

ADVERTISING RATES MEDIA GUIDE

desert
STAR

W E E K L Y

66538 Eighth Street
Desert Hot Springs, CA 92240
760-671-6604



DIRECT MARKETING WEBSITE/INTERNET DISPLAY ADVERTISING

4 PAGE TAB

WE-PRINT & DELIVER:

\$115 per 1000 (minimum 10,000)

NEWSPAPER-STYLE TABLOID-SIZE

Bright White Newsprint, Color all 4 pages,
Page image area 10" Wide X 13" Tall

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

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

	1X (OPEN)	6X	13X	26X	52X
(PER COLUMN INCH/PER ZONE)	\$11.00	\$10.00	\$9.00	\$8.00	\$7.00

Buy Both Zones and Receive 25% Off

COMMON SIZES

Full Page- 10" Wide x 16" Tall = 80"	\$880.00	\$800.00	\$720.00	\$640.00	\$560.00
Jr. Page- 8" Wide x 13" Tall= 52"	\$572.00	\$520.00	\$468.00	\$416.00	\$364.00
Half Page- 10" Wide x 8" Tall = 40"	\$440.00	\$400.00	\$360.00	\$320.00	\$280.00
Quarter Page- 8" Wide x 5" Tall = 20"	\$220.00	\$200.00	\$180.00	\$160.00	\$140.00
Eighth Page- 3.9" Wide x 5" Tall = 10"	\$110.00	\$100.00	\$90.00	\$80.00	\$70.00

All rates are listed for black ink (black and white). Add color for 25%. 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

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

PRE-PRINTS: \$40 per 1000

(minimum 10,000)
Rates based on 8.5"x11" flyers.

**WE-PRINTS & DELIVER: LET US DESIGN, PRINT AND
DISTRIBUTE FOR YOU... 10,000 MINIMUM INSERTION ORDER**

	1 COLOR 1 SIDE	1 COLOR 2 SIDES	2 COLORS 1 SIDE	2 COLORS 2 SIDES
10-19.9K	\$50/37.5*	\$59/44.25*	\$56/42*	\$66/49.5*
20K+	\$49/36.75*	\$56/42*	\$53/39.75*	\$61/45.75*

*Cost per 1000 Overruns.

Print and deliver rates include design, printing, insertion and delivery (20# bond paper). EXTRAS: • Color Paper - \$8.5 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 - \$26CPM - 11"x17" available on quote basis • Cut 8 1/2" x 11" in half and deliver - \$2 CPM

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

LEADERBOARD 728 X 90

WIDE
SKY-
SCRAPER
160 X 600

BUTTON
120 X 60

RECTANGLE
180 X 150

HALF PAGE
300 X 600

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.

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

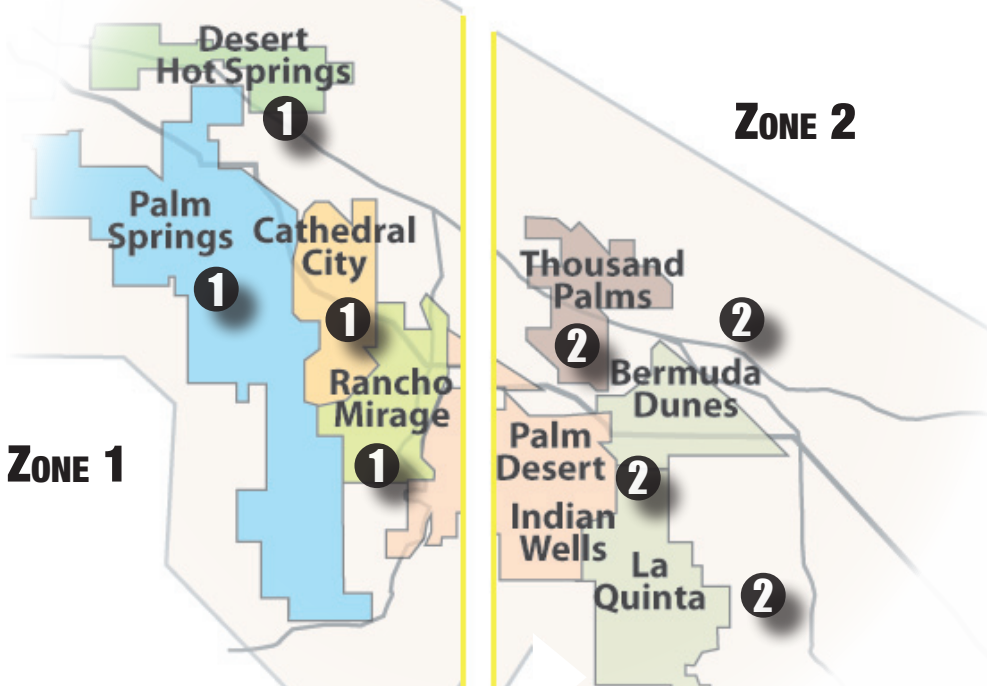
TOTAL MARKET PENETRATION + SATURATION = RESULTS

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 and save!



CITIES (ZONES)

ZONE 1
Cathedral City
Desert Hot Springs
Palm Springs
Rancho Mirage

ZONE 2
Bermuda Dunes
Indian Wells
La Quinta
Palm Desert
Thousand Palms

- 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 desertstarweekly.com—the leading multi-media news and information source in the area.

desert STAR

W E E K L Y

NOW

PUBLISHED TWICE
WEEKLY!

DIRECT HOME DELIVERY



ALL THE LOCAL NEWS... HOME DELIVERED EVERY WEEK!

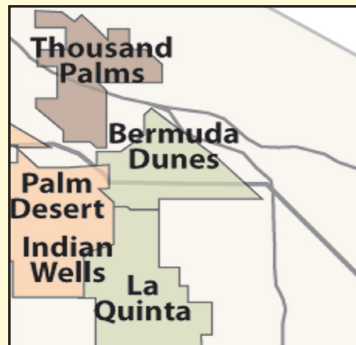
DELIVER YOUR ADVERTISING MESSAGE
DIRECTLY TO YOUR CUSTOMERS! WHERE
THEY WANT IT MOST... **AT HOME!!!**

WEST VALLEY ZONE 1 EDITION:



PUBLISHED EACH WEDNESDAY
22,750 CIRCULATION
45,000 READERS

CENTRAL VALLEY ZONE 2 EDITION:



PUBLISHED EACH FRIDAY
2,500 CIRCULATION
AND GROWING!



CALL US TODAY: 760-671-6604 ASK FOR MEDIA SALES REPRESENTATIVE

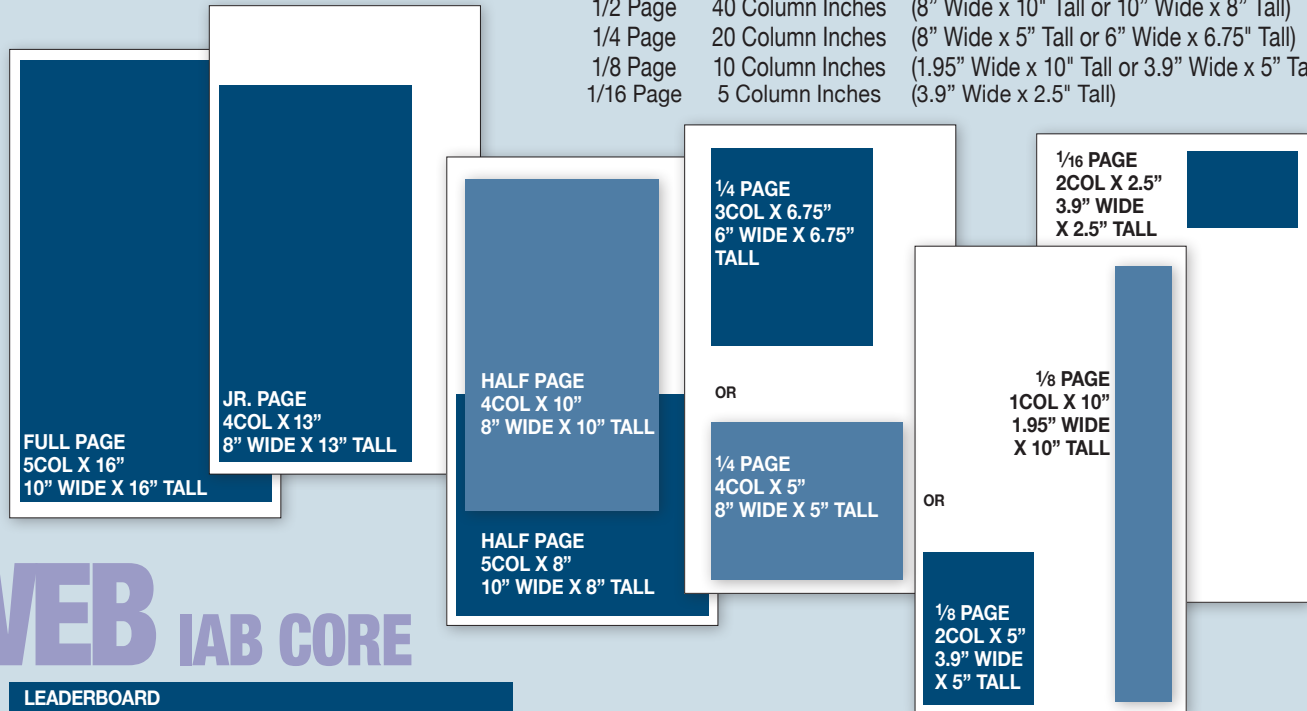
SPECIFICATIONS

MECHANICAL

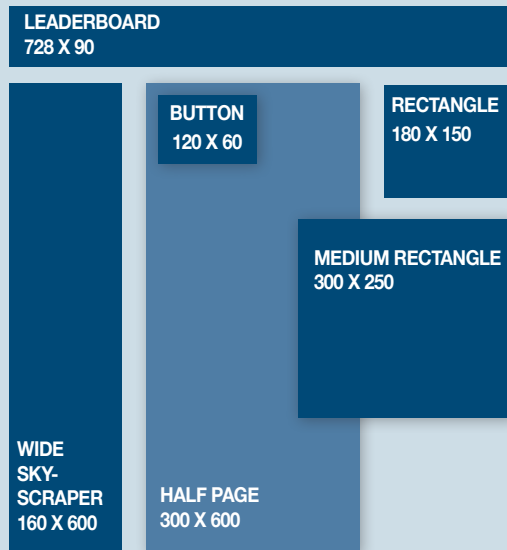
Column Width: 1.95"

Page Size (10" Wide x 16" Tall)

Full Page	80 Column Inches	(10" Wide x 16" Tall)
Jr. Page	52 Column Inches	(8" Wide x 13" Tall)
1/2 Page	40 Column Inches	(8" Wide x 10" Tall or 10" Wide x 8" Tall)
1/4 Page	20 Column Inches	(8" Wide x 5" Tall or 6" Wide x 6.75" Tall)
1/8 Page	10 Column Inches	(1.95" Wide x 10" Tall or 3.9" Wide x 5" Tall)
1/16 Page	5 Column Inches	(3.9" Wide x 2.5" Tall)



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 Dates Deadlines

Publishes twice weekly on Wednesday and Friday

Display Advertising (space/copy): Friday 5 p.m.
Camera Ready: Tuesday Noon
Insert reservations: Wednesday, one week prior to Insertion date.

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.

3. 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).

• CUSTOMER PROFILE •



Business Name: _____

Purchaser's Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Billing Address: _____

Phone: _____ Fax: _____

Email: _____

• ADVERTISING AGREEMENT •

NUMBER OF WEEKS FREQUENCY 1X (OPEN) 6X 13X 26X 52X OTHER _____

MINIMUM AD SIZE _____

OTHER SPECIFICS _____

NUMBER OF ADVERTISEMENTS _____ Start Date _____ End Date _____

DIRECT MARKETING • ROP • WEBSITE

\$ _____ Amount Deposited Paid By Check # _____ Cash

Credit Card Number _____ Exp Date _____ Security Code _____
(Complete Billing Address Above)

Client's Signature-Authorized Agency Representative _____ Date _____

Client's Printed Name _____

Desert Star Weekly Sales Representative _____ Date _____

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