

News & Views

2012 Advertising Contract

MONTHS	1	3 5% discount	Total	6 10% discount	Total	12 15% discount	Total	Color PER MONTH	*COLOR 12 MONTHS
1/8 page 3.6 X 2.3(H)	\$70	\$67/month	\$201	\$63/month	\$378	\$60/month	\$720	ADD each month \$110	\$845
1/4 page 7.5 X 2.3 (H) 3.6 X 4.8 (V)	\$141	\$133/month	\$399	\$127/month	\$762	\$120/month	\$1440	ADD each month \$165	\$1565
1/2 page 7.5 X 4.8 (H) 3.6 X 9.8 (V)	\$280	\$266/month	\$798	\$252/month	\$1512	\$238/month	\$2856	ADD each month \$220	\$2981
Full Page 7.5 X 9.8	\$563	\$534/month	\$1602	\$506/month	\$3036	\$478/month	\$5736	ADD each month \$355	\$5861

***SPECIAL OFFER: Full Color One-Time \$125 Charge with 12-Month Contract (Subject to change without notice.)**

Premium Full Page Positions: 1st Page Ad Section (\$324); Inside Back Cover-Left (\$313); Inside Back Cover (\$340), Back Cover (\$568)

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

Discounts and special offers available only with pre-payment of total amount due.

**SUBMIT CAMERA-READY AD, CONTRACT & PAYMENT BEFORE 3 P.M. THE FIRST BUSINESS DAY OF THE MONTH PRIOR.
(example: June 1st for July issue.)**

No agency discounts. Payment for ads must be paid in full, in advance. Checks, cash, MasterCard, Visa & Discover credit cards are 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: PDF, JPEG, EPS. 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 CDs with a camera-ready hard copy. Original ad materials will be returned by request. 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 Company. Company may only cancel the contract with 30 days written notice to SCPDCA. If such cancellation occurs, Company's 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.

ATTENTION SEMINARS: At bottom of ad, in a size 8 font, please state "Sun City Palm Desert Does Not Endorse Seminar"

Name _____
 Address _____
 City, State, Zip _____
 Phone _____

Ad name (If different) _____
 Email Address _____
 Fax _____
 AD (circle) ATTACHED EMAILED ON FILE

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

COLOR (circle) Y N PREMIUM POSITION (circle) Y N

START AD _____ END AD _____

AD \$ _____ COLOR \$ _____ PREMIUM POSITION \$ _____ TOTAL DUE \$ _____

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