

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 • e-mail: pmlnews@sabredesign.net

RATES ALL RATES ARE PER MONTH

Ad Size Width x Height	1 Mo.		6 Mo.*	
	Black & White	Full Color	Black & White	Full Color
Business Card' 3.5" x 2"	35	31.50	50	45.00
2.3875" x 4"	37	33.30	57	51
2.3875" x 6"	55	49.50	75	67.50
2.3875" x 8"	73	65.70	99	89.10
4.9417" x 2"	37	33.30	72	65
4.9417" x 3"	55	49.50	94	84
4.9417" x 4"	73	65.70	116	104
4.9417" x 5"	90	81.00	138	124
4.9417" x 6"	110	99.00	160	144
4.9417" x 7"	128	115.20	182	164
4.9417" x 8"	145	130.50	204	183
4.9417" x 9"	164	147.60	226	203
4.9417" x 10.65" Half Page Vert	193	173.70	265	238.50
7.4958" x 2"	55	49.50	85	76.50
7.4958" x 3"	82	73.80	112	100.80
7.4958" x 4"	110	99.00	149	134.10
7.4958" x 5"	136	122.40	186	167.40
7.4958" x 6"	163	146.70	223	200.70
7.4958" x 7"	190	171.00	260	234.00
7.4958" x 8"	218	196.20	298	268.20
7.4958" x 9"	245	220.50	335	301.50
7.4958" x 10.65"	290	261.00	396	356.40
10.05" x 2"	73	65.70	99	89.10
10.05" x 3"	110	99.00	149	134.10
10.05" x 4"	145	130.50	199	179.10
10.05" x 5" Half Page Horiz.	182	163.80	248	223.20
10.05" x 6"	218	196.20	298	268.20
10.05" x 7"	254	228.60	347	312.30
10.05" x 8"	290	261.00	397	357.30
10.05" x 9"	327	294.30	446	401.40
Full Page 10.05" x 10.65"	428	385.20	538	484.20
Full Page Inside Front/Back	522	469.80	600	540.00
Full Page Back Cover	N/A	N/A	700	630.00

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 and forwarding to other publications (for all sizes)

ADS MUST BE SUBMITTED IN DIGITAL FORMAT
WE DO NOT ACCEPT PRINTOUTS OR PASTE-UPS
(Exception is business cards that may be submitted in printed form and scanned for inclusion)

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 in advance.

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

We accept **PSD, JPG, PDF, EPS or TIFF** file formats
Fonts should be rasterized or turned into outlines

We **CANNOT ACCEPT** ads provided in Publisher or Word format.

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

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

* 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 canceled prior to running for six insertions then the higher monthly rate will be applied to past ads

Advertiser: _____ Date: _____

Billing Address: _____ Unit/Lot: _____

Tel: _____ E-mail: _____

Ad Size: _____ Month(s) To Run: 1 month 6 months* CCTC** (client calls to cancel)

Signature: _____ Print Name: _____ Date: _____

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)