

2021 ADVERTISING SCHEDULE | THE SUN-GAZETTE

WEEKLY NEWSPAPER ADVERTISING

JANUARY	PUB DATE	ART DUE
<input type="checkbox"/> Jan. 6, 2021	1/6	12/31
<input type="checkbox"/> Jan. 13, 2021	1/13	1/7
<input type="checkbox"/> Jan. 20, 2021	1/20	1/14
<input type="checkbox"/> Jan. 27, 2021	1/27	1/21

FEBRUARY	PUB DATE	ART DUE
<input type="checkbox"/> Feb. 3, 2021	2/3	1/28
<input type="checkbox"/> Feb. 10, 2021	2/10	2/4
<input type="checkbox"/> Feb. 17, 2021	2/17	2/11
<input type="checkbox"/> Feb. 24, 2021	2/24	2/18

MARCH	PUB DATE	ART DUE
<input type="checkbox"/> March 3, 2021	3/3	2/25
<input type="checkbox"/> March 10, 2021	3/10	3/4
<input type="checkbox"/> March 17, 2021	3/17	3/11
<input type="checkbox"/> March 24, 2021	3/24	3/18
<input type="checkbox"/> March 31, 2021	3/31	3/25

APRIL	PUB DATE	ART DUE
<input type="checkbox"/> April 7, 2021	4/7	4/1
<input type="checkbox"/> April 14, 2021	4/14	4/8
<input type="checkbox"/> April 21, 2021	4/21	4/15
<input type="checkbox"/> April 28, 2021	4/28	4/22

MAY	PUB DATE	ART DUE
<input type="checkbox"/> May 5, 2021	5/5	4/29
<input type="checkbox"/> May 12, 2021	5/12	5/6
<input type="checkbox"/> May 19, 2021	5/19	5/13
<input type="checkbox"/> May 26, 2021	5/26	5/20

JUNE	PUB DATE	ART DUE
<input type="checkbox"/> June 2, 2021	6/2	5/27
<input type="checkbox"/> June 9, 2021	6/9	6/3
<input type="checkbox"/> June 16, 2021	6/16	6/10
<input type="checkbox"/> June 23, 2021	6/23	6/17
<input type="checkbox"/> June 30, 2021	6/30	6/24

JULY	PUB DATE	ART DUE
<input type="checkbox"/> July 7, 2021	7/7	7/1
<input type="checkbox"/> July 14, 2021	7/14	7/8
<input type="checkbox"/> July 21, 2021	7/21	7/15
<input type="checkbox"/> July 28, 2021	7/28	7/22

AUGUST	PUB DATE	ART DUE
<input type="checkbox"/> Aug. 4, 2021	8/5	7/29
<input type="checkbox"/> Aug. 11, 2021	8/12	8/5
<input type="checkbox"/> Aug. 18, 2021	8/19	8/12
<input type="checkbox"/> Aug. 25, 2021	8/25	8/19

SEPTEMBER	PUB DATE	ART DUE
<input type="checkbox"/> Sept. 1, 2021	9/1	8/26
<input type="checkbox"/> Sept. 8, 2021	9/8	9/2
<input type="checkbox"/> Sept. 15, 2021	9/15	9/9
<input type="checkbox"/> Sept. 22, 2021	9/22	9/16
<input type="checkbox"/> Sept. 29, 2021	9/29	9/23

OCTOBER	PUB DATE	ART DUE
<input type="checkbox"/> Oct. 6, 2021	10/6	9/30
<input type="checkbox"/> Oct. 13, 2021	10/13	10/7
<input type="checkbox"/> Oct. 20, 2021	10/20	10/14
<input type="checkbox"/> Oct. 27, 2021	10/27	10/21

NOVEMBER	PUB DATE	ART DUE
<input type="checkbox"/> Nov. 3, 2021	11/3	10/28
<input type="checkbox"/> Nov. 10, 2021	11/10	11/4
<input type="checkbox"/> Nov. 17, 2021	11/17	11/11
<input type="checkbox"/> Nov. 24, 2021	11/24	11/18

DECEMBER	PUB DATE	ART DUE
<input type="checkbox"/> Dec. 1, 2021	12/1	11/24
<input type="checkbox"/> Dec. 8, 2021	12/8	12/2
<input type="checkbox"/> Dec. 15, 2021	12/15	12/9
<input type="checkbox"/> Dec. 22, 2021	12/22	12/16
<input type="checkbox"/> Dec. 29, 2021	12/29	12/23

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 - tall qtr. page	5.575" x 10.5"	\$395.33	\$620.33
6 x 5¼ - wide qtr. page	11.25" x 5.25"	\$395.33	\$620.33
3 x 21 - tall half page	5.575" x 21"	\$790.65	\$1,015.65
6 x 10½ - sq. 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
Reggie Ellis
 (559) 592-3171
 publisher@thesungazette.com

 **The Sun-Gazette**
 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	LIVE DATES	ART DUE
<input type="checkbox"/> Jan. 6, 2021	1/6-1/12	12/31
<input type="checkbox"/> Jan. 13, 2021	1/13-1/19	1/7
<input type="checkbox"/> Jan. 20, 2021	1/20-1/26	1/14
<input type="checkbox"/> Jan. 27, 2021	1/27-2/2	1/21

FEBRUARY	LIVE DATES	ART DUE
<input type="checkbox"/> Feb. 3, 2021	2/3-2/9	1/28
<input type="checkbox"/> Feb. 10, 2021	2/10-2/16	2/4
<input type="checkbox"/> Feb. 17, 2021	2/17-2/23	2/11
<input type="checkbox"/> Feb. 24, 2021	2/24-3/2	2/18

MARCH	LIVE DATES	ART DUE
<input type="checkbox"/> March 3, 2021	3/3-3/9	2/25
<input type="checkbox"/> March 10, 2021	3/10-3/16	3/4
<input type="checkbox"/> March 17, 2021	3/17-3/23	3/11
<input type="checkbox"/> March 24, 2021	3/24-3/30	3/18
<input type="checkbox"/> March 31, 2021	3/31-4/6	3/25

APRIL	LIVE DATES	ART DUE
<input type="checkbox"/> April 7, 2021	4/7-4/13	4/1
<input type="checkbox"/> April 14, 2021	4/14-4/20	4/8
<input type="checkbox"/> April 21, 2021	4/21-4/27	4/15
<input type="checkbox"/> April 28, 2021	4/28-5/4	4/22

MAY	LIVE DATES	ART DUE
<input type="checkbox"/> May 5, 2021	5/5-5/11	4/29
<input type="checkbox"/> May 12, 2021	5/12-5/18	5/6
<input type="checkbox"/> May 19, 2021	5/19-5/25	5/13
<input type="checkbox"/> May 26, 2021	5/26-6/1	5/20

JUNE	LIVE DATES	ART DUE
<input type="checkbox"/> June 2, 2021	6/2-6/8	5/27
<input type="checkbox"/> June 9, 2021	6/9-6/15	6/3
<input type="checkbox"/> June 16, 2021	6/16-6/22	6/10
<input type="checkbox"/> June 23, 2021	6/23-6/29	6/17
<input type="checkbox"/> June 30, 2021	6/30-7/6	6/24

JULY	LIVE DATES	ART DUE
<input type="checkbox"/> July 7, 2021	7/7-7/13	7/1
<input type="checkbox"/> July 14, 2021	7/14-7/20	7/8
<input type="checkbox"/> July 21, 2021	7/21-7/27	7/15
<input type="checkbox"/> July 28, 2021	7/28-8/4	7/22

AUGUST	LIVE DATES	ART DUE
<input type="checkbox"/> Aug. 4, 2021	8/4-8/10	7/29
<input type="checkbox"/> Aug. 11, 2021	8/11-8/17	8/5
<input type="checkbox"/> Aug. 18, 2021	8/18-8/24	8/12
<input type="checkbox"/> Aug. 25, 2021	8/25-8/31	8/19

SEPTEMBER	LIVE DATES	ART DUE
<input type="checkbox"/> Sept. 1, 2021	9/1-9/7	8/26
<input type="checkbox"/> Sept. 8, 2021	9/8-9/14	9/2
<input type="checkbox"/> Sept. 15, 2021	9/15-9/21	9/9
<input type="checkbox"/> Sept. 22, 2021	9/22-9/28	9/16
<input type="checkbox"/> Sept. 29, 2021	9/29-10/5	9/23

OCTOBER	LIVE DATES	ART DUE
<input type="checkbox"/> Oct. 6, 2021	10/6-10/12	9/30
<input type="checkbox"/> Oct. 13, 2021	10/13-10/19	10/7
<input type="checkbox"/> Oct. 20, 2021	10/20-10/26	10/14
<input type="checkbox"/> Oct. 27, 2021	10/27-11/2	10/21

NOVEMBER	LIVE DATES	ART DUE
<input type="checkbox"/> Nov. 3, 2021	11/3-11/9	10/28
<input type="checkbox"/> Nov. 10, 2021	11/10-11/16	11/4
<input type="checkbox"/> Nov. 17, 2021	11/17-11/23	11/11
<input type="checkbox"/> Nov. 24, 2021	11/24-11/30	11/18

DECEMBER	LIVE DATES	ART DUE
<input type="checkbox"/> Dec. 1, 2021	12/1-12/7	11/24
<input type="checkbox"/> Dec. 8, 2021	12/8-12/14	12/2
<input type="checkbox"/> Dec. 15, 2021	12/15-12/21	12/9
<input type="checkbox"/> Dec. 22, 2021	12/22-12/28	12/16
<input type="checkbox"/> Dec. 29, 2021	12/29-1/4	12/23

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
Reggie Ellis
 (559) 592-3171
 publisher@thesungazette.com

