

PRODUCTION INFORMATION

Line Screens

- 85 line for half tones and artwork
- 85 line recommended for color separations

Bleeds

Not available

File Formats

- Quark 4.0 or earlier
- Adobe Illustrator CS4 or earlier
- Adobe Photoshop CS4 or earlier
- PLEASE INCLUDE ALL FONTS AND SUPPORT IMAGES
- Save as EPS file, all text as outlines

Please provide all artwork as digital format on CD or email to:
news@TheSahuaritaTimes.com

Camera Ready Art

Must be submitted in digital format per the listed specifications. Any artwork that does not conform to sizes listed on the rate card will be resized at the advertiser's expense. Publisher will charge for all costs incurred in preparing ads which do not meet mechanical specifications and also for any charges or additions requested by the advertiser.

Art Production Services

Design & Production

\$25 per hour (\$15 minimum) includes development and concept when applicable

Typesetting

\$10 minimum charge on all typesetting

SAHUARITA TIMES

Southern Arizona's Community Newspaper



Rate Card

4251 E. 5th Street • Tucson, Arizona 85711

Office (520) 325-3763 • Fax (520) 323-0587

Effective January 2006

Publisher reserves the right to refuse any advertising

The *Sahuarita Times* is a tabloid-size publication distributed the first week of each month by mail to the residents of Sahuarita and Southern Arizona. Founded in 1999, the paper's mission is to enlighten and inform Southern Arizona of the positive impact in the community, schools, town council, employees, Southern Arizona history, regional culture, the outdoors, events in the town, new developments in the area and a variety of other positive articles of general interest.



Distribution

10,000 - mailed to residents of the Town of Sahuarita, and distributed to over 30 local businesses, town hall, library, Sahuarita Unified School District, Anamax Park, and to realtors in Green Valley, Tucson and throughout Southern Arizona.

Frequency Rate

Frequency rates are applicable for 6x and 12x if advertisements run consecutively.

Commissionable Rates

15% to recognized agencies. Must provide camera ready artwork, an insertion order and accept full financial responsibility for their client. Color and position are non-commissionable. Balances of 61 days or later are not commissionable.

Closing Dates

The Sahuarita Times is printed and distributed monthly. Space reservations are required by the 10th of the month preceding publication. Camera-ready art deadline is the 15th of the month preceding publication.

Payment

Invoices are due and payable upon receipt. A finance charge of \$15 per month will be assessed to accounts delinquent more than 30 days. There are no prepaid or cash discounts.

Special Placement

A surcharge of \$45 will be added for special placement. Inside front or back cover, add 20%. Back cover, add 30%.

Color

- Black, plus 1 color \$125
- Black, plus 2 colors \$265
- 4 color \$375

Spot color choice is reserved and determined by the publisher. All color charges are non-commissionable.

Publication Dates

Published monthly and distributed the first week of each month for that month.

Proofs

Prepublication proofs of on-schedule display ads are available by fax or delivery. Advertiser must request proofs when placing order.

Ad Prints

Prints of completed ads for other reproduction purposes are available upon request and will be billed to the client, starting at \$35.

ADVERTISING RATES

Size	Open	6x	12x	Dimensions
Full Page	\$1100	\$1000	\$920	10.25" x 16"
3/4 Page	\$825	\$750	\$690	10.25" x 12"
1/2 Page (H)	\$550	\$500	\$460	10.25" x 8"
1/2 Page (V)	\$550	\$500	\$460	5.125" x 16"
1/4 Page	\$275	\$250	\$230	5.125" x 8"
1/8 Page	\$137.50	\$125	\$115	5.125" x 4"
1/16 Page	\$80	\$60	\$40	3.25" x 2"

1 column inch equals 2".

Open rate is \$13.75 per column inch.

6 times per year is \$12.50 per column inch.

12 times per year is \$11.50 per column inch.

Full page

Open
\$1,100

6x
\$1,000

12x
\$920

3/4 page

Open	6x	12x
\$825	\$750	\$690

1/2 page - V

Open
\$550
6x
\$500
12x
\$460

1/2 page - H

Open
\$550
6x
\$500
12x
\$460

1/4 page

Open
\$275
6x
\$250
12x
\$230

1/8 page

Open
\$137.50
6x
\$125
12x
\$115

1/16 page

Open
\$80
6x
\$60
12x
\$40