

Dayton's Bluff District Forum

"The Voice of the Community"

2010 Advertising Guidelines

The *Dayton's Bluff District Forum* is a publication of Hopewell Communications, Inc., located at the offices of the Dayton's Bluff Community Council, 798 E Seventh St., St. Paul, Minn. 55106; 651-772-2075.

Circulation & Subscriptions

Monthly press run is approximately 7,500. The *Forum* is mailed to all homes in the Dayton's Bluff area (see map of area enclosed) and published on our website, www.daytonsbluff.org. We publish monthly March–December. If you live outside the area, subscriptions cost \$12 per year.

Advertising

Discounted contract advertising for a series of ads (6–10 months) is available. All ad copy, logos and designs must be to our office before the seventh of the month prior to publication month. Additional rates may apply for ad production services.

Board of Directors

Greg Cosimini, Steve Trimble; and Karin DuPaul

Editor

Carla Riehle

Please send ad copy, images or finished formats to:

Attn: *District Forum*
Dayton's Bluff Community Council
798 E Seventh St
St Paul MN 55106

or

Karin@daytonsbluff.org

Ad sizes and rates

full page
 9.75"w x 15.5"h
 \$600

half-page vertical
 4.75"w x 15.5"h
 \$350

half-page horizontal
 9.75"w x 7.75"h
 \$350

<p>1/4-page 4.75"w x 7.75"h \$250</p>	
	<p>1/8-page 4.75"w x 4"h \$150</p>

	<p>1/16-page 2.25"w x 4"h \$75 ▶</p>
	<p>1/16-page 4.75"w x 2"h ◀ \$75</p>

Printable size of a page is
 9.75"w x 15.5"h

- 1 column 2.25"w
- 2 columns 4.75"w
- 3 columns 7.25"w
- 4 columns 9.75"w

[ACTUAL SIZE]

business card ad
 3.5"w x 2"h
 ◀ \$50

Technical Tips for ads

Ads should be camera-ready—meaning they are ready to be published by appropriate computer software (i.e., as a .PDF, .JPG or .TIFF). Straight Microsoft Word documents are **NOT** acceptable.

Resolution of graphics needs to be 200 dpi (dots per inch) at a minimum. Higher resolutions are acceptable, but not necessary. Anything less than 200 dpi may result in low quality of the image.

Ads should be in black-and-white or grayscale. We are able to do conversions from a color photo to grayscale, but cannot guarantee the final product will look as expected.

Ads should be as close to the final size as possible. Some distortion may occur if the ad or photo needs to be resized.

Final format and images must not exceed 1MB in size. If your file is more than 1MB, please try to compress the image, using PDF or JPEG functions or a compression software such as Zip. If the file is still too large, you can burn it on a CD and drop that off at the Community Council offices.

In general, simple is better. Too much information in one ad may make readers just skip over it.

Remember, white space is your friend. Due to overhead costs, the *Forum* is printed on low-quality medium newsprint, so complex graphics and photos may not turn out as well as expected.

Contracts & Discounts

The Dayton's Bluff *District Forum* offers advertising discounts with a contract agreement:

6-month contract	10% discount
12-month contract	15% discount
Prepaid contracts	additional 5% discount

If contract is not prepaid, advertisers must pay their accounts in full within 30 days following each billing. Discounts will be deducted with each advertisement. Discounts are based only on advertising space and do not include production costs such as ad design or scanning, etc.

Political Advertising

Regular advertising rates apply. Dayton's Bluff *District Forum* reserves the right to refuse any political ad judged libelous or containing blatant misrepresentation of facts.

Business Card Advertising

Business card advertisements are \$50 per month; no contract is required.

Classified Advertising

Classified ads are \$15 per month; no contract is required.

Inserts

Inserts are an economical way to deliver your message to your exact target audience.

Pricing

Pricing* is based on frequency:

One-time insert	\$400 per sheet
2–4 annual inserts (pre-arranged)	\$350 per sheet
6–10 annual inserts (pre-arranged)	\$300 per sheet

**You incur the printing costs.*

Technical guidelines

Minimum size:	5" x 7"
Maximum size:	8.5" x 11"
Minimum paper weight: (single sheets)	50# uncoated 70# coated (glossy)

With publication-type inserts, thickness will be a consideration. This includes insert-ability and cost of added postage. If possible, please send a sample of your insert 4–6 weeks in advance to the publication date.

Delivery

Inserts need to be delivered by the 18th of month prior to publication to:

Attn: Sloane Purdy
Vertis Communications
5101 Valley Industrial Blvd
Shakopee MN 55379

Dayton's Bluff
DISTRICT FORUM

A Publication of Hopewell Communications, Inc.

Advertising Contract

Ad size (contract ads can only be upsized)

____ Full-page ____ 1/2 page ____ 1/4 page ____ 1/8 page ____ 1/16 page
____ Business Card ____ Classified ____ Inserts ____ Business Directory

Terms

____ 1-time ad
____ 6-time contract for 10% discount (at least six ads within a one-year period)
____ 10-time contract for 15% discount (10 ads in 10 consecutive issues)
____ I intend to prepay this contract for an additional 5% discount

Contract becomes effective with the _____ issue.

Total amount of contract \$ _____ Prepaid amount \$ _____

Make checks payable to: **Hopewell Communications, Inc.**

In signing this contract, it is understood that the discount will apply only to the advertising space (no production work is included), and that the advertiser will be invoiced after publication of each ad if not prepaid. Payment will be due upon receipt of invoice. If the advertiser does not supply camera-ready artwork, you will be invoiced at the hourly design rate of \$30/hr for the design of the ad.

If the contract is prepaid, the total discount will be applied immediately upon payment. If the contract is not prepaid, the 10% or 15% discount will be credited to each ad when invoiced. If no payment is made on unpaid invoices by the advertiser for two months, no further ads will be placed until the invoices are paid in full. If the advertiser does not fulfill the contract, the advertiser remains responsible for the cost of the remaining ads. **NO CASH REBATES WILL BE GIVEN ON PREPAID ADS.**

Hopewell Communications, Inc. is not responsible for mistakes on ads not checked by advertisers. Proofs are available to all advertisers who request them.

BUSINESS OR COMPANY NAME

AUTHORIZED SIGNATURE

DATE

Billing Information _____

