

ADVERTISING RATE INFORMATION



SOURCE BOOK™ 2007/2008

Official Community Telephone Directory and Resource Guide
(480) 895-4216 • 1-800-470-0893 ext. 4216

Effective August 1, 2006 • Rates are a one-time charge.

Advertising space reservation deadline ~ April 20, 2006

PREMIUM AD SPACE - Includes 1 Line Listing (3 Lines Maximum)

	<u>Full-Color (only)</u>
Outside Back Cover (8.25 x 10.5" w/.25" bleed-live area 7.75 x 10")	\$985
Inside Front Cover (8.25 x 10.5" w/.25" bleed-live area 7.75 x 10")	\$914
Inside Back Cover (8.25 x 10.5" w/.25" bleed-live area 7.75 x 10")	\$879
Insert Page (7.25 x 9.75" no bleeds)	\$879

DISPLAY AD - Includes 1 Line Listing (3 Lines Maximum)

DISPLAY	W & H in Inches	<u>Black & White</u>	<u>Cyan</u>	<u>Full-Color</u>
Full Page	7.25 x 9.75	\$556	\$618	\$687
2/3 Page	4.75 x 9.75	\$405	\$450	\$500
1/2 Page	7.25 x 4.825	\$319	\$354	\$393
1/3 Page	4.75 x 4.825	\$232	\$258	\$287
	2.25 x 9.75	\$232	\$258	\$287
1/4 Page	7.25 x 2.375	\$203	\$226	\$251
	2.25 x 7.25	\$203	\$226	\$251
1/6 Page	4.75 x 2.375	\$174	\$193	\$214
	2.25 x 4.825	\$174	\$193	\$214
1/12 Page	2.25 x 2.375	\$116	\$129	\$143

COUPON - Includes 1 Line Listing (3 Lines Maximum)

W & H in Inches	<u>Cyan</u>	<u>Full-Color</u>	<u>Cyan w/Display Ad</u>	<u>4-C w/Display Ad</u>
3.25 x 1.75	\$200	\$220	\$110	\$121

IN COLUMN BOXED LISTING (Full-Color Not Available)

	<u>Black & White</u>	<u>Cyan</u>
* 1 Column x 2"	\$93	\$103
* 1 Column x 1.5"	\$81	\$90
1 Column x 1" (TYPE ONLY)	\$69	\$77
Logo/graphic charge (one per ad)	\$15	

**Graphics Available in These Two Sizes Only.*

LINE LISTING

Regular Line Listing (3 lines - no color)	\$50
Additional Line (maximum 4 lines)	\$10

Discount Option: • 5% Discount for contracted newspaper advertisers.

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:** 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.
PebbleCreek – 4,500 copies will be printed, reaching approximately 7,700 prospective customers.
Quail Creek – 1,800 copies will be printed, reaching approximately 3,200 prospective customers.
SaddleBrooke – 5,300 copies will be printed, reaching approximately 9,500 prospective customers.
Robson Ranch, TX – 1,800 copies will be printed, reaching approximately 2,700 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 and coupon advertisers only, upon request, are entitled to receive a copy of the Source Book.**
- 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 March 25, 2007. Any cancellations requested after March 25 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

9532 E. Riggs Rd., Sun Lakes, AZ 85248

(480) 895-4216 • 1-800-470-0893

<u>Publisher</u> Mike Osborn	<u>Advertising Representatives</u> Carol Polcyn Mary Diamond Brian Perreault	<u>Assistant Editor</u> Jennifer Schell	<u>Production & Design</u> Mary Ann Martin Greg Wetch Tara Kerwin	<u>Administrative Assistants</u> Phyllis Chase Linda Leland Samantha Ferm
<u>Editor, Publications Manager</u> Linda Robson				