

ADVERTISING RATES MEDIA GUIDE



DIRECT MARKETING WEBSITE/INTERNET DISPLAY ADVERTISING

4 PAGE TAB

WE-PRINT & DELIVER:

\$115 per 1000 (minimum 8,000)

NEWSPAPER-STYLE TABLOID-SIZE

Bright White Newsprint, Color all 4 pages,
Page image area 10"W X 12" - 16"L

**COPY AND RESERVATION DEADLINE MONDAY-
TWO WEEKS PRIOR TO PUBLICATION DATE**

(Overrun = \$89. per 1,000.)

Print and deliver rates include design, printing,
insertion and delivery.

RATES PCI (PER COLUMN INCH/PER ZONE)	1X (OPEN)	6X	13X	26X	52X
	\$13.00	\$12.00	\$11.00	\$10.00	\$9.00

COMMON SIZES/UNIT COST

Full Page - 5x16=80"	\$1040.00	\$960.00	\$880.00	\$800.00	\$720.00
Jr. Page - 4x13=52"	\$676.00	\$624.00	\$572.00	\$520.00	\$468.00
Half Page E- 5x8=40"	\$520.00	\$480.00	\$440.00	\$400.00	\$360.00
Quarter Page - 4x5=20"	\$260.00	\$240.00	\$220.00	\$200.00	\$180.00
Eighth Page - 2x5=10"	\$130.00	\$120.00	\$110.00	\$100.00	\$90.00

All rates are listed for black ink (black and white). Add color for 20%. Non-Profit Rates upon request. All requests for position without premiums will be honored, but not guaranteed. For premium placement, add 15%. Frequency discounts offered for consecutive weeks only.

WANT A LARGER AUDIENCE?

Our other newspapers cover great cities in Orange, Los Angeles and San Diego Counties. Ask us for more information.

INSERTS & DIRECT MARKETING TOOLS

PRE-PRINTS: \$35 per 1000 (minimum 8,000)

Rates based on 8.5"x11" flyers.

WE-PRINTS & DELIVER: LET US DESIGN, PRINT AND DISTRIBUTE FOR YOU... 8,000 MINIMUM INSERTION ORDER

SEE YOUR DESERT STAR MEDIA REPRESENTATIVE OR CALL (760) 671-671-6604

Includes design, production, print, insert and delivery

COPY AND RESERVATION DEADLINE MONDAY-ONE WEEK PRIOR TO PUBLICATION DATE

* Cost per 1000 Overruns.

Copy and Reservation Deadline: Monday, one week prior to publication date

Print and deliver rates include design, printing, insertion and delivery (20# bond paper). **EXTRAS:** • Color paper - \$8.50 CPM • 60# White Paper - \$10 CPM • 60# Color Paper - \$12 CPM • 60# Astro Bright Color Paper - \$17 CPM • 75# White Card Stock - \$15 CPM • Folding - \$26 CPM - 11"x17" available on quote basis



INCLUDES **Design,**
Production,
PRINT, INSERT &
DELIVERY!

LEADERBOARD
728 X 90

WIDE
SKY-
SCRAPER
160 X 600

BUTTON
120 X 60

HALF PAGE
300 X 600

RECTANGLE
180 X 150

MEDIUM RECTANGLE
300 X 250

IAB CORE WEB UNITS

IAB CORE STANDARD AD UNITS	6-MOS	1-YR
120x60 IMU (Small Button)	30/mo	25/mo
180x150 IMU (Rectangle)	60/mo	50/mo
300x250 IMU (Medium Rectangle)	90/mo	75/mo
160x600 IMU (Wide Skyscraper)	120/mo	100/mo
300x600 IMU (Half Page)	150/mo	125/mo
728x90 IMU (Leaderboard)	180/mo	150/mo

*Premium positions, non-standard sizes & type by quote.

TOTAL

MARKET PENETRATION + SATURATION =

RESULTS

REACH
UP TO

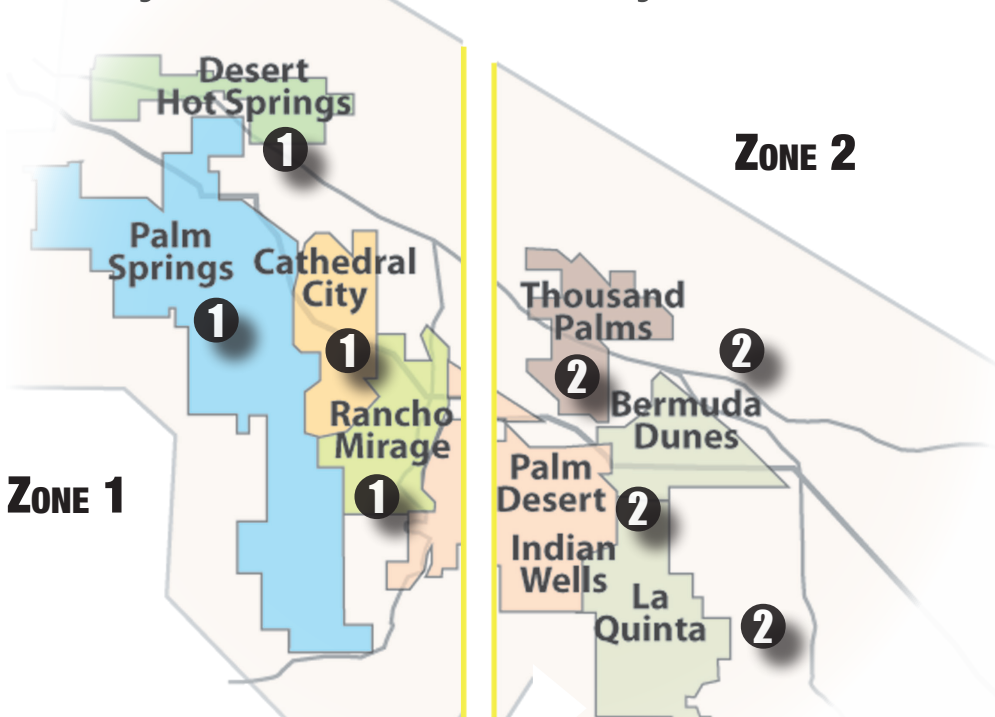
90%

OF YOUR COMPANY'S
ADVERTISING
MARKET

Zone flexibility allows the advertiser to target customers with pinpoint accuracy.

EXPAND YOUR MARKET...

Buy one zone, or buy both!

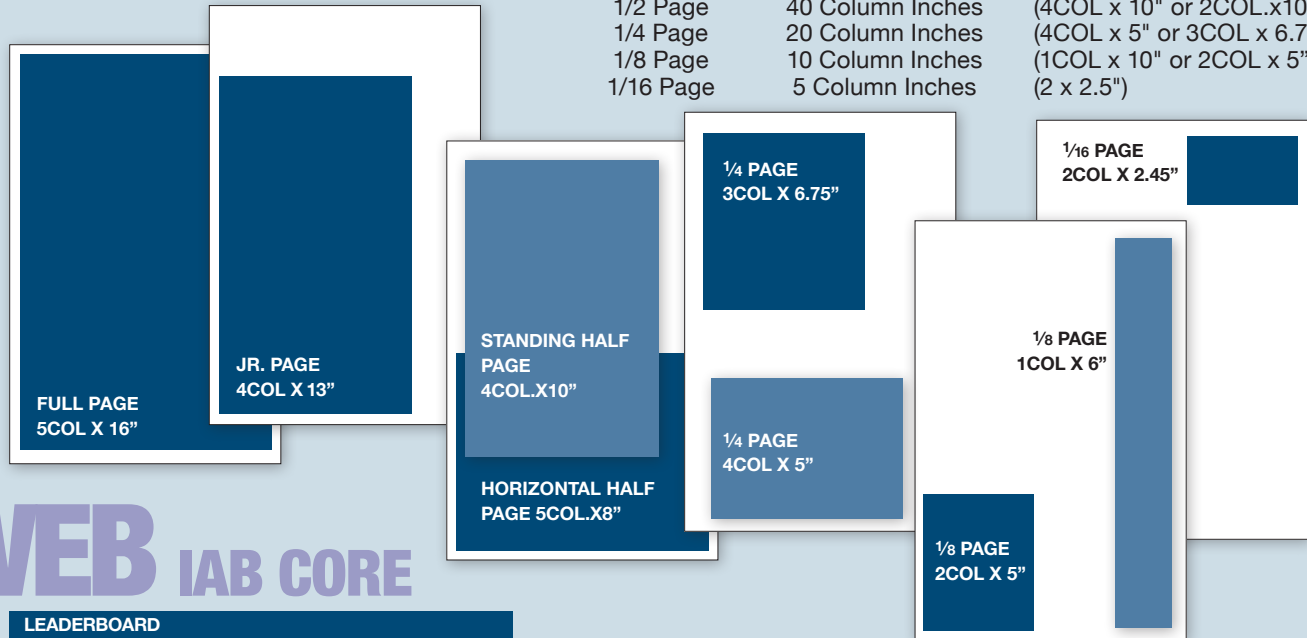


- ## CITIES (ZONES)
- ① Palm Springs
 - ① Rancho Mirage
 - ② Palm Desert
 - ② Cathedral City
 - ① Desert Hot Springs
 - ② Bermuda Dunes
 - ② La Quinta
 - ② Indian Wells

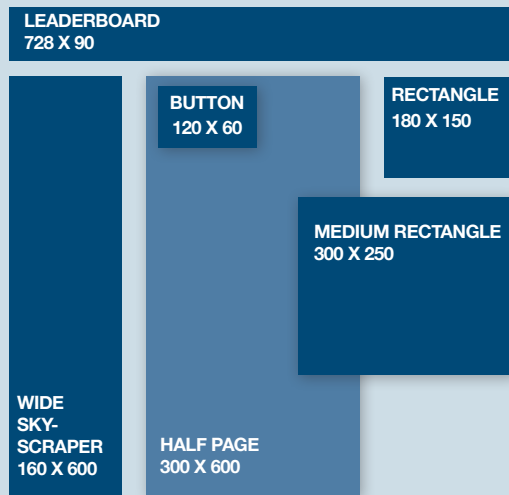
- Our media products are among the most cost-effective and efficient way to reach such a large and important audience.
- Our readership area contains a stable audience of consumers who connect with the Star as their primary community newspaper.
- We connect with hard-to-reach audiences in an easy print, direct marketing and online platform.
- Desert Star Weekly and DSW.com—the leading multi-media news and information source in the area.

SPECIFICATIONS MECHANICAL

Column Width:	1. 7/8" Page Live Area	(10"Wx16"L. 7/8)
Full Page	80 Column Inches	(5COL x 16")
Jr. Page	52 Column Inches	(4COL x 13")
1/2 Page	40 Column Inches	(4COL x 10" or 2COL.x10")
1/4 Page	20 Column Inches	(4COL x 5" or 3COL x 6.75")
1/8 Page	10 Column Inches	(1COL x 10" or 2COL x 5")
1/16 Page	5 Column Inches	(2 x 2.5")



WEB IAB CORE



ADVERTISING

ALL IMAGES MUST BE CMYK and 300DPI built to size. PDFs are preferred. PDFs should be cropped to exact size. (Do not include crop marks, etc.) Email should include name of advertiser, date of insertion and name of account executive. Ads that need updating should be submitted in an Adobe Creative Suite 2 compatible format, include all supporting files (images, logos) and all fonts.

Publication Date
Publishes weekly on Wednesday.

Deadlines
Display Advertising (space/copy): Thursday at 5 p.m. Camera Ready: Tuesday Noon Insert reservations: Wednesday the week prior

1. CONTRACTS & RATES

- All advertisers receiving contract rates must have signed contracts. Weekly consecutive contracts must be signed in advance to qualify for contract discount rates.
 - If new copy is not supplied for weekly contracts, publisher will pick up the copy from the previous week's advertisement.
 - Advertisers failing to fulfill contracted space commitments will be rated and billed for space run at the rate actually earned.
 - Publisher reserves the right to revise its advertising rates at any time.
- ### 2. COPY REGULATIONS
- All advertising is accepted subject to the approval of the publisher.
 - Cancellation of contracted advertising must be delivered in writing within 14 days advanced notice.
 - Liability for errors in advertisements shall not exceed the cost of space occupied by the error. Credit allowed for first insertion only. Publisher will not be liable for non-insertion of any advertisement beyond the amount pre-paid for such advertisement. Publisher shall not be responsible for any consequential damage suffered by any party.
 - Alcohol and tobacco advertising is accepted.

3. SPECIAL RATES

- The rates on this card are for run of paper position. Requests for special positions will be given every consideration; failure to fulfill requests will not constitute cause for adjustment or refunds. Position can be guaranteed at an additional 15% of space charge providing the position does not violate established rules of makeup for Publisher. If the position is not available, the ad will be inserted without the 15% charge.
 - Rates for recognized 501(c)3 non-profits, community & youth organizations upon request.
 - Political rates: Open rates apply. Cash with copy. Advertisement must be identified with the name of the group or individuals responsible for placing the ad.
- ### 4. MAKEUP REQUIREMENTS
- Standard page: minimum display advertisement acceptable: 2 column inches.
 - Use 1/4-inch units to measure depth (round to nearest 1/4-inch).
 - Ads exceeding 3/4 of the ROP page in depth will be charged for full page.
- ### 5. ADVERTISING SERVICES
- Proofs can be provided for all display ads, if all copy has been submitted by the deadline. All proofing must be completed by 5 p.m. Monday, preceding date of publication.

b. Tear sheets will be provided if necessary.

The quantity will be determined by the nature and need of the business.

6. COMPOSITION

No charge for typesetting and layout. Changes in layout or copy by the advertiser after an advertisement has been set in type will be charged at the rate of \$2.60 per column inch. All ads produced by Publisher and not published within 30 days will be charged at \$2.25 per column inch.

7. COMMISSIONS AND PAYMENT TERMS

- All rates are net. Recognized advertising agencies must gross up their rates in order to calculate commissions.
- Payment must accompany all advertising copy unless credit has previously been established and used within the past year, or until credit application is filled out and approved by publisher. No credit will be extended to advertisers having a balance due over 30 days.
- Bills are due and payable by the 15th of the month following insertion. Payment not received by Publisher within 30 days from the date of the invoice shall be considered overdue and subject to interest charges on such delinquent balance at the rate of 1.5% (18% per annum with interest computed on the basis of a 365-day year).