

# YELLOW PAGE ADVERTISING RATE INFORMATION

## PEBBLECREEK SOURCE BOOK™ 2012

Official Community Telephone and Yellow Page Directory

**(480) 895-4287 • 1-800-470-0893**

Effective February 1, 2011 • Rates are a one-time charge.

**Advertising space reservation deadline ~ OCTOBER 7, 2011**

**www.pebblecreekpost.com**

**PREMIUM AD SPACE** — Includes 1 Line Listing (3 Lines Maximum), live link on website and copy of the Source Book.

|   | <u>Full-Color (only)</u> |
|---|--------------------------|
| Outside Back Cover (8.25 x 10.5" w/.25" bleed-live area 7.75 x 10") | \$1709                   |
| Inside Front Cover (8.25 x 10.5" w/.25" bleed-live area 7.75 x 10") | \$1554                   |
| Inside Back Cover (8.25 x 10.5" w/.25" bleed-live area 7.75 x 10")  | \$1494                   |
| Insert Page (7.25 x 9.75" no bleeds)                                | \$1358                   |

**Magnets, Stickers, Post Cards, Etc. call for details**

**DISPLAY AD** — Includes 1 Line Listing (3 Lines Maximum), live link on website and copy of the Source Book.

| <u>DISPLAY</u>   | <u>W &amp; H in Inches</u> | <u>Black &amp; White</u> | <u>Cyan</u> | <u>Full-Color</u> |
|------------------|----------------------------|--------------------------|-------------|-------------------|
| Full Page        | 7.25 x 9.75                | \$935                    | \$1029      | \$1132            |
| 2/3 Page         | 4.75 x 9.75                | \$679                    | \$747       | \$822             |
| 1/2 Page         | 7.25 x 4.825               | \$588                    | \$647       | \$712             |
| 1/3 Page         | 4.75 x 4.825               | \$437                    | \$481       | \$529             |
| 1/4 Page         | 7.25 x 2.375               | \$345                    | \$380       | \$418             |
| 1/6 Page - Horz. | 4.75 x 2.375               | \$315                    | \$347       | \$382             |
| 1/6 Page - Vert. | 2.25 x 4.825               | \$315                    | \$347       | \$382             |
| 1/12 Page        | 2.25 x 2.375               | \$286                    | \$315       | \$347             |

### IN-COLUMN BOXED LISTING

|                                  | <u>Black &amp; White</u> | <u>Cyan</u> |
|----------------------------------|--------------------------|-------------|
| 1 Column x 2"                    | \$159                    | \$175       |
| 1 Column x 1.5"                  | \$122                    | \$134       |
| 1 Column x 1" (text only)        | \$105                    | \$116       |
| Logo/graphic charge (one per ad) | \$15                     |             |

### LINE LISTING

|   |      |
|---|------|
| Regular Line Listing (3 lines - no color) | \$75 |
| Additional Classification                 | \$25 |
| Additional Line (maximum 4 lines)         | \$10 |

*Discount Options: (15% total discount available)*

- 5% Discount for contracted newspaper advertisers.
- 5% Discount advertising in two Source Books.
- 10% Discount advertising in three Source Books.



**From the publishers of the PebbleCreek Post Newspaper**

## AD PRODUCTION CHARGES:

You will receive a FIRST proof of your ad. There will be no charge for changes made on your ad on the FIRST proof. You will then receive a FINAL proof of your ad. If there are changes made on the FINAL proof, there will be a production charge of \$60 per hour (\$30 minimum). This charge will apply to each proof you make changes to thereafter. After the FINAL proof is signed by you, there will be no compensation for errors in your ad.

## GENERAL INFORMATION:

- **Circulation: PebbleCreek – 4,500 copies will be printed, reaching approximately 8,500 prospective customers.**  
Sun Lakes – 11,500 copies will be printed, reaching approximately 22,000 prospective customers.  
SunBird – 2,000 copies will be printed, reaching approximately 4,000 prospective customers.  
Quail Creek – 2,200 copies will be printed, reaching approximately 3,500 prospective customers.  
SaddleBrooke – 5,800 copies will be printed, reaching approximately 10,000 prospective customers.  
Robson Ranch, TX – 2,000 copies will be printed, reaching approximately 3,400 prospective customers.  
Robson Ranch, AZ – 800 copies will be printed, reaching approximately 1,500 prospective customers.
- All Display ads will appear under the appropriate classification heading and will include one line listing (3 lines).\* The listing will appear alphabetically under the same classification heading, which will include the name of business, street address and phone number.\*\* The names will appear in bold type at no extra charge.
  - \* There will be a \$10 charge for an additional line in the line listing (4 lines maximum).
  - \*\* There will be a \$25 charge to reference your business under each additional classification heading.
- All Display ads are placed according to size.
- All prices subject to change without prior notice. All prices quoted are net.
- All advertising copy 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 responsible for any errors after final proof is signed.
- **Due to the limited number of copies printed, display advertisers only, upon request, are entitled to receive a copy of the Source Book after payment is received.**
- 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 limitations, claims or suits for libel, violation of privacy, plagiarism and copyright infringements.
- **Retention of Materials:** All advertising materials will be retained by Robson Publishing for future directories, unless otherwise requested to be returned.
- **Advertising Cancellation Policy:** Cancellations by written consent of the parties will be accepted prior to September 1, 2011. Any cancellations requested *after* September 1 will be charged contract rates.

Existing Arizona law does not require sales tax on advertising. However, if this legislation is changed, taxes will be added per requirements.

Source Books™ published by

## ROBSON PUBLISHING

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