



Dutch Flat Community Center

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Dutch Flat Community Center *Community Newspaper* Advertising Rate Card and Standards

The DFCC *Community* newspaper is published quarterly, on March 15, June 15, September 15, and December 15. It is free, distributed to communities along Interstate 80 from Secret Town east to Emigrant Gap, and to paid members of the DFCC who live outside that area. The paper has a circulation of approximately 1,200 households, and another 200 to 300 papers are distributed through local businesses and nonprofit organizations.

The paper staff and contributors are all volunteers. In addition to financial support from the DFCC, the paper accepts advertising to defray its production costs.

The rate card and description of ad sizes is on the reverse. As of the Summer 2007 issue, the paper will use a three-column layout, and ad size will reflect that format.

Ads may be submitted as email attachments, on CD, or as camera-ready art. ***The paper cannot accept ads or other content submitted on floppy disks.***

Electronically-submitted ads must be JPG or TIF image files, or Microsoft Word, Adobe InDesign, or Adobe PDF – portable document format – files. For technical reasons, ***the paper cannot accept ads in other file formats, such as Microsoft Publisher.***

Contact Michael Barham, the newspaper ad manager, about at michael.barham@sbcglobal.net to place an ad, or call him at 530-389-2347.

The submission date for all ad content or changes is the 15th of the month prior to publication: February 15; May 15; August 15; and November 15.

To qualify for the reduced annual ad rate, advertisers must pay for a year's run of their ad ***in advance***, by the ad submission deadline. Otherwise, they will be billed at the per-issue price.

Revised 8/08

2007/08 Board: President - Debby McClatchy; Vice President - Robin Reynolds; Treasurer - Rochelle Baoicchi; Secretary – Marilyn Barham; At-large Board Members - Joanne Blohm, Kim Douglass, Eleanor Bridges

<i>Community Ratecard</i>	Vertical Dimensions	Horizontal Dimensions	By Edition		Annual / 4 Issues	
			B/W	Color	B/W	Color
Card	3.33 X 2	N/A	\$20		\$64	
1/6 page, vertical & horizontal	3.33 X 6.25	6.25 X 3.33	\$45	\$75	\$144	\$240
1/3 page, vertical & horizontal	3.33 X 12.5	4.17 x 10.5	\$65	\$100	\$208	\$320
1/3 page block	6.9 X 6.25	N/A	\$65	\$100	\$208	\$320
1/2 page, horizontal only	N/A	6.25 x 10.5	\$110	\$200	\$352	\$640
2/3 page, vertical & horizontal	6.25 X 12.5	8.33 x 10.5	\$160	\$260	\$512	\$832
Full page	10.5 X 12.5	N/A	\$210	\$315	\$672	\$1,008

Rate card based on 3-column tabloid layout ----Dimensions in inches, width by height

