

Robson Ranch Pioneer Press



Life As Big As Texas

DISPLAY ADVERTISING RATES

All rates are non-commissionable

Effective through September 30, 2010 • Circulation 3000

Ad size	Dimensions	Base	6x	12x
	W x H (inches)			
1/8 page Vert	2.3125 x 6.5	\$84.00	\$79.80	\$75.60
1/8 page Horiz	4.875 x 3.25	\$84.00	\$79.80	\$75.60
1/6 page	4.875 x 4.25	\$89.00	\$84.55	\$80.10
1/5 page	4.875 x 5.25	\$101.00	\$95.95	\$90.90
1/4 page Vert	4.875 x 6.5	\$119.00	\$113.05	\$107.10
1/4 page Horiz	7.4375 x 4.25	\$119.00	\$113.05	\$107.10
1/3 page	10 x 4.25	\$129.00	\$122.55	\$116.10
Jr. half page	4.875 x 8.75	\$155.00	\$147.25	\$139.50
1/2 page Vert A	4.875 x 13.375	\$248.00	\$235.60	\$223.20
1/2 page Vert B	7.4375 x 8.75	\$248.00	\$235.60	\$223.20
1/2 page Horiz	10 x 6.5	\$248.00	\$235.60	\$223.20
Jr. page	10 x 8.75	\$320.00	\$304.00	\$288.00
3/4 page	7.4375 x 13.375	\$387.00	\$367.65	\$348.30
Full page	10 x 13.375	\$468.00	\$444.60	\$421.20
Back page	10 x 14	\$700.00	\$665.00	\$630.00

For information on display advertising
please call 800-470-0893

CLASSIFIED ADVERTISING RATES

Line Listing: 15 words (minimum) for \$18.00.

\$.50 each additional word. (Example - 16 words = \$18.50)

	MTM	3x (5%)	6x (7%)	12x (15%)
1" Boxed	\$27.00	\$76.95	\$150.66	\$275.40
1 1/2" Boxed	\$32.00	\$91.20	\$178.56	\$326.40
2" Boxed	\$37.00	\$105.45	\$206.46	\$377.40
2 1/2" Boxed	\$42.00	\$119.70	\$234.36	\$428.40
3" Boxed	\$48.00	\$136.80	\$267.84	\$489.60
3 1/2" Boxed	\$54.00	\$153.90	\$301.32	\$550.80
4" Boxed	\$60.00	\$171.00	\$334.80	\$612.00

**DEADLINE IS THE 25TH
OF THE MONTH PRIOR**

PRODUCTION INFORMATION

■ Publication Dates

Robson Ranch is a monthly publication. *Space Reservation deadline is the 25th of the month prior to publication.*

■ Premium Page Position

Premium page positioning is available within the first 15 pages of the newspaper. This availability is limited to quarter page size ads and larger. Cost is based on 20% of the actual ad price. Please note: Because of color and size configuration, we cannot guarantee which page the ad will be placed on, only that it will fall within the first 15 pages.

■ Color Rates

The rate per color is \$50. Four color rate is \$175. Custom colors available by request.

■ Ad Requirements

InDesign is used to layout the newspaper. Electronic ads are the preferred format to ensure the highest possible printed quality.

We will accept ads in the following Macintosh software formats:

- InDesign CS3 or earlier with fonts and images
- Acrobat PDF (exact dimensions, no crop marks)
- Illustrator eps format all fonts must be converted to outline
- Photoshop in tif format resolution 200 dpi @ 100% of size

We CANNOT accept Pagemaker, Word, Publisher, Power Point, or Excel files.

■ E-mail Ads (5megs or smaller)

Prefer InDesign CS3 or earlier native files with all fonts, including printer and screen fonts and graphics, in a stuffed format. PDF Files in correct size only, no crop marks.

E-mail: graphics@robson.com

■ FTP Upload (5megs and larger)

www.robsonpublishing.com to the upload

■ Production fees

New ad design will be charged accordingly.

Any display advertisement which requires additional typesetting beyond a minor change will be charged a rate of \$60 per hour, with 1/2 hour minimum. Any camera-ready artwork or electronic file that does not conform to sizes listed will be resized at the advertiser's/agency's expense.

■ Pre-Printed Insert Rates

3000 circulation \$250 (Contact your ad rep for printing and delivery options)

INFORMATION

Situated on a beautiful stretch of wide-open land, within a few miles of historic downtown Denton, is a Robson Ranch, the ultimate in resort community living for active adults. Spanning over 2745 acres in Denton, Robson Ranch, at build out, will have approximately 7200 homes, three 18-hole championship golf courses and three multi-million dollar clubhouse/recreational areas.

GENERAL INFORMATION

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.

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 page.

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

SOURCE BOOK™ DIRECTORY & RESOURCE GUIDE

The Source Book is the official, up-to-date and accurate telephone directory and resource guide, published in May, for the residents of Robson Ranch. More than a telephone directory, the Source Book is the most complete source of information about the community and surroundings areas ever compiled. It's the one book residents turn to on a daily basis. Contact your ad rep for more information.

DISPLAY ADVERTISING BILLING

Invoices are due per stated terms. Past due accounts are subject to a service charge at 1.8% per month. Advertisement will be discontinued after two past due balances appear on the advertiser's account. If past due balances are not paid within three months after the past due date, necessary legal action to collect the advertised company's account will be taken, and advertiser agrees to pay seller's costs and attorney's fees in addition to all past due balances.

For your convenience, we accept Visa, MasterCard, American Express, and Discover.

Advertising canceled after space is reserved will be charged at regular space rates!

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