Engage Magazine has been a staple of the City of Novi for the past 12 years. Households and businesses alike share in the related topics that bring our city together as well as bringing in surrounding communities.

- This is the only Novi Magazine where you can partner with the city and get access to our residents and businesses on a bimonthly basis.
- Engage is a known commodity in our community and is read by our residents because they always know it’s where to go for information about programming and events happening in the city.
- We are doing this magazine to help our business community expand their reach into homes with the city’s stamp of approval.
- This is absolutely a partnership and we are open to story ideas and working with businesses to provide them with more than just an advertisement on a page.

FROM THE DESK OF
MAYOR BOB GATT...

We have a great story to tell here in the City of Novi. It’s a story of our residents and businesses, of our accomplishments and growth. Most importantly, it’s a story that needs to be told more often.

For more than a decade, we have used the Engage! magazine to promote Novi Parks programming, as well as City events and services and Novi Public Library happenings three times a year. It has proven to be an effective method of communicating with our residents - approximately 75% of our registrations come via Engage! marketing - and we want to enhance their experience by sharing more stories and programming more frequently.

Engage! now has a new look and feel. It has been redesigned to inform, entertain, educate and inspire people to connect with and contribute to the Novi community through articles focusing on events, services, programs and opportunities, as well as the traditional program listings.

Our residents and business deserve the very best and Engage! is going to deliver that on a bimonthly basis. If you have a story to tell, there is no better place to tell it!

If you are interested supporting Engage! as an advertiser or have a great story to tell, please reach out to our partners at Accuform 313.271.5600 or email our Community Relations team at communityrelations@cityofnovi.org.

INCREASE YOUR SALES TODAY

REACHES:
- 60,000 RESIDENTS
- 2,400 BUSINESSES
- 70,000 READERSHIP
- 500,000 DIGITAL HITS PER YEAR
- 186,000 COPIES PRINTED & MAILED PER YEAR

* 75% Of All Registrations For Parks And Library Programming Come From The Hard Copy Edition Of Engage.

- Print Distribution 31,000 Affluent Homes And Businesses
- 42,000 Website Views Per Month
- Average Time On Site: 1:50 Mins

Bob Gatt
Mayor & 42-year Novi resident
INCREASE YOUR SALES TODAY
CALL ACCUFORM PRINTING TO ADVERTISE IN ENGAGE!
PAUL CELL: 313.377.6899 • GAIL CELL: 313.779.1049
OFFICE 313.271.5600

LIVE LINKS FREE!

ADVERTISERS IN ENGAGE
GET A FREE LIVE WEB PRESENCE
OF THEIR LATEST AD THROUGH
THE CITY OF NOVI

Readers can click on the advertisers
web address and be transferred directly to
their site or landing page for ad.

WE OFFER THIS FREE
AS A SERVICE TO OUR
READERS AND ADVERTISERS!

ADVERTISERS IN ENGAGE
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OF THEIR LATEST AD THROUGH
THE CITY OF NOVI

Additional Services
DIRECT MAIL & SOCIAL MEDIA SERVICES
COMBINED GET THE BEST OF BOTH WORLDS!

- Direct Mail – Hand Picked Routes using our processes
  below to enhance your marketing.
- Social Match – We pre-match your mailing list to social media
  accounts and delivery your ads to those people before,
  during and after your mailing.
- MAIL Tracking – We can track your mail just like you track
  your packages! Right down to the individual address.
- INFORMED Delivery – Delivery your message to the
  addressee via email or alert without having
  their email address.
- CALL Tracking – You can’t guarantee your sales
  reps or receptionists will ask this question “ How
  did you hear about us?” as a result of your mail
  campaign. Using our system software we
  can give you Full demographics data on callers!
- ONLINE Follow-Up – Repetition is the key to
  effective marketing – 80% of sales are made
  between the 8th to 12th contact.
- Social Media Follow-Up – Re-engage website
  visitors from your mailing with by reaching them
  with multiple impressions on their
  social media newsfeeds.
- Lead Match – with Lead match, you can know who
  visited your website as a result of the mailing.
### JANUARY
**HOLIDAY GUIDE**
- New Year’s Day: 1/1
- MLK Day: 1/20
- Chinese New Year: 1/25

**AD SET GUIDE**
- Winter Clearance
- Super Bowl
- Valentine’s Day

**PLANNING GUIDE**
- St. Patrick’s Day: 3/17
- Mother’s Day: 5/10
- Memorial Day: 5/25

### FEBRUARY
**HOLIDAY GUIDE**
- Groundhog Day: 2/2
- Valentine’s Day: 2/14
- Washington’s Birthday: 2/17
- Mardi Gras: 2/25

**AD SET GUIDE**
- Winter Clearance
- Super Bowl
- Valentine’s Day
- Easter

**PLANNING GUIDE**
- St. Patrick’s Day: 3/17
- Church’s Day: 3/30
- Easter: 4/12
- Mother’s Day: 5/10

### MARCH
**HOLIDAY GUIDE**
- St Patrick’s Day: 3/17
- March Madness
- Spring Season

**AD SET GUIDE**
- Mother’s Day
- Graduation
- Cinco de Mayo

**PLANNING GUIDE**
- Spring Season: 4/1
- Summer Season: 6/1
- Father’s Day: 6/20

### APRIL
**HOLIDAY GUIDE**
- Easter: 4/12

**AD SET GUIDE**
- Spring Season
- Summer Season
- Mother’s Day

**PLANNING GUIDE**
- Church’s Day: 3/30
- Easter: 4/12
- Mother’s Day: 5/10

### MAY
**HOLIDAY GUIDE**
- Cinco de Mayo: 5/5
- Mother’s Day: 5/10
- Armed Forces Day: 5/16
- Memorial Day: 5/25

**AD SET GUIDE**
- Graduation
- Father’s Day
- Memorial Day
- Cinco de Mayo

**PLANNING GUIDE**
- Graduation: 5/24
- Father’s Day: 6/19
- Memorial Day: 5/27
- Cinco de Mayo: 5/5

### JUNE
**HOLIDAY GUIDE**
- Father’s Day: 6/21
- Independence Day: 7/4

**AD SET GUIDE**
- Father’s Day: 6/4
- July 4th
- Summer Season: 7/4
- Early Back to School: 7/4

**PLANNING GUIDE**
- Father’s Day: 6/21
- July 4th: 7/4
- Summer Season: 7/4
- Back to School Season: 7/4

### JULY
**HOLIDAY GUIDE**
- Labor Day: 9/7
- Patriot Day: 9/11

**AD SET GUIDE**
- Fall Halloween: 9/30
- Football Season: 9/23
- Breast Cancer Awareness: 9/25
- Holiday Season: 9/1

**PLANNING GUIDE**
- Veterans Day: 11/11
- Black Friday: 11/22
- Cyber Monday: 11/30

### AUGUST
**HOLIDAY GUIDE**
- Breast Cancer Awareness: October 1st through 31st

**AD SET GUIDE**
- Veterans Day: 11/11
- Cyber Monday: 11/25
- Kwanzaa: 12/26
- New Year’s Day: 1/1

**PLANNING GUIDE**
- Veterans Day: 11/11
- Cyber Monday: 11/25
- Kwanzaa: 12/26
- New Year’s Day: 1/1

### SEPTEMBER
**HOLIDAY GUIDE**
- Veteran’s Day: 11/11
- Thanksgiving: 11/26
- Black Friday: 11/27
- Cyber Monday: 11/30

**AD SET GUIDE**
- Thanksgiving: 11/27
- Holiday Season: 11/24
- Veteran’s Day: 11/11

**PLANNING GUIDE**
- New Year’s Day: 1/1
- MLK Day: 1/20
- Chinese New Year: 2/12
- Groundhog Day: 2/2
- Valentine’s Day: 2/14
- Washington’s Birthday: 2/22

### OCTOBER
**HOLIDAY GUIDE**
- Christmas Day: 12/25
- Kwanzaa: 12/26
- New Year’s Day: 1/1

**AD SET GUIDE**
- New Year’s Day: 1/1
- MLK Day: 1/20
- Chinese New Year: 2/12
- Groundhog Day: 2/2
- Valentine’s Day: 2/14
- Washington’s Birthday: 2/22

**PLANNING GUIDE**
- New Year’s Day: 1/1
- MLK Day: 1/20
- Chinese New Year: 2/12
- Groundhog Day: 2/2
- Valentine’s Day: 2/14
- Washington’s Birthday: 2/22
Submit Your Artwork or Ad at 300 DPI. All Colors Must Be Created as Process Colors (NO Spot Colors) and as CMYK No Artwork From The Web or Facebook Can Be Submitted in JPEG, PSD, PDF and TIFF File Formats. We Cannot Accept: Microsoft Word, Publisher or Pagemaker Documents as Digital Artwork.

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**ADVERTISING SIZES & RATES**

### Multiple & Yearly Commitment Discounts Available

<table>
<thead>
<tr>
<th>Option</th>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>1. NO BLEED OPTION</td>
<td>8” x 10.25”</td>
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<td>OR</td>
<td></td>
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<tr>
<td>2. FULL BLEED OPTION</td>
<td>8.75” x 11”</td>
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<td>Full Back Cover Ad</td>
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<td>Half Page “Horizontal”</td>
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<tr>
<td>Half Page “Vertical”</td>
<td>(3.875” x 10.25”)</td>
<td>$1,000</td>
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<tr>
<td>One Third Page Ad</td>
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<tr>
<td>Quarter Page Ad</td>
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<td>2. FULL BLEED OPTION</td>
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1. NO BLEED OPTION
16.4” x 10.37”
Prints With White Space Around Ad
OR
2. FULL BLEED OPTION
17.25” x 11.25”
Covers Entire Page and Includes .125” Bleed on All Sides

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