

# 2018 media kit



The Shire Devonshire Residents Association is committed to keeping it's membership informed by publishing their newsletter four times per year.

- Advantages to advertising in The Shire:
- Distribution to over 1,500 property owners, with projected locals and visitors reach of 4,000
  - Extended shelf life of 60+ days
  - Contains pertinent local information to the community
  - One of the few ways to reach Truckee area consumers

## 2018 Publication Schedule

- MARCH**  
Feb 5 Space reservation | artwork due
- MAY**  
April 2 Space reservation | artwork due
- AUGUST**  
July 9 Space reservation | artwork due
- OCTOBER**  
Sept 10 Space reservation | artwork due

## Discounts & Deals

- 5% discount for purchase of annual ads in The Shire and IVGID or Northstar Living.
- 5% discount for 4 issue prepayment.
- Annual advertisers will be included in the online Business Directory.

	1x	MultiAd *3 or more per year	Prepaid 4x per year
Back Cover	\$1,100	\$900	add'l 5%
1/2 page	\$1,000	\$800	discount
1/3 page	\$800	\$600	•
1/4 page	\$600	\$450	↓
1/6 page	\$450	\$300	↓

Prices reflect cost per ad.  
All prices are NET.

Special Position  
add \$50 per ad.

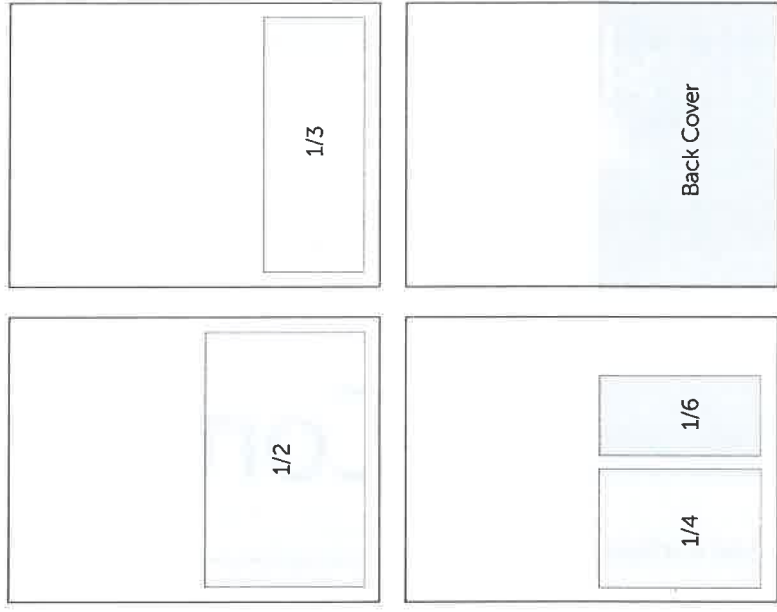
Ad Design \$175  
Existing Ad Revisions  
\$75 per hour

## Ad Specs

- Back Cover**  
8.5w x 5.5h  
with 1/8" Bleed
- 1/2 Page**  
7.6875w x 4.77h
- 1/3 Page**  
7.6875w x 3h
- 1/4 Page**  
3.656w x 4.77h
- 1/6 Page**  
2.4w x 4.77h

## Artwork Requirements

- We accept only pdf, eps or jpg files
- Ad resolution must be 300 dpi
- Be sure all art is saved in cmyk with no spot colors.
- We will not be responsible for poor quality ads resulting from submitted files that do not follow the above.
- Artwork created in Publisher, PowerPoint, or Microsoft Word will not be accepted.
- Please send files less than 10MB via email to art@cc.media
- For larger files, please upload to dropbox.com.





# 2018 Contract

Today's Date \_\_\_\_\_

# of Ads Purchased \_\_\_\_\_

Issues	Year	Size
<input type="checkbox"/> March		
<input type="checkbox"/> May		
<input type="checkbox"/> August		
<input type="checkbox"/> October		

## Ad Sizes

Back Cover 8.5w x 5.5h  
with 1/8" Bleed

1/2 Page 7.6875w x 4.77h

1/3 Page 7.6875w x 3h

1/4 Page 3.656w x 4.77h

1/6 Page 2.4w x 4.77h

## Contract Fulfillment

- ❶ Non-transferable. This order will cover only advertising relating to the regular business of the advertiser and its privileges cannot be transferred, in whole or in part, to another advertiser.
- ❷ Advertisers and their agencies assume liability for all content of advertisement published and claims arising therefrom.
- ❸ Advertising position in The Shire is left to the option of CCMedia.
- ❹ CCMedia assumes no financial responsibility for typographical errors in advertisements.
- ❺ Reproduction quality in photo, art and type reproduction will not be guaranteed by CCMedia.
- ❻ Short-rate bills will be issued on cancellation of order or when frequency discounts are not earned.
- ❼ A 3% per month finance charge will apply if an invoice is 30 days or more past due.

Total number of advertisements \_\_\_\_\_

Cost per issue \$ \_\_\_\_\_

**Subtotal** \$ \_\_\_\_\_

4 issue pre-payment discount (5%) \$ \_\_\_\_\_

Annual contract in The Shire and NSL or IVGID discount (5%) \$ \_\_\_\_\_

Ad design fee \$ \_\_\_\_\_

Special position (add \$50) \$ \_\_\_\_\_

**Total cost** \$ \_\_\_\_\_

Who will provide the artwork for your ad?

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Do you need your ad designed?  Yes  No

Contract accepted by: (please print clearly)

Advertiser/Business \_\_\_\_\_

Authorized by \_\_\_\_\_

Signature \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_