



## 2016 SANTALUZ NEWSLETTER ADVERTISING OPPORTUNITY

### ADVERTISING SPECIFICATIONS

#### **Send communications regarding material/advertising to:**

Santaluz Community Council  
ATTN: Newsletter Advertising Opportunity  
8170 Caminito Santaluz East  
San Diego, CA 92127  
Phone: 858.759.3163  
Fax: 858.759.3144  
Email: bramirez@santaluzscc.com

#### **Advertising standards:**

Products and services should be accurately described. Deceptive or misleading advertising is never knowingly accepted, and the Santaluz Community Council shall not be liable or responsible for misleading or incorrect advertising.

#### **Space availability:**

Any new advertisement is contingent upon space availability and approval by the Santaluz Community Council Board of Directors. The Santaluz Community Council reserves the right to edit text and/or modify images received. If a change to the size of the image is required, the Santaluz Community Council will attempt to maintain the integrity and quality of that image.

#### **Acceptable media:**

Files are accepted on CD or by e-mail.

All files must be clearly labeled with name, organization, phone, fax, and e-mail contact information. Use anti-virus software before sending your disk or file.

#### **Santaluz Newsletters are produced on a PC platform using Adobe InDesign**

All ads are required to be in the following format:

- EPS and JPG preferred, TIFF accepted
- Full color
- 300 dpi minimum
- Non-compressed
- Full bleeds recommended
- Camera ready
- Sized to purchase ad specs
- Fonts included

### NEWSLETTER CONTENT DEADLINE

2016 ISSUE	CONTENT DUE
JANUARY/FEBRUARY	DECEMBER 11 <sup>TH</sup>
MARCH/APRIL	FEBRUARY 12 <sup>TH</sup>
MAY/JUNE	APRIL 8 <sup>TH</sup>
JULY/AUGUST	JUNE 10 <sup>TH</sup>
SEPTEMBER/OCTOBER	AUGUST 12 <sup>TH</sup>
NOVEMBER/DECEMBER	OCTOBER 10 <sup>TH</sup>

**\*\*INFORMATION NOT RECEIVED BY CONTENT DUE DATE WILL NOT BE PUBLISHED IN NEWSLETTER\*\***



## 2016 SANTALUZ NEWSLETTER ADVERTISING OPPORTUNITY

### **Your Contact Information:**

Name:			
Company Name:			
Address:			
Email Address:		Phone Number:	

### **Terms and Conditions:**

1. Costs and specifications for advertising are as stated on the Advertising Order Form (attached).
2. All print advertising must be provided in electronic format and received by the Santaluz Community Council by the date stated on the Advertising Order Form.
3. The Santaluz Community Council reserves the right to modify the images received to fit in the allotted space and to meet size restrictions. If changes to the size are required, the Santaluz Community Council will attempt to maintain the image's integrity and quality.
4. Positioning of copy is at the discretion of the Santaluz Community Council.
5. Terms of payment: Payment in full and signed Agreement must accompany Advertising Order Form.
6. The Santaluz Community Council reserves the right to refuse any advertisement request or to cancel advertiser's orders that do not fulfill the obligations set forth in this Agreement. The Santaluz Community Council reserves the right to cancel any advertisements at any time without prior notice and without liability.
7. Advertisements are published with the understanding that the material complies with all applicable federal and state laws. The advertiser and its agency warrant that they are authorized to publish entire contents of the advertisement and that all statements made therein are true. In consideration of acceptance of the advertising, the advertiser and its agency together and separately agree to indemnify and to hold the Santaluz Community Council harmless from, and defend the Santaluz Community Council from, any claims or suits – including but not limited to libel, copyright infringement, invasion of privacy and plagiarism – arising out of any advertising published.

By signing below, I acknowledge and agree to all Terms and Conditions stated above.

\_\_\_\_\_  
Name (Print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Resident Signature



## 2016 SANTALUZ NEWSLETTER ADVERTISING OPPORTUNITY

**I have included payment for the following (size is approximate):**

PRICING	1 ISSUE	2 ISSUES	3 ISSUES (15% off)	4 OR MORE ISSUES (25% off)
1/2 PAGE (8.5 X 5.5)	\$500.00	\$1,000.00	\$1,275.00 <b>(Save \$225)</b>	\$1,500.00 <b>(Save \$500)</b>
1/4 PAGE (4" X 5.25")	\$250.00	\$500.00	\$637.50 <b>(Save \$112.50)</b>	\$750.00 <b>(Save \$250)</b>
1/8 PAGE (3.75" X 2")	\$ 75.00	\$150.00	\$225.00 <b>(Save \$33.75)</b>	\$1,275.00 <b>(Save \$225)</b>

**\*\*Payment must be received prior to publication in newsletter\*\***

**Please select which issue(s) you would like to advertise in:**

- |  |  |
|--|--|
| <input type="checkbox"/> January/February  | <input type="checkbox"/> March/April       |
| <input type="checkbox"/> May/June          | <input type="checkbox"/> July/August       |
| <input type="checkbox"/> September/October | <input type="checkbox"/> November/December |

Please Note: **All artwork for advertisements must be received in proper digital format no later than Newsletter Content Deadline Date (see previous page).** Late ads will not be accepted. No refunds will be given for late ads. Late ad space will be given to waitlisted advertisers.

Please make check payable to Santaluz Community Council.

### Advertisement Information

Company:					
Contact:					
Address:					
City:		State:		Zip:	
Telephone:			Fax:		
E-mail					

***FOR SCC USE ONLY:***

Date Received:		Payment Amount:	
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