

GATEWAY

T O T H E E A S T V A L L E Y

2010

MEDIA KIT



Engaging *Community*, Revitalizing
Economy & Sustaining *Environment*.

GATEWAY

The new *Gateway to the East Valley* magazine promotes the economic development and quality of life of one of the most vibrant growth centers in the U.S.

The management team, through the collaboration of stakeholders and partners, will use this publication to help fulfill the potential of the East Valley / Gateway Region as one of the most promising long-term, sustainable economic engines in the United States.



YOU can be part of something great.

Gateway to the East Valley magazine provides an opportunity to be part of a unique and successful venture that will generate many benefits for you.

You are invited to participate in this effort which will be carefully scrutinized by your target customers and key community leaders throughout the entire state of Arizona.

The magazine is currently published quarterly with anticipated increased frequency and press-run quantities.

Objectives ::

- To create and distribute at no cost, a quality publication featuring the local market surrounding the East Valley / Gateway area.
- Define the East Valley / Gateway Region's brand.
- Facilitate long-term perception in the public's mind-set to create a shared vision for the East Valley / Gateway Region that embraces its true potential.
- Increase communication amongst the region's stakeholders to provide a greater opportunity to collaborate on issues.
- Empower the East Valley / Gateway Region's future and effectively educate the public with information regarding the area.
- To publish a 48+ page, contemporary magazine initially with press runs of 7,500 copies per release.
- A strategic distribution plan in place to reach consumers and key influential stakeholders to accomplish the above objectives.

Mission ::

Gateway to the East Valley magazine promotes the positive aspects and qualities found in the East Valley. This publication will serve as the voice of East Valley communities, community members, businesses, education and health-care institutions.



Editorial Vision ::

This publication is committed to presenting various topics on a local, regional and national level to include articles featuring...

- Corporate and Community Leaders
- Economic Development and Business Climate
- Aviation, Aerospace and Airports
- Education and Research
- Healthcare, Wellness and Fitness
- Upcoming Events

Each issue, *Gateway to the East Valley* magazine features a variety of Editorial Reports and Special Supplements including Education, Business-focus, Real Estate, Health Care, Destinations and Events.

These features provide targeted opportunities to market to readers.

Gateway to the East Valley magazine will be read by a very influential and affluent group of consumers and key influencers.

- Community leaders, elected officials and decision-makers.
- Key business leaders and large East Valley employers.
- Highly sought-after consumers in the areas of: Mesa, Gilbert, Chandler, Tempe, Queen Creek, Northern Pinal County and Fountain Hills.
- Students in the region’s 2 state universities, 6 private universities and 6 community colleges.
- Thousands of travelers who pass through Phoenix-Mesa Gateway Airport, and other area airports.

Residents ::

The East Valley, in general, is one of the most dynamic regions in the U.S. and is above average in almost all demographic measures.

YOUNG – East Valley Population: Median Age: **33.63**

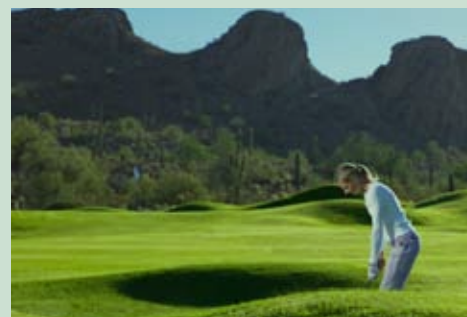
AFFLUENT – Median Household Income: **\$60,339**

EDUCATED – Percentage age 25+ who have attained at least a bachelor’s degree: **33%**

Visitors ::

Arizona is a world-class destination attracting millions of visitors each year. The East Valley is no exception.

The visitors coming through Phoenix-Mesa Gateway Airport are affluent, stay in the area longer than average and want to know about the EastValley and Arizona. More than **600,000 visitors** came through the airport in 2009. Each Allegiant flight delivers an estimated **\$37,700** into the valley’s economy.

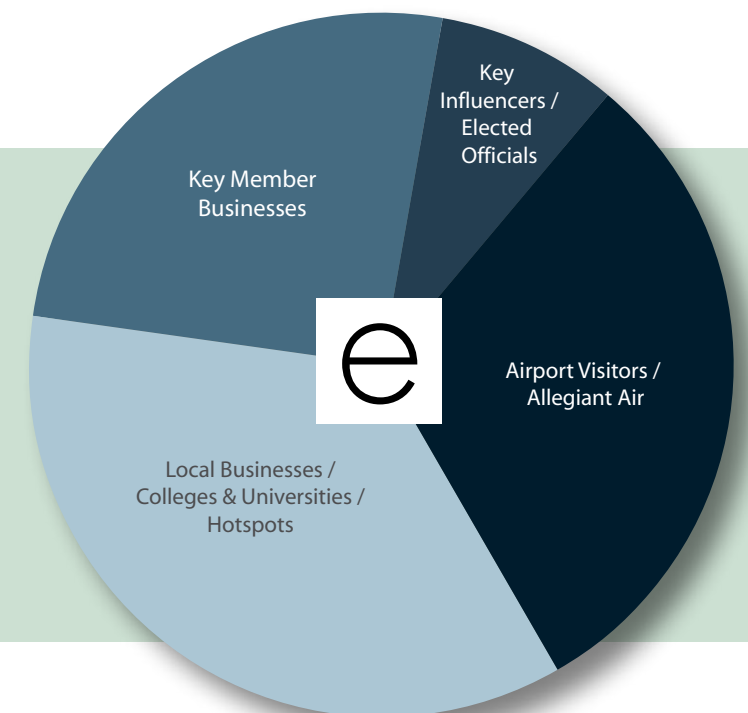


Circulation ::

Gateway to the East Valley magazine is positioned in the geographic area defined as the East Valley populations in which encompass Mesa, Chandler, Gilbert, Tempe, Northern Pinal County, Queen Creek, Apache Junction, Florence and Fountain Hills.

Distribution of the complimentary printed magazine will be through a strategic and targeted multi-point system:

1. Through key partnerships, the magazine will be distributed free to consumers in key retail establishments, office complexes, major employers and colleges and universities.
2. Visitors to the East Valley who pass through Phoenix-Mesa Gateway Airport will be provided copies as they arrive.
3. A personal copy will be mailed to an exclusive and proprietary list of Key Influencers and stakeholders including elected officials, business and community leaders.



Gateway to the East Valley magazine

is published by:

Gateway Publishing, Inc.
2500 S. Power Road, Suite 225-1
Mesa, AZ 85209

Ph: 480-834-8335

www.GatewayPublishingInc.com

Project Partners...



Gateway to the East Valley magazine is a successful venture because these organizations combine their expertise and are involved in the day-to-day operations.



Management Team ::

PUBLISHER
Roc Arnett

CO-PUBLISHER
Chuck Wahlheim

EDITOR
Jennifer Whalley

DIRECTOR OF OPERATIONS
Troy Goins

MANAGING EDITOR
Kirby Maus

CREATIVE DIRECTOR
Brian Richardson

SENIOR ART DIRECTOR
Michael Tierney

ART DEPARTMENT
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Tammy Howard
AJ Marksberry

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Brad Cesmat
Merrill Miller



SALES CONTACT ::

Peter Sterling
VP Sales & Marketing

PH: 480-626-1740
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Gateway to the East Valley magazine is a high-quality, contemporary-looking and very readable publication. It is entertaining, informative, inspiring, newsworthy and thought-provoking.

The nature, quality and readability of the magazine will encourage a long shelf-life and pass-along. This far extends the total readership of the magazine and stretches advertising reach and frequency.

KEY ISSUE DATES ::

<i>Issue:</i>	<i>Closing Date:</i>	<i>Materials Due:</i>	<i>Distribution Date:</i>
FEB '10	12/31/09	1/5/10	2/10/10
MAY '10	3/31/10	4/5/10	5/10/10
AUG '10	6/30/10	7/5/10	8/10/10
NOV '10	9/30/10	10/5/10	11/10/10
FEB '11	12/31/10	1/5/11	2/10/11
MAY '11	3/31/11	4/5/11	5/10/11

ADVERTISING POLICY ::

Rates are subject to change without notice and are based on receipt by Publisher of complete offset film and proofs in compliance with Gateway Magazine mechanical specifications. Materials are to be supplied by due dates shown within this media kit, or by extended dates officially granted by Advertising Manager. Additional work required to convert artwork to correct specifications will be billed at cost plus service charges, but Publisher retains right to reject such artwork if there is insufficient time to submit proof for advertiser's approval before materials are required.

MATERIALS ::

Digital Material: PDF/X1-a is the preferred file format for ad submission. Files should be right-reading, 100% size, and must include standard trim, bleed and center marks in all separations. Crop marks should offset trim by 1/2" (no marks included in the live image).

Images should be CMYK or grayscale only with 133 line screen and 300% maximum density.

It is the policy of Gateway Magazine not to accept any native application files such as InDesign, Quark, Photoshop or Illustrator. Ads created in Microsoft Word, Publisher, PowerPoint or any other word processing program will NOT be accepted.

Proofs: All color ads must be accompanied by 1 SWOP certified digital color proof, such as Kodak Approval, Epson, Iris, or Fuji. Proofs must include registration marks, bleed, and color bars.

Shipping: Macintosh formatted CDs or DVDs are accepted. All advertising materials, insertion orders and proofs should be sent to:

GATEWAY PUBLISHING

Attn: Michael Tierney
2500 S. Power Road, Suite 225-1
Mesa, Arizona 85209

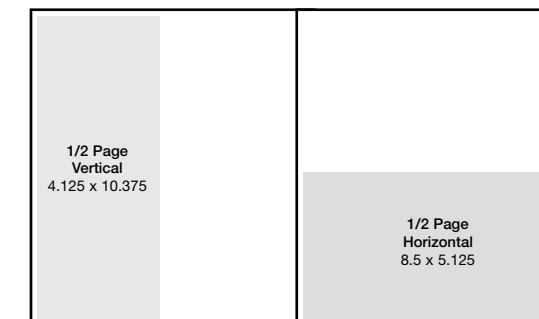
Files may also be submitted via Gateway's FTP site. Please contact michael@sandboxagency.com for login information.

Cancellation: Cancellation of an ad or change in its schedule must be received in writing before space reservation deadline.

Ads cancelled after reservation deadline will be billed at 100%.

Ad Creation: If you would like Gateway Magazine's assistance with creating your ad, please contact your sales associate.

Mechanical Specs ::



NON-BLEED

Full Page	8.5 x 10.375
1/2 Page (Vertical)	4.125 x 10.375
1/2 Page (Horizontal)	8.5 x 5.125
1/4 Page (Vertical)	4.125 x 5.125

BLEED – Full Page

Bleed	9.25 x 11.125
Trim	9 x 10.875
Live	8.5 x 10.375

BLEED – Spread

Bleed	18.25 x 11.125
Trim	18 x 10.875
Live	17.5 x 10.375
Gutter Safety	1/2" total

Contact:

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East Valley Partnership

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www.GatewayPublishingInc.com