

ROBSON PUBLISHING

NEWSPAPERS • SOURCE BOOK™ PHONE DIRECTORIES

www.robsonpublishing.com

*Serving the Communities of: Sun Lakes • SunBird • PebbleCreek
SaddleBrooke • SaddleBrooke Ranch • Quail Creek • Robson Ranch*

Publishing community newspapers for over 35 years

DISPLAY AND CLASSIFIED ADVERTISING RATES

Arizona Publications

Sun Lakes Splash - www.sunlakessplash.com

PebbleCreek Post - www.pebblecreekpost.com

SaddleBrooke Progress - www.saddlebrookeprogress.com

Quail Creek Crossing - www.quailcreekcrossing.com

SunBird News - www.sunbirdnews.com

Robson Ranch Views - www.robsonranchviews.com

SaddleBrooke Ranch Roundup - www.saddlebrookeranchroundup.com

Texas Publication

Robson Ranch Pioneer Press - www.robsonranchpioneerpress.com

October 1, 2011 through September 30, 2012

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ABOUT US

Robson Publishing, a division of Robson Communities Inc., has been producing community newspapers for over 35 years. These papers are the official community voice that informs residents about community events, feature stories, clubs, sports and religious news, as well as local area happenings.

The tabloid-size publications are distributed free-of-charge to every homeowner and property owner in their respective communities. They are mailed to out-of-state residents and to those who are currently building in these communities and will be moving into the area in the near future. The online edition is available for free and contains all the articles and photos seen in the printed version plus valuable related links. Additionally, advertisers are provided a free link to their business websites.

Without question, these newspapers are the most cost effective way of reaching the affluent, mature and responsive markets of these active adult communities. By advertising in one of the Robson Communities' publications, your company will be able to target 100% of this affluent 55+ market.

THE BENEFITS OF TARGETED MARKETING

Each community newspaper serves as the official voice of the community. The editorial content is written by and for the benefit of the residents. This is their information source, and their lifeline to the community at large. Because the editorial content is so highly relevant, these publications have a long shelf life. With the combination of both the printed and online edition, your advertising message will consistently reach our readers. Few publications can boast 100% saturation of any one particular market segment.

NEWSPAPER DISTRIBUTION

The *Sun Lakes Splash*, *PebbleCreek Post*, *SaddleBrooke Progress*, *Quail Creek Crossing*, *SunBird News*, *Robson Ranch Pioneer Press*, *Robson Ranch Views* and the *SaddleBrooke Ranch Roundup* are distributed free of charge to all residents living in their respective communities. The newspapers are also mailed to homeowners who are currently building a home and have not yet moved in. Designated distribution sites around the communities provide the general public with access to the information.

	CIRCULATION	ZIP CODES		CIRCULATION	ZIP CODES
<i>Sun Lakes Splash</i>	15,500	85248 (Sun Lakes)	<i>SunBird News</i>	2,300	85249 (Chandler)
<i>PebbleCreek Post</i>	5,500	85395 (Goodyear)	<i>Robson Ranch Views</i>	2,500	85222 (Eloy)
<i>SaddleBrooke Progress</i>	6,100	85739 & 85623 (Tucson)	<i>Robson Ranch Pioneer Press</i>	3,000	76207 (Denton, Tx)
<i>Quail Creek Crossing</i>	3,000	85614 (Green Valley)	<i>SaddleBrooke Ranch Roundup</i>	2,000	85623 (Tucson)

DIGITAL EDITION

All print editions of our newspapers are also available online at no extra cost to our advertisers. The digital edition is available for free and contains all articles, photos and advertisements seen in the printed version. Additionally, our advertisers are provided a FREE link to their business websites and are listed online on our directory of advertisers.

With the combination of both printed and digital editions, your advertising message will consistently reach our readers and 100% of your targeted market!

SOURCE BOOK™ DIRECTORY & RESOURCE GUIDES

The *Source Book* is the official, up-to-date and accurate telephone directory and resource guide, published yearly, for the residents of their respective communities. More than a telephone directory, the *Source Book* is the most complete source of information about the community and surrounding areas ever compiled. It's the one book residents turn to on a daily basis.

Currently, the *Source Book* is published for Sun Lakes, SunBird, PebbleCreek, SaddleBrooke, SaddleBrooke Ranch, Quail Creek, Robson Ranch Arizona and Robson Ranch Texas. For added exposure, the Source Books are now available online. For publication dates, current rates and multiple discount options, please call (800) 470-0893 or (480) 895-4506 or visit our website at www.robsonpublishing.com

ADDITIONAL INFORMATION

ADVERTISING & INSERT DEADLINE

Sun Lakes Splash, PebbleCreek Post, SaddleBrooke Ranch Roundup, SunBird News & Robson Ranch Views (AZ):

Issued:	1st of each month
Space Reservation:	12th of the prior month
Artwork:	20th of the prior month
Classified Deadline:	13th of the prior month

SaddleBrooke Progress, Quail Creek Crossing & Robson Ranch Pioneer Press (TX):

Issued:	15th of each month
Reservation:	23rd of the prior month
Artwork:	28th of the prior month
Classified Deadline:	25th of the prior month

If deadline falls on the weekend or holiday, please respond on the Friday prior.

DISPLAY AD FREQUENCY DISCOUNTS

- 15% discount for 12 consecutive months signed contract
- 10% discount for 6 consecutive months signed contract
- 15% discount off base rate for Political/Church/Non-Profit Ads

COLOR RATES

- Rate per color is \$50, Four color rate is \$175
- Prices may vary for custom colors
- Color chart available by request

PRODUCTION FEES

- Free design services for contract advertisers
- Design for non-contracted advertisers at \$60 per hour, 1/2 hour minimum
- \$125 file sharing fee

TERMS AND PAYMENT OPTIONS

- Payment due prior to publication
- Credit cards accepted
- Invoices available for advertisers with approved credit
- Advertising canceled after space is reserved will be charged at regular space rates!

PRODUCTION INFORMATION

PRINTING

Robson Publishing is pleased to be working with Signature Offset, which uses Concentric Dot™ technology to provide hi-definition, quality publications. This breakthrough technology requires more stringent preparation of photos for press. For more information, please visit our website at www.robsonpublishing.com/adspecs.

NEWSPAPER FACTS | COLUMN WIDTHS

Printed:	Offset	One Column = 2.3125"
Style:	Tabloid	Two Column = 4.875"
Columns:	4	Three Column = 7.4375"
Column width:	2 5/16"	Four Column = 10"

PRESS-READY ADS

- Acrobat PDF preferred (exact dimensions, outlined fonts and no crop marks)
- Minimum resolution 300 dpi
- TIF, EPS or JPG
- Ads must be exact dimensions, outlined fonts, no crop marks and no spot colors (convert to CMYK)
- Any black, unless it appears in a photo, should be 100% K, no process
- If the guidelines are not met, we will have to modify your ad at an additional fee.

SOFTWARE PROGRAMS

- InDesign, Photoshop, Illustrator, Acrobat
- We cannot accept Pagemaker, Word, Publisher, PowerPoint, or Excel files.

TYPE

- For best printing no smaller than 10 pt.
- Limited use of process color recommended
- Reverse type no smaller than 12 pt.
- All black type should be 100% K, no process

FILE SUBMISSION

Prefer InDesign native files with all fonts, including printer and screen fonts and graphics, in a zipped or stuffed archive. PDF Files in exact dimensions, outlined fonts and no crop marks.

- CD-ROM
- E-mail Ads (5m or smaller)
E-mail your completed ad to your advertising representative.
- FTP Upload
www.robsonpublishing.com to the FTP upload
Call or e-mail to let us know that an ad was uploaded.
Please contact a sales representative for the detailed Electronic Transfer Ad Specifications.



DISPLAY ADVERTISING RATES

SUN LAKES SPLASH

PEBBLECREEK POST

AD SIZE	W x H (inches)	Base	6x	12x	Base	6x	12x
2c x 2	4.875 x 2	\$135.00	\$121.50	\$114.75	\$95.00	\$85.50	\$80.75
1c x 5	2.3125 x 5	\$159.00	\$143.10	\$135.15	\$117.00	\$105.30	\$99.45
2c x 3	4.875 x 3	\$197.00	\$177.30	\$167.45	\$132.00	\$118.80	\$112.20
2c x 4	4.875 x 4	\$209.00	\$188.10	\$177.65	\$139.00	\$125.10	\$118.15
1c x 7.5	2.3125 x 7.5	\$209.00	\$188.10	\$177.65	\$139.00	\$125.10	\$118.15
3c x 3	7.4375 x 3	\$224.00	\$201.60	\$190.40	\$150.00	\$135.00	\$127.50
2c x 5	4.875 x 5	\$248.00	\$223.20	\$210.80	\$159.00	\$143.10	\$135.15
3c x 5	7.4375 x 5	\$338.00	\$304.20	\$287.30	\$193.00	\$173.70	\$164.05
Quarter Page	4.875 x 7.5	\$338.00	\$304.20	\$287.30	\$193.00	\$173.70	\$164.05
Quarter Strip	2.3125 x 15.5	\$338.00	\$304.20	\$287.30	\$193.00	\$173.70	\$164.05
4c x 4	10 x 4	\$356.00	\$320.40	\$302.60	\$212.00	\$190.80	\$180.20
4c x 5	10 x 5	\$426.00	\$383.40	\$362.10	\$253.00	\$227.70	\$215.05
Jr Half Pg	4.875 x 10	\$426.00	\$383.40	\$362.10	\$253.00	\$227.70	\$215.05
3c x 7.5	7.4375 x 7.5	\$459.00	\$413.10	\$390.15	\$296.00	\$266.40	\$251.60
Half Pg Horz	10 x 7.5	\$591.00	\$531.90	\$502.35	\$391.00	\$351.90	\$332.35
Half Pg Vert	4.875 x 15.5	\$591.00	\$531.90	\$502.35	\$391.00	\$351.90	\$332.35
3c x 10	7.4375 x 10	\$591.00	\$531.90	\$502.35	\$391.00	\$351.90	\$332.35
3/4 Pg Horz	10 x 12	\$864.00	\$777.60	\$734.40	\$567.00	\$510.30	\$481.95
3/4 Pg Vert	7.4375 x 15.5	\$864.00	\$777.60	\$734.40	\$567.00	\$510.30	\$481.95
Full Page	10 x 15.5	\$1,180.00	\$1,062.00	\$1,003.00	\$755.00	\$679.50	\$641.75
Back Page*	10 x 16	\$1,453.00	\$1,307.70	\$1,235.05	\$1,093.00	\$983.70	\$929.05
Premium Pages 3-15 – Full page only*		\$1398.00	\$1258.20	\$1188.30	\$930.50	\$837.45	\$790.93
Premium Rates for Centerfold*		\$2696.00	\$2426.40	\$2291.60	\$1761.00	\$1584.90	\$1496.85

SADDLEBROOKE PROGRESS

QUAIL CREEK CROSSING

SUNBIRD NEWS

AD SIZE	W x H (inches)	Base	6x	12x	Base	6x	12x	Base	6x	12x
2c x 2	4.875 x 2	\$84.00	\$75.60	\$71.14	\$63.00	\$56.70	\$53.55	\$63.00	\$56.70	\$53.55
1c x 5	2.3125 x 5	\$110.00	\$99.00	\$93.50	\$80.00	\$72.00	\$68.00	\$80.00	\$72.00	\$68.00
2c x 3	4.875 x 3	\$123.00	\$110.70	\$104.55	\$89.00	\$80.10	\$75.65	\$89.00	\$80.10	\$75.65
2c x 4	4.875 x 4	\$133.00	\$119.70	\$113.05	\$95.00	\$85.50	\$80.75	\$95.00	\$85.50	\$80.75
1c x 7.5	2.3125 x 7.5	\$133.00	\$119.70	\$113.05	\$95.00	\$85.50	\$80.75	\$95.00	\$85.50	\$80.75
3c x 3	7.4375 x 3	\$135.00	\$121.50	\$114.75	\$99.00	\$89.10	\$84.15	\$99.00	\$89.10	\$84.15
2c x 5	4.875 x 5	\$140.00	\$126.00	\$119.00	\$107.00	\$96.30	\$90.95	\$107.00	\$96.30	\$90.95
3c x 5	7.4375 x 5	\$173.00	\$155.70	\$147.05	\$125.00	\$112.50	\$106.25	\$125.00	\$112.50	\$106.25
Quarter Page	4.875 x 7.5	\$173.00	\$155.70	\$147.05	\$125.00	\$112.50	\$106.25	\$125.00	\$112.50	\$106.25
Quarter Strip	2.3125 x 15.5	\$173.00	\$155.70	\$147.05	\$125.00	\$112.50	\$106.25	\$125.00	\$112.50	\$106.25
4c x 4	10 x 4	\$186.00	\$167.40	\$158.10	\$137.00	\$123.30	\$116.45	\$137.00	\$123.30	\$116.45
4c x 5	10 x 5	\$222.00	\$199.80	\$188.70	\$164.00	\$147.60	\$139.40	\$164.00	\$147.60	\$139.40
Jr Half Pg	4.875 x 10	\$222.00	\$199.80	\$188.70	\$164.00	\$147.60	\$139.40	\$164.00	\$147.60	\$139.40
3c x 7.5	7.4375 x 7.5	\$266.00	\$239.40	\$226.10	\$193.00	\$173.70	\$164.05	\$193.00	\$173.70	\$164.05
Half Pg Horz	10 x 7.5	\$361.00	\$324.90	\$306.85	\$262.00	\$235.80	\$222.70	\$262.00	\$235.80	\$222.70
Half Pg Vert	4.875 x 15.5	\$361.00	\$324.90	\$306.85	\$262.00	\$235.80	\$222.70	\$262.00	\$235.80	\$222.70
3c x 10	7.4375 x 10	\$361.00	\$324.90	\$306.85	\$262.00	\$235.80	\$222.70	\$262.00	\$235.80	\$222.70
3/4 Pg Horz	10 x 12	\$558.00	\$502.20	\$474.30	\$410.00	\$369.00	\$348.50	\$410.00	\$369.00	\$348.50
3/4 Pg Vert	7.4375 x 15.5	\$558.00	\$502.20	\$474.30	\$410.00	\$369.00	\$348.50	\$410.00	\$369.00	\$348.50
Full Page	10 x 15.5	\$680.00	\$612.00	\$578.00	\$496.00	\$446.40	\$421.60	\$496.00	\$446.40	\$421.60
Back Page*	10 x 16	\$988.00	\$889.20	\$839.80	\$742.00	\$667.80	\$630.70	\$742.00	\$667.80	\$630.70
Premium Pages 3-15 – Full page only*		\$848.00	\$763.20	\$720.80						
Premium Rates for Centerfold*		\$1596.00	\$1436.40	\$1356.60						

Rates are per month charge and black and white | * includes 4-color | All rates are non-commissionable

DISPLAY ADVERTISING RATES

ROBSON RANCH PIONEER PRESS, TX

ROBSON RANCH VIEWS, AZ

AD SIZE	W x H (inches)	Base	6x	12x	Base	6x
2c x 2	4.875 x 2	\$63.00	\$56.70	\$53.55	\$63.00	\$56.70
1c x 5	2.3125 x 5	\$80.00	\$72.00	\$68.00	\$80.00	\$72.00
2c x 3	4.875 x 3	\$91.00	\$81.90	\$77.35	\$89.00	\$80.10
2c x 4	4.875 x 4	\$95.00	\$85.50	\$80.75	\$95.00	\$85.50
1c x 7.5	2.3125 x 7.5	\$95.00	\$85.50	\$80.75	\$95.00	\$85.50
3c x 3	7.4375 x 3	\$99.00	\$89.10	\$84.15	\$99.00	\$89.10
2c x 5	4.875 x 5	\$107.00	\$96.30	\$90.95	\$107.00	\$96.30
3c x 5	7.4375 x 5	\$129.00	\$116.10	\$109.65	\$125.00	\$112.50
Quarter Page	4.875 x 7.5	\$129.00	\$116.10	\$109.65	\$125.00	\$112.50
Quarter Strip	2.3125 x 15.5	\$129.00	\$116.10	\$109.65	\$125.00	\$112.50
4c x 4	10 x 4	\$137.00	\$123.30	\$116.45	\$137.00	\$123.30
4c x 5	10 x 5	\$167.00	\$150.30	\$141.95	\$164.00	\$147.60
Jr Half Pg	4.875 x 10	\$167.00	\$150.30	\$141.95	\$164.00	\$147.60
3c x 7.5	7.4375 x 7.5	\$193.00	\$173.70	\$164.05	\$193.00	\$173.70
Half Pg Horz	10 x 7.5	\$268.00	\$241.20	\$227.80	\$262.00	\$235.80
Half Pg Vert	4.875 x 15.5	\$268.00	\$241.20	\$227.80	\$262.00	\$235.80
3c x 10	7.4375 x 10	\$268.00	\$241.20	\$227.80	\$262.00	\$235.80
3/4 Pg Horz	10 x 12	\$418.00	\$376.20	\$355.30	\$410.00	\$369.00
3/4 Pg Vert	7.4375 x 15.5	\$418.00	\$376.20	\$355.30	\$410.00	\$369.00
Full Page	10 x 15.5	\$505.00	\$454.50	\$429.25	\$496.00	\$446.40
Back Page*	10 x 16	\$756.00	\$680.40	\$642.60	\$742.00	\$667.80

SADDLEBROOKE RANCH ROUNDUP

AD SIZE	W x H (inches)	Base
2c x 2	4.875 x 2	\$51.00
1c x 5	2.3125 x 5	\$54.00
2c x 3	4.875 x 3	\$60.00
2c x 4	4.875 x 4	\$64.00
1c x 7.5	2.3125 x 7.5	\$64.00
3c x 3	7.4375 x 3	\$67.00
2c x 5	4.875 x 5	\$72.00
3c x 5	7.4375 x 5	\$85.00
Quarter Page	4.875 x 7.5	\$85.00
Quarter Strip	2.3125 x 15.5	\$85.00
4c x 4	10 x 4	\$92.00
4c x 5	10 x 5	\$111.00
Jr Half Pg	4.875 x 10	\$111.00
3c x 7.5	7.4375 x 7.5	\$130.00
Half Pg Horz	10 x 7.5	\$177.00
Half Pg Vert	4.875 x 15.5	\$177.00
3c x 10	7.4375 x 10	\$177.00
3/4 Pg Horz	10 x 12	\$277.00
3/4 Pg Vert	7.4375 x 15.5	\$277.00
Full Page	10 x 15.5	\$335.00
Back Page*	10 x 16	\$467.00

Rates are per month charge and black and white | * includes 4-color
All rates are non-commissionable

INSERT RATES

PRE-PRINTED INSERT RATES*

Must be 8.5 x 11" or smaller, or pre-folded to that size.
Please allow for 1.5% overage. Consult your advertising rep for details.

Sun Lakes Splash:

Full Circulation:	15,500	= \$750
Sun Lakes Portion:	10,500	= \$540

PebbleCreek Post:

Full Circulation only:	5,500	= \$460
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SaddleBrooke Progress:

Full Circulation only:	6,100	= \$460
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Quail Creek Crossing:

Full Circulation only:	3,000	= \$270
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Robson Ranch Views:

Full Circulation only:	2,500	= \$250
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SunBird News:

Full Circulation only:	2,300	= \$220
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Robson Ranch Pioneer Press:

Full Circulation only:	3,000	= \$250
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SaddleBrooke Ranch Roundup:

Full Circulation only:	2,000	= \$150
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*These rates are for single page insert only.
Consult your advertising representative for multiple page insert rates.

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

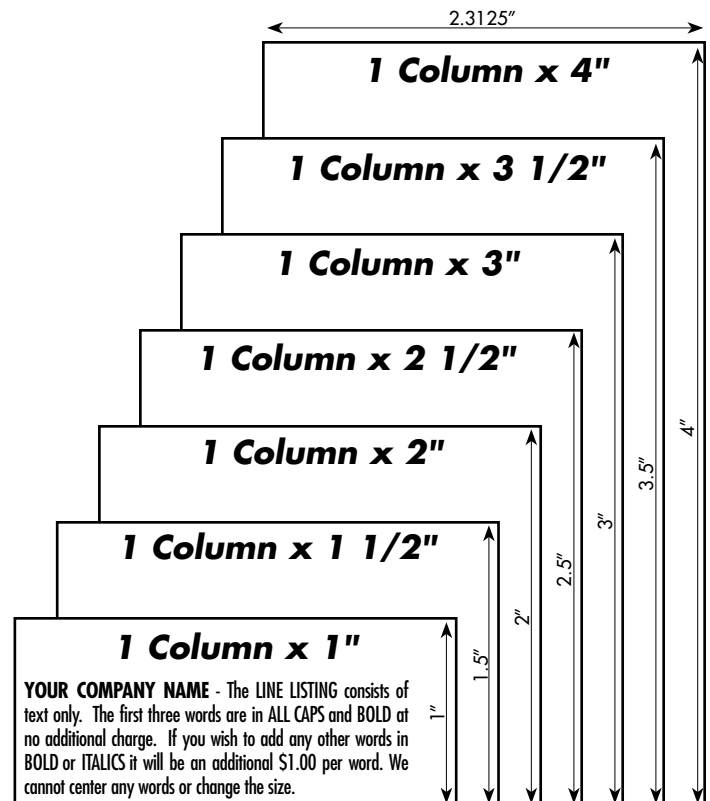
CONTACT

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ROBSON PUBLISHING

NEWSPAPERS • SOURCE BOOK™ PHONE DIRECTORIES

*Serving the Communities of: Sun Lakes • SunBird • PebbleCreek
SaddleBrooke • SaddleBrooke Ranch • Quail Creek • Robson Ranch*

All advertising is subject to publisher's approval. Robson Publishing reserves the right to edit or reject any copy. Robson Publishing also reserves the right to cancel any advertisement at any time.

Robson Publishing will not be liable for any error in advertising to a greater extent than the cost of the space occupied by the item or items in the advertisement. Robson Publishing will not be liable for any error beyond the first insertion.

Reproduction of any advertisements created by Robson Publishing in whole or in part, without permission, is prohibited.

All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense, including, without limitation, reasonable attorney's fees resulting from claims or suits based upon content or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of privacy, plagiarism and copyright infringements.

The publisher reserves the right to refuse any advertising. Any copy resembling editorial material, in the opinion of the publisher, shall have the word "advertisement" printed on the ad.

Advertising materials will be returned upon request within 30 days after insertion. Any advertising materials not returned will become the property of Robson Publishing.

Invoices for those advertisers with approved credit are due per stated terms. No credit will be extended to advertisers having a balance due more than 60 days. All accounts more than 30 days past due are subjected to an interest charge of 1.8% per month. Payment in advance is required of all first-time advertisers. All accounts with past due balances after 60 days will be turned over to a collection agency, in which advertiser is responsible for all fees. If legal action is necessary to collect, advertiser agrees to pay publisher's costs and attorney's fees in addition to all past due balances.

NEWSPAPER OFFICE STAFF

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