



South Pocket Homeowners' Association
 7485 Rush River Dr. #710, PMB 236, Sacramento, CA 95831

Newsletter Advertising Rate Card/Spec Sheet

4 Issues Per Year	Copy Deadlines
Winter (January)	December 30, 2011
Spring (April)	March 31, 2012
Summer (July)	June 30, 2012
Fall (November)	October 29, 2012

Ad Size	Annual 4-Issue Rate	Ad Size
1/4 Page	\$100.00	3 1/2" x 4 3/4"
1/2 Page	\$200.00	7 3/4" x 4 1/2"
Business Card	\$50.00	3 3/4" x 2"
Insert, 2-sided	\$405.00	8 1/2" x 11"
390 Preproduced & Delivered		

Ad Specifications

- All ads to be submitted by deadline with ready copy.
- Format: .pdf or MS Word (.doc or .docx)
- All ads published shall be black and white with the exception of the insert which may be in color but delivered completed by copy deadline date.
- Insert ads shall be provided as a preprinted piece for insertion into the fold of the Newsletter.
- E-mail files to Sue Ruiz, Newsletter editor, at SPHA.news@gmail.com
- Questions: SPHA.news@gmail.com
- Annual Ad Fees shall be paid in advance of publication with space reservation. Make checks payable to : SPHA (South Pocket Homeowners Association)

Circulation

- The SPHA Newsletter shall be distributed to all 385 households in River Oaks Ranch Units 1, 2 and 3.
- There shall be four (4) issues published per year.
- Anticipated readership per issue is estimated to be two persons per household.
- Annual Cost per Impression varies by size of ad and by the type of ad. The estimated cost per impression for the business card size ad is \$0.02 per impression. The estimated cost for the two-sided insert is \$0.13 per impression (this does not account for the cost of production).

Disclaimer: The SPHA reserves the right to reject submissions. No political ads please.