

2020 ADVERTISING SCHEDULE | THE SUN-GAZETTE

WEEKLY NEWSPAPER ADVERTISING

JANUARY	PUB DATE	ART DUE
<input type="checkbox"/> January 1, 2020	1/1	12/26
<input type="checkbox"/> January 8, 2020	1/8	1/2
<input type="checkbox"/> January 15, 2020	1/15	1/9
<input type="checkbox"/> January 22, 2020	1/22	1/16
<input type="checkbox"/> January 29, 2020	1/29	1/23

FEBRUARY	PUB DATE	ART DUE
<input type="checkbox"/> February 5, 2020	2/5	1/30
<input type="checkbox"/> February 12, 2020	2/12	2/6
<input type="checkbox"/> February 19, 2020	2/19	2/13
<input type="checkbox"/> February 26, 2020	2/26	2/20

MARCH	PUB DATE	ART DUE
<input type="checkbox"/> March 4, 2020	3/4	2/27
<input type="checkbox"/> March 11, 2020	3/11	3/5
<input type="checkbox"/> March 18, 2020	3/18	3/12
<input type="checkbox"/> March 25, 2020	3/25	3/19

APRIL	PUB DATE	ART DUE
<input type="checkbox"/> April 1, 2020	4/1	3/26
<input type="checkbox"/> April 8, 2020	4/8	4/2
<input type="checkbox"/> April 15, 2020	4/15	4/9
<input type="checkbox"/> April 22, 2020	4/22	4/16
<input type="checkbox"/> April 29, 2020	4/29	4/23

MAY	PUB DATE	ART DUE
<input type="checkbox"/> May 6, 2020	5/6	4/30
<input type="checkbox"/> May 13, 2020	5/13	5/7
<input type="checkbox"/> May 20, 2020	5/20	5/14
<input type="checkbox"/> May 27, 2020	5/27	5/21

JUNE	PUB DATE	ART DUE
<input type="checkbox"/> June 3, 2020	6/3	5/29
<input type="checkbox"/> June 10, 2020	6/10	6/4
<input type="checkbox"/> June 17, 2020	6/17	6/11
<input type="checkbox"/> June 24, 2020	6/24	6/18

JULY	PUB DATE	ART DUE
<input type="checkbox"/> July 1, 2020	7/1	6/25
<input type="checkbox"/> July 8, 2020	7/8	7/2
<input type="checkbox"/> July 15, 2020	7/15	7/9
<input type="checkbox"/> July 22, 2020	7/22	7/16
<input type="checkbox"/> July 29, 2020	7/29	7/23

AUGUST	PUB DATE	ART DUE
<input type="checkbox"/> August 5, 2020	8/5	7/30
<input type="checkbox"/> August 12, 2020	8/12	8/6
<input type="checkbox"/> August 19, 2020	8/19	8/13
<input type="checkbox"/> August 26, 2020	8/26	8/20

SEPTEMBER	PUB DATE	ART DUE
<input type="checkbox"/> Sept. 2, 2020	9/2	8/27
<input type="checkbox"/> Sept. 9, 2020	9/9	9/5
<input type="checkbox"/> Sept. 16, 2020	9/16	9/12
<input type="checkbox"/> Sept. 23, 2020	9/23	9/19
<input type="checkbox"/> Sept. 30, 2020	9/30	9/24

OCTOBER	PUB DATE	ART DUE
<input type="checkbox"/> October 7, 2020	10/7	10/1
<input type="checkbox"/> October 14, 2020	10/14	10/8
<input type="checkbox"/> October 21, 2020	10/21	10/15
<input type="checkbox"/> October 28, 2020	10/28	10/22

NOVEMBER	PUB DATE	ART DUE
<input type="checkbox"/> Nov. 4, 2020	11/4	10/29
<input type="checkbox"/> Nov. 11, 2020	11/11	11/5
<input type="checkbox"/> Nov. 18, 2020	11/18	11/12
<input type="checkbox"/> Nov. 25, 2020	11/25	11/19

DECEMBER	PUB DATE	ART DUE
<input type="checkbox"/> Dec. 2, 2020	12/2	11/25
<input type="checkbox"/> Dec. 9, 2020	12/9	12/3
<input type="checkbox"/> Dec. 16, 2020	12/16	12/10
<input type="checkbox"/> Dec. 23, 2020	12/23	12/17
<input type="checkbox"/> Dec. 30, 2020	12/30	12/24

Advertiser _____

Contact _____

Email _____

Phone _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

Need artwork?: \$50

TOTAL \$

Advertiser agrees to the ad space order and pricing detailed above.

X _____

date _____ / _____ / _____

POPULAR AD SIZES* & PRICING Need a new ad designed? Add \$50.

ad size - shape	art width x height	b/w ad space†	color ad space†
2 x 2 - business card	3.675" x 2"	\$50.20	\$275.20
2 x 3 - horiz. rectangle	3.675" x 3"	\$75.30	\$300.30
2 x 4 - square	3.675" x 4"	\$100.40	\$325.40
3 x 5 - wide square	5.575" x 5"	\$188.25	\$413.25
3 x 7 - small flyer	5.575" x 7"	\$263.55	\$488.55
6 x 4 - banner	11.25" x 4"	\$301.20	\$526.20
3 x 10½ - qtr. page	5.575" x 10.5"	\$395.33	\$620.33
6 x 10½ - half page	11.25" x 10.5"	\$790.65	\$1,015.65
6 x 21 - full page	11.25" x 21"	\$1,581.30	\$1,806.30

* Supplied artwork must be at size, at 300 dpi, using CMYK process colors. Black type should be set using a one-plate build: 0c 0y 0m 100k. There is no art fee for submitted artwork that meets these specifications. Business cards (2x2) can be submitted for scanning without incurring a service charge.

† **Art development fee not included:** New artwork development request with up to three (3) proofs, time permitting, \$50 flat fee.

Art change fee not included: Text change requests on existing artwork created by and /or on file with Mineral King Publishing's production department, \$10 per change.

Contact
Edward Rami
 (559) 920-3057
 ads@thesungazette.com



WEB SITE ADVERTISING

Ads are placed randomly throughout the web site, on the home page and on current and past story pages. When a reader clicks on your ad, it will take them to your home page or to your web page with more information.

JANUARY	AD LIVE	ART DUE
<input type="checkbox"/> Jan. 1, 2020	1/1-7	12/26
<input type="checkbox"/> Jan. 8, 2020	1/8-14	1/2
<input type="checkbox"/> Jan. 15, 2020	1/15-21	1/9
<input type="checkbox"/> Jan. 22, 2020	1/22-28	1/16
<input type="checkbox"/> Jan. 29, 2020	1/29-2/4	1/23

FEBRUARY	AD LIVE	ART DUE
<input type="checkbox"/> Feb. 5, 2020	2/5-11	1/30
<input type="checkbox"/> Feb. 12, 2020	2/12-18	2/6
<input type="checkbox"/> Feb. 19, 2020	2/19-25	2/13
<input type="checkbox"/> Feb. 26, 2020	2/26-3/3	2/20

MARCH	AD LIVE	ART DUE
<input type="checkbox"/> March 4, 2020	3/4-10	2/27
<input type="checkbox"/> March 11, 2020	3/11-17	3/5
<input type="checkbox"/> March 18, 2020	3/18-24	3/12
<input type="checkbox"/> March 25, 2020	3/25-31	3/19

APRIL	AD LIVE	ART DUE
<input type="checkbox"/> April 1, 2020	4/1-7	3/26
<input type="checkbox"/> April 8, 2020	4/8-14	4/2
<input type="checkbox"/> April 15, 2020	4/15-21	4/9
<input type="checkbox"/> April 22, 2020	4/22-28	4/16
<input type="checkbox"/> April 29, 2020	4/29-5/5	4/23

MAY	AD LIVE	ART DUE
<input type="checkbox"/> May 6, 2020	5/6-12	4/30
<input type="checkbox"/> May 13, 2020	5/13-19	5/7
<input type="checkbox"/> May 20, 2020	5/20-26	5/14
<input type="checkbox"/> May 27, 2020	5/27-6/2	5/21

JUNE	AD LIVE	ART DUE
<input type="checkbox"/> June 3, 2020	6/3-9	5/29
<input type="checkbox"/> June 10, 2020	6/10-16	6/4
<input type="checkbox"/> June 17, 2020	6/17-23	6/11
<input type="checkbox"/> June 24, 2020	6/24-30	6/18

JULY	AD LIVE	ART DUE
<input type="checkbox"/> July 1, 2020	7/1-7	6/25
<input type="checkbox"/> July 8, 2020	7/8-14	7/2
<input type="checkbox"/> July 15, 2020	7/15-21	7/9
<input type="checkbox"/> July 22, 2020	7/22-28	7/16
<input type="checkbox"/> July 29, 2020	7/29-8/4	7/23

AUGUST	AD LIVE	ART DUE
<input type="checkbox"/> Aug. 5, 2020	8/5-11	7/30
<input type="checkbox"/> Aug. 12, 2020	8/12-18	8/6
<input type="checkbox"/> Aug. 19, 2020	8/19-25	8/13
<input type="checkbox"/> Aug. 26, 2020	8/26-9/1	8/20

SEPTEMBER	AD LIVE	ART DUE
<input type="checkbox"/> Sept. 2, 2020	9/2-8	8/27
<input type="checkbox"/> Sept. 9, 2020	9/9-15	9/5
<input type="checkbox"/> Sept. 16, 2020	9/16-22	9/12
<input type="checkbox"/> Sept. 23, 2020	9/23-29	9/19
<input type="checkbox"/> Sept. 30, 2020	9/30-10/6	9/24

OCTOBER	AD LIVE	ART DUE
<input type="checkbox"/> Oct. 7, 2020	10/7-13	10/1
<input type="checkbox"/> Oct. 14, 2020	10/14-20	10/8
<input type="checkbox"/> Oct. 21, 2020	10/21-27	10/15
<input type="checkbox"/> Oct. 28, 2020	10/28-11/3	10/22

NOVEMBER	AD LIVE	ART DUE
<input type="checkbox"/> Nov. 4, 2020	11/4-10	10/29
<input type="checkbox"/> Nov. 11, 2020	11/11-17	11/5
<input type="checkbox"/> Nov. 18, 2020	11/18-24	11/12
<input type="checkbox"/> Nov. 25, 2020	11/25-12/1	11/19

DECEMBER	AD LIVE	ART DUE
<input type="checkbox"/> Dec. 2, 2020	12/2-8	11/25
<input type="checkbox"/> Dec. 9, 2020	12/9-15	12/3
<input type="checkbox"/> Dec. 16, 2020	12/16-22	12/10
<input type="checkbox"/> Dec. 23, 2020	12/23-29	12/17
<input type="checkbox"/> Dec. 30, 2020	12/30-1/5	12/24

Advertiser _____

Contact _____

Email _____

Phone _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

Need artwork?: \$50

TOTAL \$

Advertiser agrees to the ad space order and pricing detailed above.

Upon clicking your ad, to what web site or URL should readers be taken?

Signature:

X _____ date ____ / ____ / ____

AD SIZES* & PRICING†

Need a new ad designed? Add \$50.

ad size	shape and dimensions	price
Single	square, 300w x 300H pixels	\$50/issue
Double	wide rectangle, 600w x 300H pixels	\$100/issue

* Supplied artwork should be at size (or a larger, equally shaped size for scaling down), at 72 dpi or higher, using RGB process colors. There is no art fee for submitted artwork that meets these specifications.

† **Art development fee not included:** New artwork development request with up to three (3) proofs, time permitting, \$50 flat fee.

Art change fee not included: Text change requests on existing artwork created by and /or on file with Mineral King Publishing's production department, \$10 per change.

Contact

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FOURTH ESTATE
PODCASTING

Podcast Commercial Spots

Paper Trail

PODCAST

The Paper Trail Podcast is an audio talk show which runs about two episodes per week with varied topics related to the news. Episodes are available for free to the public through iTunes, TuneIn, Google Play and Stitcher, among other outlets. The show is hosted by *The Sun-Gazette's* editor Paul Myers and publisher Reggie Ellis. The guys are offering their voices to promote your business, product or services during commercial breaks.

PRICES: MONTHLY PACKAGES

30-SECOND AD SPOTS	FREQ	PRICE	Avg Per Ad
6 MIX: 3 Pre + 3 Mid	6	\$135	\$22.50
MID-ROLL (Middle)	8	\$160	\$20.00
8 MIX: 4 Pre + 4 Mid	8	\$180	\$22.50
PRE-ROLL (Beginning)	8	\$200	\$25.00

Marketing manager Edward Rami can assist you with your order at
(559) 920-3057 or at **ads@thesungazette.com**

www.papertrailpod.com