

2024 NEWS & VIEWS ADVERTISING CONTRACT

SIZE	Black & white 1 Mo.	Black & White 3 mos. Consecutive	Black & white 6 mos. Consecutive	Black & White 12 mos. Consecutive	COLOR Per Month in addition to Black & White if less than 12 mos.	SPECIAL COLOR	Summer Rates 20% discount June-August Only Black & White
1/8 Pg 3.6x2.3 (H)	\$106	\$301 Save \$17	\$566 Save \$70	\$1,059 Save \$213	Add each month \$166	\$1237	\$240
1/4 Pg 7.5x2.3 (H) 3.6x4.8 (V)	\$204	\$571 Save \$41	\$1,082 Save \$142	\$2,067 Save \$381	Add each month \$223	\$2219	\$456
1/2 Pg 7.5x4.8 (H) 3.6x9.8 (V)	\$394	\$1,123 Save \$59	\$2132 Save \$232	\$3,999 Save \$729	Add each month \$281	\$4185	\$898
Full Page 7.5x9.8	\$781	\$2,224 Save \$119	\$4,221 Save \$465	\$7,963 Save \$1,409	Add each month \$423	\$8142	\$1,779

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

Premium full page positions: 1st page ad section (\$419)

Inside back cover - left (\$405) Inside back cover - right (\$436)

Back cover (\$695) Inside front cover (\$460)

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 CO's with a camera-ready hard copy. No guarantee of 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 ten (10) days written notice to advertiser. Advertiser may only cancel the contract with thirty (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 If such cancellation occurs, advertisers ad will not be published in the next scheduled publication.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 and 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 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 EMAIL ON FILE
City, State, Zip: _____	
Ad Size (circle)	1/8 1/4 (V) 1/4 (H) 1/2 (V) 1/2 (H) FULL
LENGTH of RUN (circle)	1 mo 3 mos 6 mos 12 mos

Start _____
End _____

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 : Irma.lopez@scpdca.com