

DISPLAY ADVERTISING RATES 2010 - Revised

COLUMN INCH RATES:

Cost per col.inch:	<u>\$26.75</u> 1x	<u>25.10</u> 3x	<u>23.54</u> 6x	<u>22.05</u> 9x	<u>20.69</u> 12x
1. Full Page:					
a. 5c x 15.5"	\$2,073.13	1,945.25	1,824.35	1,708.88	1,603.48
2. Half Page:					
a. 5c x 8"	\$1,070.00	1004.00	941.60	882.00	827.60
b. 3c x 13"	\$1,043.25	978.90	918.06	859.95	806.91
c. 4c x 9.75"					
3. Quarter Page:					
a. 3c x 6.5"	\$521.63	489.45	459.03	429.98	403.46
b. 2c x 10"	\$535.00	502.00	470.80	441.00	413.80
c. 4c x 5"					
d. 5c x 4"					
4. Eighth Page:					
a. 3c x 3.25"	\$260.81	244.73	229.52	214.99	201.73
b. 2c x 5"	\$267.50	251.00	235.40	220.50	206.90
c. 4c x 2.5"					
d. 5c x 2"					
5. Twelfth Page:					
a. 1c x 7.5"	\$200.63	188.25	176.55	165.38	155.18
b. 2c x 3.75"					
c. 3c x 2.5"					
6. Sixteenth Page:					
a. 1c x 5"	\$133.75	125.50	117.70	110.25	103.45
b. 2c x 2.5"					
c. 4c x 1.25"					

Prices based on cost per ad, per month.

Column Sizes:		
1 Col.	1.875" wide	3 Cols. 6.0625" wide
2 Cols.	4.0" wide	4 Cols. 8.125" wide
		5 Cols. 10.25" wide

Publisher/Editor: MARK BRENNER
Business Manager: SAMANTHA BRENNER
 17446 Plaza Dolores, San Diego, CA 92128
 Phone: (858) 385-5195 • Fax: (858) 385-5197
 E-mail: rbsun@sbcglobal.net
 Website: www.thesunsignature.com
 Call for Advertising and Editorial Information

GENERAL GUIDELINES AND POLICIES

AGENCY RATES: All rates are commissionable to recognized advertising agencies submitting camera ready copy on an open rate base.

COPY APPROVAL: Publisher reserves the right to change, edit or reject any article, editorial, advertising copy or art.

DEADLINES: Copy deadline for all advertising is 5 p.m. Wednesday of the deadline week, preceding the date of publication. Deadline for cancellation of ads and all editorial and press releases is 4 p.m. Friday of the deadline week.

ACCEPTANCE: The publisher reserves the right to reject or cancel any advertising at any time which does not conform to the standards of the publication.

PAYMENT: Payment for all first-time advertisers is due upon ad proof. A monthly billing account will be set up thereafter with approved credit. Payment terms are net 10 days. Payment not received 30 days after billing are subject to a 1.5% (18% per annum) service charge.

AD RATE REVISION: Publisher reserves the right to revise the advertising rates at any time upon 30 days notice written notice.

TEARSHEETS/INVOICES: Tearsheets will be sent only upon request. **ARTWORK:** Normal layout costs are included in our advertising rates. Special scanning and artwork will be charged at \$35 per hour.

PROOFS: Proofs are not for making design changes; they are intended for information and correction of typos. They will be supplied for all ads if the ad copy has been submitted by the deadline. A second, courtesy proof will be sent after the corrections are made. Unless it is the publisher's error, no other proofs will be sent. If advertiser requests another proof, it will be charged at \$35 per hour.

ERRORS AND LIABILITY: Liability of the publisher for errors is limited to the cost of the space containing the error and limited to the first insertion, whereupon a credit will be allowed in the form of a corrected ad in the next publication. Notification of the error must be made within five (5) days of publication. The Sun Signature newspaper is not liable for any damages resulting from omitting any portion of an insertion or of an entire insertion.

No liability will be assumed by the publisher for any error appearing in any advertisement. Should an error or more than one error appear in the ad, the publisher will, upon request, provide an "error correction" statement in the newspaper, that correctly describes the incorrect portion of the advertisement.

GUARANTEED POSITION: Any advertiser requesting special placement shall be given every consideration but will not be guaranteed unless paid for. Position may be guaranteed for an additional 20% upon availability. Back cover requires purchase of at least one (1) color. Failure to meet a special placement request will not constitute cause of refund or rerun of the ad.

CANCELLATIONS: Advertisers will be billed 50% of ad cost for cancellations after 5 p.m. Friday of the deadline week. Cancellation of a contract will be cause to adjust the advertising rate on a back rate basis, taking the adjustment to the nearest contract, per column inch rate.

ADVERTORIAL: Advertorial is paid advertising designed to read like editorial copy. The word "Advertorial" must be stated in the ad and must have a minimum hairline border.

POLITICAL ADVERTISING: Must be paid in advance.

PRODUCTION CHARGES –

- Black copy is standard and included in advertising cost
- Each additional "spot" color is \$125.00 per color
- Make-up/production is included in advertising cost. Client changes after second proof will be billed at \$35.00 per hour.

2010 prices, schedule and information