



## Advertising Rates

Effective August 1, 2009

Local advertising is the key to your success in the North Central Phoenix community. ***North Central News* is the best and most cost-effective way to reach your target audience. For effective, affordable advertising, look to *North Central News*!**

### How can advertising in *North Central News* benefit you?

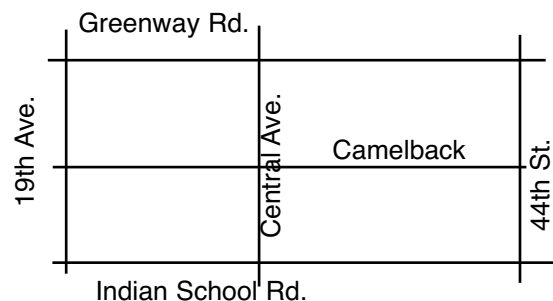
- **Name recognition**—Build awareness of your business among readers. Repetition builds recognition, and readers will remember you when they need your product or service.
- **Call to action**—Promote a specific product or service to your most immediate audience, including sales, seasonal items, special offers, upcoming events and other promotions.
- **Community commitment**—Demonstrate your support of your local schools, neighborhoods, community groups and civic organizations.

*North Central News*, a monthly tabloid-size newspaper, is mailed through the U.S. Postal Service to 22,000 homes in the north central Phoenix area, with another 4,000 copies distributed from racks in key local retail and service locations, reaching an audience with attractive demographics:

- The average household income is more than \$70,000
- 70 percent of working residents are engaged in “white collar” occupations
- 55 percent of our readers hold college degrees
- 48 percent are male and 52 percent are female
- 60 percent of the homes are family households
- 52 percent of dwellings are owner-occupied

The *North Central News* distribution area extends north to Greenway Road, south to Indian School Road, east to 44th Street and west to 19th Avenue.

*North Central News* mails 22,000 copies each month and also distributes 4,000 copies in local restaurants, retail stores and other high-traffic areas.



n o r t h   c e n t r a l   n e w s

5308 N. 12th Street, Suite 402 • Phoenix, AZ 85014-2927

Phone: (602) 277-2742 • Fax: (602) 277-6689

E-mail: [advertising@northcentralnews.net](mailto:advertising@northcentralnews.net) • [www.northcentralnews.net](http://www.northcentralnews.net)



# north central news

the voice of the north central phoenix community

## Display Advertising Rates and Deadlines

### Advertising Rates

Rates are per ad, non-commissionable, plus .005 percent sales tax.

Ad Size	Frequency			
	Open (Per insertion)	3 insertions* (Per insertion)	6 insertions* (Per insertion)	12 insertions* (Per insertion)
Full page	\$1,044	\$ 992	\$ 939	\$ 835
One-half page	\$ 682	\$ 648	\$ 614	\$ 554
One-third page	\$ 461	\$ 457	\$ 433	\$ 385
One-fourth page	\$ 369	\$ 350	\$ 332	\$ 296
One-sixth page	\$ 283	\$ 269	\$ 255	\$ 226
One-eighth page	\$ 220	\$ 208	\$ 198	\$ 176
Business Directory**	\$ 72	\$ 68	\$ 64	\$ 60

\* must be consecutive months \*\* all Business Directory ads must be prepaid

**Prepay for four issues or more and receive a 5 percent discount!**

### Premium positions

Premium positions include the back page (full page only), the inside back (full page only), the inside front (half page only) and the double truck (2 full pages only). Premium positions are an additional 20 percent of the monthly rate. Premium positions are subject to availability.

### Mechanical Specifications

Camera-ready—electronic format ads should be 150 dpi; negatives should be 85-line screen.

	Full page	10 1/4 inches wide x 12 1/8 inches deep
	One-half page (vertical)	5 inches wide x 12 1/8 inches deep
	One-half page (horizontal)	10 1/4 inches wide x 6 inches deep
	One-third page (square)	7 5/8 inches wide x 6 inches deep
	One-third page (horizontal)	10 1/4 inches wide x 4 inches deep
	One-fourth page (vertical)	5 inches wide x 6 inches deep
	One-fourth page (horizontal)	10 1/4 inches wide x 3 inches deep
	One-sixth page	5 inches wide x 4 inches deep
	One-eighth page (vertical)	2 1/4 inches wide x 6 inches deep
	One-eighth page (horizontal)	5 inches wide x 3 inches deep
	Business Directory	3.3 inches wide x 2 inches deep

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## Deadlines

Deadline for ad space reservations is the 15th of the month preceding publication. Ads requiring composition and/or proofs also are due on the 15th. All camera-ready material is due by the 19th of the month.

## Color Advertising

Call attention to your ad with color! Use either four color or available spot color (publisher's choice). *Color charges are in addition to insertion rate.*

	<i>Four Color</i>	<i>Spot Color</i>
Full page	\$150	\$ 75
Half-page	\$100	\$ 50
Third-page or less	\$ 75	\$ 35

## Web Site Advertising

Achieve even greater reach and frequency in the North Central area by placing your ad on the **North Central News** Web site. For details, talk with your North Central News account executive.

## Text Messaging Mobile Advertising

**North Central News** offers text messaging mobile advertising, which allows your customers to text your business to get information about your services, pricing, upcoming events and special offers sent directly to their mobile phones. Just tell us that you want your ad to be "mobile" and we'll add a keyword to your print ad that your customers can use to receive your offers and information. You can change your offer anytime you want. It's simple! Ask your North Central News account executive how you can take your advertising into the digital age today with a mobile ad in **North Central News**.

## Ad Production Charges

Simple typesetting and layout for ads, along with one proof and one set of corrections, are included at no additional charge. There is a charge of \$25 per scan for half tones and artwork. ALL additional typesetting and layout changes or modifications will be charged at a rate of \$65 per hour. Ask your NCN account representative for details. Ads submitted as reflective art (hard copy) are scanned. **North Central News does not guarantee quality of reproduction for ads submitted as reflective art.**

## "Camera Ready" Submissions (Electronic Files Only)

**Electronic files** must be at a maximum of 150 dpi and submitted in one of the following Macintosh formats: Quark Xpress with all fonts and links; Photoshop files saved as JPG, EPS or TIFF; Illustrator saved as EPS all with **all fonts embedded**; or PDF files with **all fonts embedded**. Files may be submitted on disk or CD or by e-mail.

## Inserts

**North Central News'** ability to accept inserts is subject to U.S. Postal regulations. Content is subject to approval by North Central News, Inc. Cost for inserting preprinted, 8 1/2x11 single-sheet inserts provided by the advertiser is \$70 per thousand with a minimum of 5,000. Additional charges apply for splitting mailing lists and multi-page or odd-sized inserts. Ask your North Central News account executive for details.

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## North Central News, Inc., General Policies, Terms and Conditions

Advertiser agrees to abide by the established policies of North Central News, Inc., which are designed to protect the advertiser and the public. North Central News, Inc., reserves the right to edit or reject any advertising copy that is not in keeping with the publication's policies and standards.

Advertiser and/or advertising agency or agent assumes all liability for advertisements, including copy, claims, images, etc., published and agree to assume, pay and hold North Central News, Inc., and its representatives harmless from all claims, causes of action, damages and costs arising out of or in any way connected with such advertisements.

Advertiser and/or advertising agency or agent accepts full responsibility for authorization and/or licensed use of photographs, likenesses of individuals, names, copyrighted and/or trademarked material, testimonials, images and quotes. Advertiser and/or advertising agency or agent agrees to indemnify and hold harmless North Central News, Inc., and its representatives from any claims or actions based on unauthorized use of the above.

North Central News, Inc., assumes no responsibility for omission of copy or for errors beyond the value of the actual space occupied by such errors. North Central News, Inc., will not be liable for error beyond the first insertion.

All contract cancellations must be made in writing. Cancellation of any portion of an insertion order or contract on behalf of the advertiser or failure to publish the specified number of ads automatically cancels any frequency discounts, including discounts applied to already published advertisements. In such situations, North Central News, Inc., will re-bill the advertiser at the open rate.

Advertising cancelled after composition but before space is reserved will be charged at the cost of composition. Advertising cancelled after space is reserved will be charged at regular space rates.

North Central News, Inc., shall not be liable for any failure to publish advertising due to strikes, accidents, acts of God or other delays beyond the control of the publisher.

Advertisements that resemble or simulate editorial matter must have the word "Advertisement" printed above the copy. North Central News, Inc., reserves the right to label such advertisements.

Positioning of advertisements within each issue of North Central News is at the discretion of the publisher.

Advertiser will furnish acceptable copy, layout and printing material plus payment prior to the established deadline schedule contained in this rate card.

Political and entertainment advertising must be paid for in advance and is subject to the policy of North Central News, Inc.,.

Payment terms are cash with copy for all advertisers. Credit will be extended to advertisers with a credit application approved by North Central News, Inc. Payment on approved credit is due 15 days from invoice date. Interest will be charged at a rate of 1.5 percent per month on past due balances. There is a \$25 charge for returned checks. North Central News, Inc., reserves the right to deny advertising space to advertisers with accounts more than 30 days past due.

Advertiser agrees to pay all collection costs up to 25 percent of the principal amount and all attorney's fees incurred by North Central News, Inc., upon default of any of the terms of an agreement and consents that such costs and fees shall be made a part of any judgement rendered.

The ordering of space in North Central News will be construed as acceptance of all policies, terms and conditions as set forth in this rate card and on the insertion order.

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