

NEWS & VIEWS

2019 Advertising Contract

SIZE	1 MONTH B&W	3 MONTHS B&W	6 MONTHS B&W	12 MONTHS B&W	COLOR Per Month in addition to B&W if less than 12 months	SPECIAL COLOR	Summer Rates 20% Discount June-August Only B & W
1/8 Page 3.6 x 2.3 (H)	\$91	\$264 Save \$9	\$492 Save \$54	\$936 Save \$156	Add each month \$116	\$1083	\$210
1/4 Page 7.5 x 2.3 (H) 3.6 x 4.8 (V)	\$185	\$519 Save \$36	\$984 Save \$126	\$1896 Save \$324	Add each month \$173	\$2018	\$415
1/2 Page 7.5 x 4.8 (H) 3.6 x 9.8 (V)	\$366	\$1044 Save \$54	\$1980 Save \$216	\$3756 Save \$636	Add each month \$231	\$3890	\$836
Full Page 7.5 x 9.8	\$734	\$2094 Save \$108	\$3972 Save \$432	\$7512 Save \$1296	Add each month \$373	\$7659	\$1674

Premium position prices are in addition each month to prices of ad and color.

Premium full page positions: 1st Page Ad Section (\$351); Inside Back Cover-Left (\$338); Inside Back Cover-Right (\$368), Back Cover (\$614), Inside front cover (\$390)

DEADLINE FOR CAMERA-READY AD, CONTRACT & PAYMENT is the 1ST BUSINESS DAY OF THE MONTH PRIOR.
(Example: June 1st for July issue.)

Payment for ads must be paid in full, in advance. No agency discounts. Checks, cash, MasterCard, Visa & Discover accepted. SCPDCA is not responsible for errors or omissions and reserves the right to reject and/or discontinue any ad at any time, for any reason whatsoever, in its unfettered discretion. Ad placement is not guaranteed except for premium positions. MATERIAL SPECIFICATIONS Ad file formats accepted: JPG or PDF. Files should be 300 dpi. No guarantee of appearance of any ads that do not adhere to these specifications and exact ad size. Non-computer formats are camera-ready art, business card without additions or changes. (We will scan at best possible resolution, but quality cannot be guaranteed.) Ads can be submitted on COs with a camera-ready hard copy. No guarantee for publication or appearance of emailed ads. News & Views is not responsible for emailed ads that we do not receive. All changes to ads must be made by advertiser and ads resubmitted. NOT ACCEPTED Photocopies, clipped or handwritten ads, WordPerfect, Microsoft Word, Excel or Publisher files. CANCELLATION SCPDCA may cancel the ad contract on .10 days written notice to advertiser. Advertiser may only cancel the contract with 30 days written notice to SCPDCA. If such cancellation occurs; advertisers' ad will not be published in the next scheduled publication. Refund amount will be recalculated by considering the length of time the advertisement was printed. The term of the recalculated amount will be based on the timeframes as listed above or a portion thereof.

*Seminars must state at bottom of ad "Not endorsed by SCPDCA" in a size 8 font.

*Not licensed/certified ads must state disclaimer as such in a size 8 font.

Ad Name: _____

Phone: _____

Ad Contact: _____

Email: _____

Address: _____

AD (circle) ATTACHED EMAILED ON FILE

City, State, Zip: _____

START

END

AD SIZE (circle) FULL 1/2 (H) 1/2 (V) 1/4 (H) 1/4 (V) 1/8

LENGTH of RUN (circle) 1 MONTH 3 MONTHS 6 MONTHS 12 MONTHS

AD\$ _____ COLOR \$ _____ PREMIUM POSITION \$ _____

TOTAL DUE \$ _____

*Make checks payable to SCPDCA

I agree to the terms and costs as outlined above and understand that emailed ads are not guaranteed for publication or appearance. I further understand that if my ad does not conform to the specifications provided, that I will not be entitled to any consideration, credit or refund.

Print Name

Signature

Date

Sun City Palm Desert Community Association -Attention: News & Views
38180 Del Webb Boulevard, Palm Desert, CA 92211
Phone: 760-200-2241 - Fax 760-200-2248 website: www.scpdca.com
Email ads as JPG or PDF to: suncity92211@gmail.com

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