

PINE MOUNTAIN LAKE NEWS



Display & Insert Advertising Contract

SUBMISSION DEADLINE: 10th of month

See Submission Guidelines for ad submission format.

Pine Mountain Lake News • P.O. Box 605 • Groveland, CA 95321

Tel: 209.962.0613 • Fax: 800.680.6217 • e-mail: pmlnews@sabredesign.net

RATES ALL RATES ARE PER MONTH

Ad Size Width x Height	1 Mo.		6 Mo.*	
	Black & White		Full Color	
Business Card ¹	28	25	46	41
2.25" x 4	37	33	57	51
2.25" x 6"	54	48	74	66
2.25 x 8"	71	64	91	82
5" x 2"	37	33	72	65
5" x 3"	54	48	94	84
5" x 4"	71	64	116	104
5" x 5"	89	79	138	124
5" x 6"	105	94	160	144
5" x 7"	122	110	182	164
5" x 8"	139	125	204	183
5" x 9"	156	140	226	203
5" x 10"	173	156	248	223
5" x 11.8"	203	183	278	250
10.125" x 2"	71	64	116	104
10.125" x 3"	105	94	155	139
10.125" x 4"	139	125	194	174
10.125" x 5"	173	156	233	210
Half Page 10.125" x 5.8375"	201	181	266	240
10.125" x 7"	241	217	311	280
10.125" x 8"	275	247	350	315
10.125" x 9"	309	278	389	350
10.125" x 10"	343	309	428	385
Full Page 10.125" x 11.8"	403	363	498	448
Full Page Inside Front/Back	498	448	593	534
Full Page Back Cover	N/A	N/A	688	619

* 6 month rate applies to ads run for at least 6 months during any 12 month period. Size, color space & content of ad may change as often as desired by advertiser while maintaining the corresponding 6 month rate for each ad size. If ad is cancelled prior to running for six insertions then the higher monthly rate will be applied to past ads

¹ Please submit your business card. This size ad does not include ad design.

DESIGN & PREPARATION FEES

Ad design & preparation work performed by the PML News will be billed according to the following fee schedule:

AD DESIGN & COMPOSITION (NEW) \$40/hour
(First 1/2 hour free. Additional work will be billed by the 1/4 hr.)
Includes design, typesetting, scanning, image correction and proofing for client.

CHANGES TO EXISTING ADS \$40/hour
(First 1/2 hour free. Additional work will be billed by the 1/4 hr.)
Ads which need to be reformatted, resized or have fonts/text/images changed, etc.

FILE FORWARDING \$25
(Additional charges per hourly rate.)
File formatting and emailing (or burning to CD) and forwarding to other publications (for all sizes)

CAMERA-READY/DIGITAL ADS \$15/scan or conversion
(Ads that need to be scanned and/or converted to TIFF file.)
Camera-ready/digital ads must fit the ad size listed on the left and must be at least 200dpi for B/W ads and 300dpi for color ads. B/W ads must be in grayscale and color ads must be in CMYK. **Conversion of ads from RGB to CMYK will result in a conversion fee.** If a digital ad requires no further work there will be no extra charge.

ADDITIONAL CHARGES \$25
(Additional charges per hourly rate.)
Ad use in any printed materials other than Pine Mountain Lake News. (call for further information)

ADDITIONAL INFORMATION
Payment for advertising may be by check, cash or 30 day billing. **Delinquent accounts will not be allowed to place an advertisement until all open invoices have been paid.** Per PML Collection Policy all past due amounts will be subject to late charges and interest. We reserve the right to require payment up front.

Insert: \$260/mo. Advertiser to deliver 4000 inserts to Manteca Bulletin at 276 Button Ave., (back) Manteca, CA 95336 (Call for deadline for delivery.)

Note: We CANNOT ACCEPT ads done in Publisher or Word.

Ad Submission Deadline is the 10th of the Month – Call for late availability

Advertiser: _____ Date: _____

Billing Address: _____ Unit/Lot: _____

Tel: _____ Fax: _____ E-mail: _____

Ad Size: _____ Month(s) To Run: 1 month 6 months* CCTC** (client calls to cancel)
Please note: Ad cannot run unless a box is checked.

Signature: _____ Print Name: _____ Date: _____

Paid/Bill Cash/Check#: _____ Amount: _____ Special Notes: _____

YOU MUST INITIAL HERE _____ – I UNDERSTAND IT IS MY RESPONSIBILITY TO CALL AND CANCEL MY AD BY THE 10TH

**CCTC ads will run until you notify us by phone and are issued a cancellation number)