

Desert Shores Community Association
 Newsletter Rates and Conditions
 Shore Talk Advertising Agreement

Advertisements must fit specifications

Ad Sizes, in inches (horizontal x vertical)

- | | |
|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> \$600 B&W Full Page
7 ½ x 9 ½ | <input type="checkbox"/> \$350 B&W Half Page
7 ½ x 4 ½ |
| <input type="checkbox"/> \$200 B&W Quarter Page
3.625 x 4.75 | <input type="checkbox"/> \$100 B&W Business Card
3 ½ x 2 (Non-resident) |
| <input type="checkbox"/> \$50 B&W Business Card
3 ½ x 2 (DSCA Member) | <input type="checkbox"/> \$25 Small Business/Service 4 Line
Market Place Ad (Residents Only) |
| | <input type="checkbox"/> \$10 Non-Commercial/Personal Items
or Household Goods 4 Line Market
Place Ad (Residents Only) |

Terms:

- 100% payment in advance of publication.
- No oversize ads will be accepted. Ads must meet above size requirements. Ads exceeding the size of the designated advertisement will be charged according to its size.
- All Ads must be on Disc or emailed and must be in .JPG or .PDF format. If not in acceptable format, an additional fee will be charged to have the printer reset your ad (minimum \$25 fee).
- Deadlines: April 10, June 10, August 10, October 10, December 10 and February 10
- All advertisements must be camera ready.
- Advertisements will be printed in black and white.
- **DSCA reserves the right to refuse any ad.**
- Advertisements are not placed on pages 1 or 12.

Advertisements are accepted on a first come, first served basis.

Payment for the advertisement must be made in advance, and the advertisement will not be included until payment has been received.

Advertiser agrees to indemnify, defend and hold the Association harmless from any action or claim made against the Association related to its inclusion of the requested advertisement in the Shore Talk magazine.

Advertiser's Name: _____

Business Name: _____

Address: _____

Phone Number: _____ Authorized Signature: _____

DISCLAIMER: Desert Shores Community Association is not responsible for any services listed throughout the publication.

Rates are subject to change.

FOR STAFF USE:

_____ Camera Ready Art Received

Ad scheduled to run in the following circled issue(s):

Payment Receipt #: _____

Jan/Feb

Mar/Apr

Date: _____

May/Jun

Jul/Aug

Amount: _____

Sep/Oct

Nov/Dec