



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.com



RATES ALL RATES ARE PER MONTH

Ad Size	1 Mo.	6 Mo.*	1 Mo.	6 Mo.*
Width x Height	Black & White		Full Color	
Business Card ¹ 3.5" x 2"	37	33.30	53	47.70
2.3875" x 4"	39	35.10	60	54.00
2.3875" x 6"	58	52.20	79	71.10
2.3875" x 8"	77	69.30	104	93.60
4.9417" x 2"	39	35.10	76	68.40
4.9417" x 3"	58	52.20	99	89.10
4.9417" x 4"	77	69.30	122	109.80
4.9417" x 5"	95	85.50	145	130.50
4.9417" x 6"	116	104.40	168	151.20
4.9417" x 7"	135	121.50	191	171.90
4.9417" x 8"	152	136.80	214	192.60
4.9417" x 9"	172	154.80	237	213.30
4.9417" x 10.65" Half Page Vert	203	182.70	278	250.20
7.4958" x 2"	58	52.20	89	80.10
7.4958" x 3"	86	77.40	118	106.20
7.4958" x 4"	116	104.40	156	140.40
7.4958" x 5"	143	128.70	195	175.50
7.4958" x 6"	171	153.90	234	210.60
7.4958" x 7"	200	180.00	273	245.70
7.4958" x 8"	229	206.10	313	281.70
7.4958" x 9"	257	231.30	352	316.80
7.4958" x 10.65"	305	274.50	416	374.40
10.05" x 2"	77	69.30	104	93.60
10.05" x 3"	116	104.40	156	140.40
10.05" x 4"	152	136.80	209	188.10
10.05" x 5" Half Page Horiz.	191	171.90	260	234.00
10.05" x 6"	229	206.10	313	281.70
10.05" x 7"	267	240.30	364	327.60
10.05" x 8"	305	274.50	417	375.30
10.05" x 9"	343	308.70	468	421.20
Full Page 10.05" x 10.65"	449	404.10	565	508.50
Full Page Inside Front/Back	548	493.20	630	567.00
Full Page Back Cover	N/A	N/A	735	661.50

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) **\$50/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 **\$50/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 **\$30**
(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 **\$30**
(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.

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)*

Revised November 2025