was due at the printer yesterday, and, as she works, Alvey can list factors certain to push delivery to a later-than-desired hour.

PAID ADVERTISEMENT



2023 Digital Sizes & Specs

NEW: Print to Social Media ad

- Turn your print ad into a Social Media Advertisement!
- We will design, set up and publish your ad through Enjoy's Facebook and Instagram Accounts. OR you may submit your static digital ad
- We boost your post
- Targeted audience to our local followers
- Ad runs for 30 days
- Ad links to your desired URL

Introductory price \$149



“Post” Social Ad Example



800px by 800px post

“Stories” Social Ad Example



1080px by 1920px story

2023 Digital Sizes & Specs

NEW: Digital to Social Media ad

- Turn your digital ad into a Social Media Advertisement!
- We will design, set up and publish your ad through Enjoy's Facebook and Instagram Accounts. OR you may submit your static digital ad
- We boost your post
- Targeted audience to our local followers
- Ad runs for 30 days
- Ad links to your desired URL

Introductory price \$149

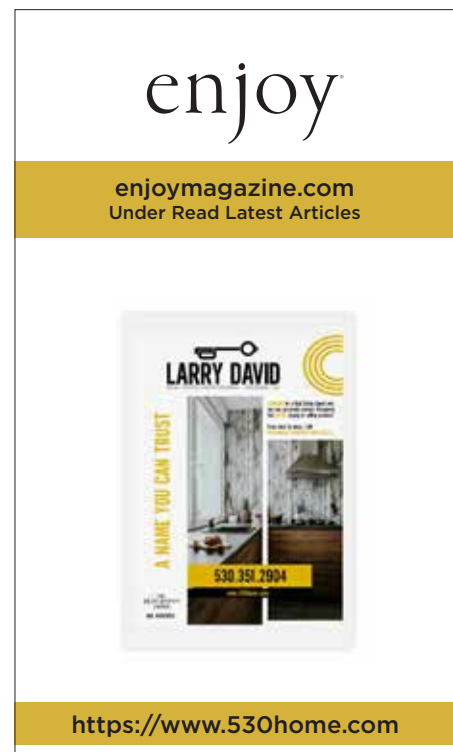


“Post” Social Ad Example



800px by 800px post

“Stories” Social Ad Example



1080px by 1920px story

2023 Digital Rate Sheet

POSITIONS	RATE	SIZE	DURATION	SPECIAL NOTES
READ LATEST ISSUE ONLINE PAGE:	Top Banner: \$200 Grid: \$100	1200px by 627px 800px by 800px	3-30 Days	
READ LATEST ARTICLES PAGE:	\$200	500px by 700px	3-30 Days	
ARTICLE PAGE:	\$125	800px by 800px or 1200px by 600px	Unlimited	
HOME PAGE:	\$300	1200px by 627px	3-30 Days	Limited to 4 ads per issue
PRINT TO SOCIAL MEDIA AD:	\$149	800px by 800px post 1080px by 1920px story	3-30 Days	Paid boost
DIGITAL TO SOCIAL MEDIA AD:	\$149	800px by 800px post 1080px by 1920px story	3-30 Days	Paid boost
FACEBOOK SHARE:	1 Share: \$10 / 3 Shares \$25 / 5 Shares: \$40		(Enjoy Magazine 7,373 likes / 8,771 followers)	

**All prices per month & subject to change. Facebook shares are add-ons to purchased digital ads.*

DIGITAL AD DESIGN FEES FOR ENJOY WEBSITE ADS

\$65 per digital ad

LET US DESIGN YOUR AD (PRICE ABOVE)

additional information below:

Ad Alteration Fee: \$50 per half hour.

Stock Photo Fee: \$25 minimum.

Custom Stock Photo Fee: Priced per picture, quote provided prior to purchase.

Custom Photography Fee: \$95 an hour, plus travel.

With a One Year Contract: First ad layout FREE (includes two revisions of initial layout). Alterations from original approved ad subject to half hour charge minimum.

AD ARTWORK GUIDELINES

COLOR: All final digital ads must be provided in the RGB Color Profile.

FORMAT: For ads that are already designed, we prefer a 300 dpi JPEG. We can also accept layouts in Adobe Illustrator (.ai or .eps) or Adobe Photoshop (.psd) AS LONG AS ALL OF THE SUPPORTING FONTS, LOGOS AND PICTURES ARE INCLUDED.

SUBMISSION: For files 10 mb or smaller, email to: enjoyinc.ronda@gmail.com
For larger files and multiple files, please compress (stuff/zip) and use a file sharing service such as Dropbox or Hightail.