

# DESERT MESSENGER

## 2011 - 2012 Rate Card

### "QUARTZSITE'S FREE COMMUNITY PAPER"

- Now in our 8th Season!
- Reach over 10,000 readers; + more in busy season!
- Quality publication with positive focus on community!
- Delivered FREE to businesses in Quartzsite and surrounding areas
- Published 1st & 3rd Wednesdays, Sept. - May

### CONTACT INFORMATION:

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### RETAIL ADVERTISING RATES

OPEN RATE \$8.00 PER COLUMN INCH

#### RETAIL MEASUREMENTS.

Standard pages prepared to 9.875" wide x 10.5" deep,  
 4 columns width to print 42" column inches per page.

Total inches are found by multiplying the number of  
 columns wide by the number of vertical inches.

(Example: 2 col. x 3" = 6 col. inches.)

Minimum ad size: One column inch.

#### COLUMN WIDTH

1 column	2.344"
2 column	4.854"
3 column	7.365"
4 column	9.875"

**Full Page**.....\$336.00  
 42 col. inches      4 col. x 10.5"

**1/2 Page - Horizontal**.....\$176.00  
 22 col. inches      4 col. x 5.5"

**1/2 Page - Vertical**.....\$168.00  
 21 col. inches      2 col. x 10.5"

**1/4 Page**.....\$ 88.00  
 11 col. inches      2 col. x 5.5"

**1/8th Page - Horizontal**.....\$ 40.00  
 5 col. inches      2 col. x 2.5"

**1/8th Page - Vertical**.....\$ 40.00  
 5 col. inches      1 col. x 5"

**Color** (Black + 1 color).....\$ 50.00

**Full Color** (Black + 3 colors).....\$150.00

### ADVERTISING RATE GUIDE EFFECTIVE SEPTEMBER 1, 2011

#### CONTRACT RATES

Additional discounts for full season, 18 issues.  
 The advertiser agrees to contract for and use a minimum  
 of 3 or more column inches of ad space per insertion  
 for a period of 18 weeks.

*Twice-a-month Full Season Contract earns a 20% discount.*

*Once-a-month Full Season Contract earns 15% discount.*

#### PICKUP RATES

1st insertion: Open Rate at \$8.00 per column inch.

2nd, 3rd, 4th etc. 20% discount.

5th insertion returns to open rate.

*Pick-up rate does not apply to contract or national rates.*

#### CIVIC RATES: \$6.40 PER COLUMN INCH

*Applies to all churches and civic organizations promoting  
 charitable or educational programs. Pickup discounts not available.*

#### PRIVATE PARTY RATE: \$6.40 PER COLUMN INCH

*Birthdays, anniversaries, memorial ads or other  
 announcements not promoting goods or services.*

#### NATIONAL RATES: \$9.40 PER COLUMN INCH

A 15% commission is available to recognized advertising  
 agencies that will assume financial responsibility within terms  
 for all advertising placed by the agency.

#### POSITION CHARGE:

For an additional 25% charge, we will guarantee the page on  
 which an ad will appear, but not the position on the page itself.  
 Guaranteed position will be acceptable only within the  
 Desert Messenger's news guidelines and format policies.

# GENERAL RATE POLICIES

Desert Messenger appreciates the opportunity to serve advertisers and the community. The Desert Messenger strives to publish material that will serve the local community as a whole.

All advertising should be in good taste. No alcohol, tobacco or pornography accepted. The Publisher reserves the right to reject advertising that may be offensive or in poor taste, states or implies discrimination, is fraudulent, deceptive, obscene or an incitement to violate national, state, or local law. The Publisher reserves the right to edit, reject, revise, classify or cancel any advertisement at any time. No advertising will be deemed to have been accepted by the publisher until it has in fact been published.

All rates are non-commissionable and payable in advance of publication unless a credit account has been established. Checks, cash or PayPal are accepted.

Display ads will be based on column inches, in half-inch increments, unless other specifications are made in advance. Rates are based on normal composition. Ads less than one full page must be bordered. Ads resembling news copy must be labeled "Paid Advertisement".

The Publisher reserves the right to revise advertising rates upon 30 days notice, and the right to set additional rates for special promotions or publications.

The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. Liability for errors or omissions shall not exceed the cost to the advertiser of the portion of space occupied by such error. Advertiser is responsible to notify the Desert Messenger of an error in time for correction before the second run. Credit or make-good will be given on the first insertion only.

Position requests will be given every consideration, but are not guaranteed. An advertiser's request for position is not a condition of acceptance nor basis for an adjustment.

Guaranteed Position: For an additional 25% charge, we will guarantee the page on which an ad will appear, but not the position on the page itself.

Advertising space cannot be sublet to others. Group advertising must have prior approval.

The Advertiser assumes full liability for statements contained in advertising and agrees to indemnify and hold harmless the Publisher from all claims, suits, and costs arising by reason of any advertisement. Advertising shall meet all applicable laws.

Political advertising, advertising on public policy questions and controversial issues will be prepaid. These ads must contain the name and address of person(s) or organization(s) responsible for the advertisement.

All advertising copy, photos and illustrations prepared by the Desert Messenger are the property of the Desert Messenger and may not be reproduced for other use without prior approval in writing.

Graphic Design Services, special requests, preparing ads for other publications, or excessive changes from ordered proofs may result in additional charges at \$40 per hour.

Tearsheets are available upon request. The number provided free of charge will be determined by the size of the ad and the needs of your business. Please indicate your needs when placing the ad.

Proofs are shown on ads per request via e-mail or fax, or in person. Once a proof is delivered the Desert Messenger is no longer responsible for errors in copy (except mistakes in proof corrections).

## CAMERA-READY ADS

The Desert Messenger has the capabilities to accept digital advertising. We can output ads created InDesign and Pagemaker, utilizing Adobe Type 1 fonts that are currently in our system.

All camera-ready material provided should be at least 85 lines per inch. Type on a screened background of a density higher than 20% is not advised. Light face serif or script type is not advisable on screened backgrounds or reverses.

Camera-ready ads should be in a PDF format with fonts converted to outlines and embedded. Please include a hard copy of the ad. This will verify we have the proper ad and that no elements are missing.

## CLASSIFIED DISPLAY RATES:

OPEN RATE: \$5.34 per Column Inch  
NATIONAL RATE: \$6.28 per Column Inch

**COLUMN WIDTH: 1 COLUMN 1.5"**



## DESERT MESSENGER

PILOT ROCK PUBLISHING CO.

P.O. BOX 3185

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