



UPCOMING ISSUES	AD PROOF DEADLINE	IN HOMES
November 2022 Holiday Gift Guide	Friday, November 11, 2022	November 21-25, 2022
April 2023 Summer Activities	Friday, May 12, 2023	May 22-26, 2023
August 2023 Back to School	Friday, August 18, 2023	August 28-31, 2023
November 2022 Holiday Gift Guide	Friday, November 10, 2023	November 20-24, 2023



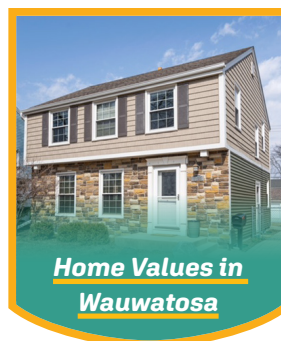
1 ISSUE RATE		
FULL PAGE	HALF PAGE	QUARTER PAGE
\$1,495	\$875	\$550



3 ISSUE RATE		
FULL PAGE	HALF PAGE	QUARTER PAGE
\$1,295	\$750	\$425

Why not make Tosa Connection part of your advertising plans?
It's so easy! Just call [414-534-3344](tel:414-534-3344) or email info@TosaConnection.com

Our Next Issue... Holiday Guide 2022



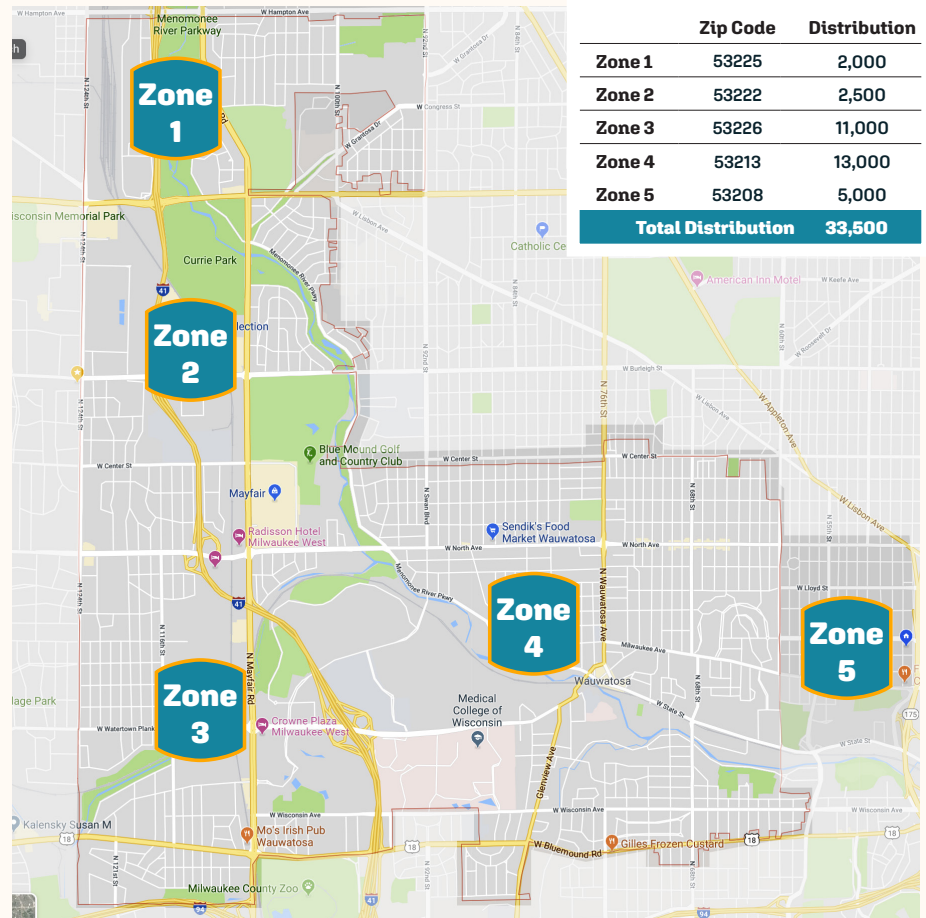
Total Distribution 33,500

Our magazine is distributed on the every door direct model, with each issue delivered to every address in the city of Wauwatosa. Approximately **22,000 residences** and **11,000 businesses** on the USPS carrier routes receive each issue.

Call 414-534-3344 to advertise your business or event

Distribution

When it comes down the nuts and bolts of the publishing business, how and how many of the magazines are delivered is critical. We take this very seriously. Our magazine is designed on the every door direct model, with each issue to be delivered to every address in the city of Wauwatosa. Approximately 22,500 residents and 11,000 businesses on the USPS carrier routes receive Tosa Connection. If you are not receiving Tosa Connection regularly, please call our offices at **414-535-3344** and we will look into it.



“The Tosa Connection is the perfect publication for **Leff's Lucky Town** to advertise. We generally don't do much media advertising because we don't know what market the advertising hits. **Tosa Connection hits the exact zip codes that we need to focus.** It's a great publication that is very well done with color ads and the right mix of quality contexts that our consumers are interested in. Like clock work, we always have customers tell us that they saw our ad or coupon in Tosa Connection just after a release.



– Chris Leffler **Leff's Lucky Town**

“The **Green Team** has seen exponential growth in business from the Tosa Connection's distribution area. **When the Tosa Connection hits the streets, we know the phone will start ringing.** Tosa Connection targets the type of customers we are looking for-households with disposable income and high-end tastes.



– Matt Astbury **Green Team.**

“We are proud to be a part of **Wauwatosa community's hometown publication, the Tosa Connection Magazine, since its inception.** As the a community owned natural foods cooperative, we are thrilled to have an outlet to reach out to so many local households and businesses with such a positive impact.



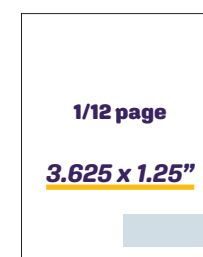
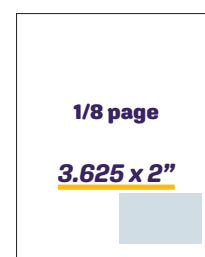
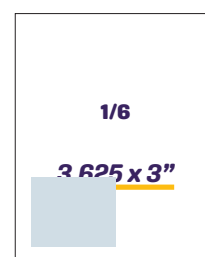
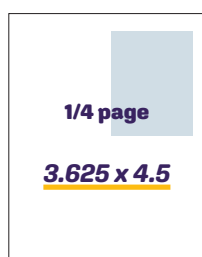
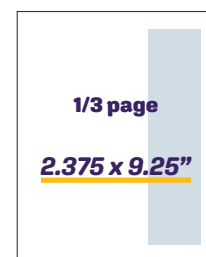
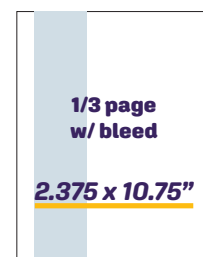
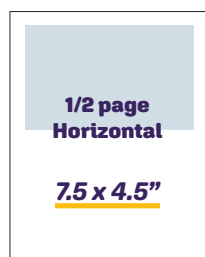
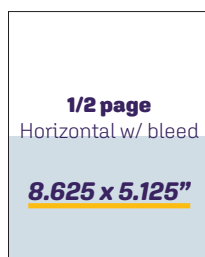
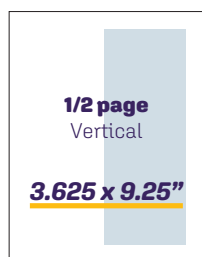
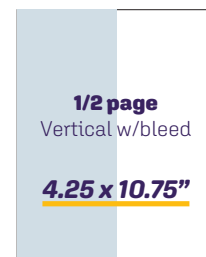
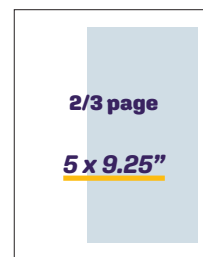
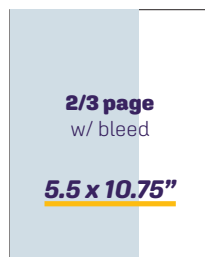
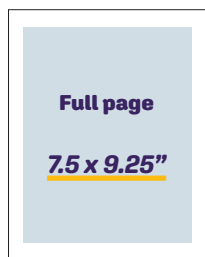
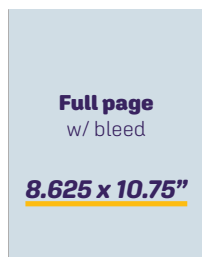
– Ric Tedford **Outpost Natural Foods**

“Tosa Connection has been a great way to affordably reach all of Wauwatosa. We've had good response to all of our ads. **Tosa Connection lives up to its name.**

– Dan Sidner **Blackshoe Hospitality Group.**



Ad Page Size	bleed	no bleed	1 Issue	3 Issues
Full Page	8.625 x 10.75"	7.5 x 9.25"	\$1,425	\$1,295
2/3 Page	5.5 x 10.75"	5 x 9.25"	\$1,125	\$995
1/2 Page Horizontal	8.625 x 5.125"	7.5 x 4.5"	\$825	\$695
1/2 Page Vertical	4.25 x 10.75"	3.625 x 9.25"	\$825	\$695
1/3 Page Vertical	2.375 x 10.75"	2.375 x 9.25"	\$650	\$600
1/4 Page	NA	3.625 x 4.5"	\$525	\$395
1/6 Page	NA	3.625 x 3"	\$375	\$350
1/8 Page	NA	3.625 x 2"	\$325	\$300
1/12 Page	NA	3.625 x 1.25"	\$250	\$235



PDF SPECIFICATIONS



Export or “Save As” using the **PDF/X-1a** settings from Adobe InDesign (preferred), Photoshop, or Illustrator.

PDFs must meet **PDF/X-1a** standards with **300 dpi** images, CMYK colors, and embedded fonts.

When exporting a PDF **DO NOT** include crop marks, bleed marks, registration marks, or color bars.

When exporting PDFs from these applications, take care to flatten all layers and transparency

For quality-control purposes, advertisers who submit PDF files may be required to supply native files if the PDF is problematic.

NATIVE FILES

ACCEPTABLE APPLICATIONS



Adobe InDesign



Adobe Photoshop



Adobe Illustrator (with type converted to outlines)

UNACCEPTABLE FILE FORMATS



Microsoft Publisher



Microsoft Word



Microsoft PowerPoint

FONTS

We prefer that you use **OpenType** or **PostScript Type 1** fonts, however **TrueType** are acceptable.

Do not apply bold or italic styles to plain fonts or your type may not output correctly. For example, if italics are desired, then the italic version of the font should be used.

Illustrator **.ai** or **.EPS** files should have the fonts converted to outline.

BLEED/NON-BLEED ADS

Full-page bleed ads should be made to the trim size of the publication. Add **.125”** bleed to all four sides of the ad when creating the PDF.

A safety margin of **.25”** must be taken into account when creating a bleed ad. Do not put any live copy closer than **.25”** to the trim size.

DO NOT add a bleed allowance to non-bleed ads. They should simply be created to the proper dimensions of the ad space.

IMAGES

PDF, PSD, TIFF and **EPS** format files are preferable to JPG.

Images should have an effective resolution of **300 dpi**. Images downloaded at 72 dpi from a website, are of unacceptable quality for magazine printing.

CMYK or **Grayscale** files are acceptable. RGB, Lab or Index color files are unacceptable.

Use or scale your images as close to to the actual reproduction size as possible; a 20% margin plus or minus is optimal.

COLORS

All colors must be **CMYK** or **Grayscale**.

NO RGB, spot color (Pantone), Lab or Index color.

Do not submit color files for black and white ads.

Do not use rich black of any kind for text.

Do not set white objects to overprint.

Do not embed an ICC color profile.