

CLASSIFIED ADVERTISING RATES

DEADLINES

- **13th** of the month prior to publication
Sun Lakes Splash, SunBird News, PebbleCreek Post & Robson Ranch Views (AZ)
- **25th** of the month prior to publication
SaddleBrooke Progress, Quail Creek Crossing & Robson Ranch Pioneer Press (TX)

TERMS AND PAYMENTS

Classified Advertising must be **paid in advance** *PRIOR* to the deadline date. For your convenience, we accept cash, checks or



RATE INFORMATION

Sun Lakes Splash

LINE LISTING: 10 words (minimum) for \$25.00.

\$.50 each additional word. (Example - 11 words = \$25.50)

	MTM	3x (5%)	6x (7%)	12x (15%)
1" BOXED	\$41.00	\$116.85	\$228.78	\$418.20
1 1/2" BOXED	\$52.00	\$148.20	\$290.16	\$530.40
2" Boxed	\$57.00	\$162.45	\$318.06	\$581.40
2 1/2" BOXED	\$62.00	\$176.70	\$345.96	\$632.40
3" Boxed	\$68.00	\$193.80	\$379.44	\$693.60
3 1/2" Boxed	\$74.00	\$210.90	\$412.92	\$754.80
4" Boxed	\$80.00	\$228.00	\$446.40	\$816.00

PebbleCreek Post, SunBird News, SaddleBrooke Progress, Quail Creek Crossing, Robson Ranch Views and Robson Ranch Pioneer Press

LINE LISTING: 15 words (minimum) for \$20.00.

\$.50 each additional word. (Example - 16 words = \$20.50)

	MTM	3x (5%)	6x (7%)	12x (15%)
1" BOXED	\$29.00	\$82.65	\$161.82	\$295.80
1 1/2" BOXED	\$34.00	\$96.90	\$189.72	\$346.80
2" Boxed	\$39.00	\$111.15	\$217.62	\$397.80
2 1/2" BOXED	\$44.00	\$125.40	\$245.52	\$448.80
3" Boxed	\$50.00	\$142.50	\$279.00	\$510.00
3 1/2" Boxed	\$56.00	\$159.60	\$312.48	\$571.20
4" Boxed	\$62.00	\$176.70	\$345.96	\$632.40

ADDITIONAL CHARGES

- \$10.00 additional charge for Logos, Clipart, Reverse Type, Color* (cyan or yellow only)

*color applies to boxed classified ads only.

AD REQUIREMENTS

InDesign is used to layout the newspaper. We will accept ads in the following software formats:

- InDesign with fonts and images
- Acrobat PDF (exact dimensions, outlined fonts and no crop marks)
- Illustrator (exact dimensions and outlined fonts)
- Photoshop in TIF format resolution 300 dpi @ 100% of size
- Ads must be exact dimensions, outlined fonts, no crop marks and no spot colors (convert to CMYK).
- If the guidelines are not met, we will have to modify your ad at an additional fee.

AD PLACEMENT

Priority is given in the following order:

- Size of ad
- Length of contract
- Date contract was signed

CONTACT

Jennifer Schell

480-895-4206 or (800) 470-0893, ext. 4206

Fax 480-895-4294

E-mail: jennifer.schell@robson.com

