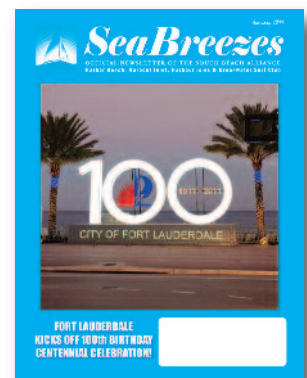
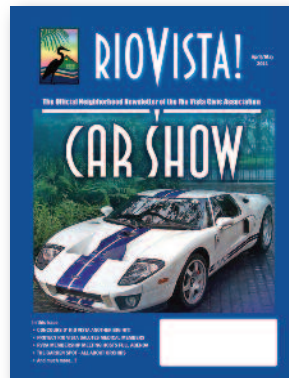
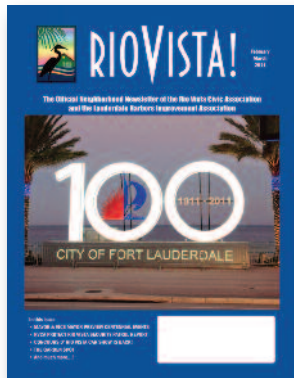


2011 Advertising Rates & Specifications

The official neighborhood newsletter programs for

RIO VISTA • HARBOR BEACH • HARBOUR INLET • HARBOR ISLES



Ad Program Information

Our display advertising program includes these online 'added-value' features *at no extra charge*:

- **BANNER AD & LINK** on each of the official websites. Ad banners rotate through all pages on each site.
- **WHO'S WHO** listing w/logo & GOOGLE MAP of your location.
- **COMPANION E-NEWSLETTER** promotion to each neighborhood goes out between print issues.
- **ADVERTISER NEWS & SPECIAL OFFERS** posted to each official website and promoted via each E-NEWSLETTER.
- **1500 COPIES.** Distributed via directly mail USPS to all homeowners in the neighborhoods and via advertisers.

AD RATES PER INSERTION & FREQUENCY (all rates include full-color)

AD SIZE/FREQUENCY	1x	3x	6x
• Premium Positions (OBC, IFC, IBC, pgs. 1-7)	\$675	\$650	\$625
• Full Page	\$595	\$550	\$525
• 2/3 Page	\$450	\$425	\$400
• 1/2 Page	\$315	\$295	\$275
• 1/4 Page	\$165	\$155	\$145
• Business Card	\$85	\$80	\$75

AD DIMENSIONS & SPECIFICATIONS

AD SIZE	width	height	AD SIZE	width	height
Full Page Trim Size	8.5"	11"	1/2 Page - horizontal	7.5"	4.75"
Full Page Bleed	8.75"	11.25"	1/2 Page - vertical	3.5"	9.75"
Full Page Safe Area	7.5"	10"	1/2 Page - island	4.75"	7"
Full Page Non-Bleed	7.5"	10"	1/4 Page - standard	3.5"	4.75"
2/3 Page - vertical	4.75"	9.75"	1/4 Page - horizontal	7.5"	2.375"

AD DEADLINES: Ad Space & final Ad Copy by 15th of month prior to pub. date.

AD MATERIALS: 300 dpi, CMYK color, .pdf, .jpg, .tif, .eps and .psd ad files *only* accepted.

PAYMENT TERMS: All ad payments are due on or before the 15th of the month prior to publication date. VISA/MC/AMEX accepted. Billing upon publication date terms with approved credit application only.

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