

# PINE MOUNTAIN LAKE NEWS



## Display & Insert Advertising Contract

**SUBMISSION DEADLINE: 21st 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		DESIGN & PREPARATION FEES	
Ad Size Width x Height	1 Mo.	6 Mo.*	
Bus. Card <sup>1</sup> – 3.5 x 2	35.00	31.50	<p>Ad design &amp; preparation work performed by the PML News will be billed according to the following fee schedule:</p> <p><b>AD DESIGN &amp; COMPOSITION (NEW)</b> \$50/hour (First 1/2 hour free. Additional work will be billed by the 1/4 hr.)</p> <p><b>CHANGES TO EXISTING ADS</b> \$50/hour (First 1/2 hour free. Additional work will be billed by the 1/4 hr.)</p> <p><b>FILE FORWARDING</b> \$25 (Additional charges per publications (for all sizes) hourly rate.)</p> <p><b>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)</b></p> <p><b>ADDITIONAL CHARGES</b> \$25 (Additional charges per other than Pine Mountain Lake News. (call for further information) hourly rate.)</p> <p><b>ADDITIONAL INFORMATION</b> Payment for advertising may be by check, cash or 30 day billing. <b>Delinquent accounts will not be allowed to place an advertisement until all open invoices have been paid.</b> 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.</p> <p>We accept <b>PSD, JPG, PDF, EPS</b> or <b>TIFF</b> file formats Fonts should be rasterized or turned into outlines</p> <p>We <b>CANNOT ACCEPT</b> ads provided in Publisher or Word format.</p> <p>Files should be submitted in <b>RGB</b> color space. Files should be 120–200 dpi.</p>
2.625 x 2.5	25.00	22.50	
2.625 x 5.125	50.00	45.00	
2.625 x 7.75	75.00	67.50	
2.625 x 10.375	95.00	85.50	
1/8 PAGE – 4 X 2.5	40.00	36.00	
QTR PAGE – 4 X 5.125	75.00	67.50	
4 X 7.75	110.00	99.00	
HALF PAGE VERTICAL – 4 X 10.375	145.00	130.50	
5.375 x 2.5	50.00	45.00	
5.375 x 5.125	100.00	90.00	
5.375 x 7.75	195.00	175.50	
5.375 x 10.375	260.00	234.00	
8.125 x 2.5	80.00	72.00	
HALF PAGE HORIZONTAL – 8.125 x 5.125	155.00	139.50	
8.125 x 7.75	225.00	202.50	
Full Page 8.5 x 11	325.00	292.50	
BACK COVER 8.5 x 11	425.00	382.50	
TWO PAGE SPREAD 17X11	600.00	540.00	

### ALL ADS ARE IN FULL COLOR

\* 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

<sup>1</sup> Please submit your business card. This size ad does not include ad design.

**Ad Submission Deadline is the 20th of the Month**

Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Unit/Lot: \_\_\_\_\_

Tel: \_\_\_\_\_ 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: \_\_\_\_\_

Special Notes: \_\_\_\_\_

YOU MUST INITIAL HERE \_\_\_\_\_ – I UNDERSTAND IT IS MY RESPONSIBILITY TO CALL AND CANCEL MY AD BY THE 21ST

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