

# 2021 ADVERTISING SCHEDULE | THE SUN-GAZETTE

## WEEKLY NEWSPAPER ADVERTISING

JANUARY	PUB DATE	ART DUE
<input type="checkbox"/> Issue 1	1/6	<b>12/31</b>
<input type="checkbox"/> Issue 2	1/13	<b>1/7</b>
<input type="checkbox"/> Issue 3	1/20	<b>1/14</b>
<input type="checkbox"/> Issue 4	1/27	<b>1/21</b>

FEBRUARY	PUB DATE	ART DUE
<input type="checkbox"/> Issue 5	2/3	<b>1/28</b>
<input type="checkbox"/> Issue 6	2/10	<b>2/4</b>
<input type="checkbox"/> Issue 7	2/17	<b>2/11</b>
<input type="checkbox"/> Issue 8	2/24	<b>2/18</b>

MARCH	PUB DATE	ART DUE
<input type="checkbox"/> Issue 9	3/3	<b>2/25</b>
<input type="checkbox"/> Issue 10	3/10	<b>3/4</b>
<input type="checkbox"/> Issue 11	3/17	<b>3/11</b>
<input type="checkbox"/> Issue 12	3/24	<b>3/18</b>
<input type="checkbox"/> Issue 13	3/31	<b>3/25</b>

APRIL	PUB DATE	ART DUE
<input type="checkbox"/> Issue 14	4/7	<b>4/1</b>
<input type="checkbox"/> Issue 15	4/14	<b>4/8</b>
<input type="checkbox"/> Issue 16	4/21	<b>4/15</b>
<input type="checkbox"/> Issue 17	4/28	<b>4/22</b>

MAY	PUB DATE	ART DUE
<input type="checkbox"/> Issue 18	5/5	<b>4/29</b>
<input type="checkbox"/> Issue 19	5/12	<b>5/6</b>
<input type="checkbox"/> Issue 20	5/19	<b>5/13</b>
<input type="checkbox"/> Issue 21	5/26	<b>5/20</b>

JUNE	PUB DATE	ART DUE
<input type="checkbox"/> Issue 22	6/2	<b>5/27</b>
<input type="checkbox"/> Issue 23	6/9	<b>6/3</b>
<input type="checkbox"/> Issue 24	6/16	<b>6/10</b>
<input type="checkbox"/> Issue 25	6/23	<b>6/17</b>
<input type="checkbox"/> Issue 26	6/30	<b>6/24</b>

JULY	PUB DATE	ART DUE
<input type="checkbox"/> Issue 27	7/7	<b>7/1</b>
<input type="checkbox"/> Issue 28	7/14	<b>7/8</b>
<input type="checkbox"/> Issue 29	7/21	<b>7/15</b>
<input type="checkbox"/> Issue 30	7/28	<b>7/22</b>

AUGUST	PUB DATE	ART DUE
<input type="checkbox"/> Issue 31	8/5	<b>7/29</b>
<input type="checkbox"/> Issue 32	8/12	<b>8/5</b>
<input type="checkbox"/> Issue 33	8/19	<b>8/12</b>
<input type="checkbox"/> Issue 34	8/25	<b>8/19</b>

SEPTEMBER	PUB DATE	ART DUE
<input type="checkbox"/> Issue 35	9/1	<b>8/26</b>
<input type="checkbox"/> Issue 36	9/8	<b>9/2</b>
<input type="checkbox"/> Issue 37	9/15	<b>9/9</b>
<input type="checkbox"/> Issue 38	9/22	<b>9/16</b>
<input type="checkbox"/> Issue 39	9/29	<b>9/23</b>

OCTOBER	PUB DATE	ART DUE
<input type="checkbox"/> Issue 40	10/6	<b>9/30</b>
<input type="checkbox"/> Issue 41	10/13	<b>10/7</b>
<input type="checkbox"/> Issue 42	10/20	<b>10/14</b>
<input type="checkbox"/> Issue 43	10/27	<b>10/21</b>

NOVEMBER	PUB DATE	ART DUE
<input type="checkbox"/> Issue 44	11/3	<b>10/28</b>
<input type="checkbox"/> Issue 45	11/10	<b>11/4</b>
<input type="checkbox"/> Issue 46	11/17	<b>11/11</b>
<input type="checkbox"/> Issue 47	11/24	<b>11/18</b>

DECEMBER	PUB DATE	ART DUE
<input type="checkbox"/> Issue 48	12/1	<b>11/24</b>
<input type="checkbox"/> Issue 49	12/8	<b>12/2</b>
<input type="checkbox"/> Issue 50	12/15	<b>12/9</b>
<input type="checkbox"/> Issue 51	12/22	<b>12/16</b>
<input type="checkbox"/> Issue 52	12/29	<b>12/23</b>

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 <sup>†</sup>	color ad space <sup>†</sup>
2 x 2 - business card	3.675" x 2"	<b>\$50.20</b>	<b>\$275.20</b>
2 x 3 - horiz. rectangle	3.675" x 3"	<b>\$75.30</b>	<b>\$300.30</b>
2 x 4 - square	3.675" x 4"	<b>\$100.40</b>	<b>\$325.40</b>
3 x 5 - wide square	5.575" x 5"	<b>\$188.25</b>	<b>\$413.25</b>
3 x 7 - small flyer	5.575" x 7"	<b>\$263.55</b>	<b>\$488.55</b>
6 x 4 - banner	11.25" x 4"	<b>\$301.20</b>	<b>\$526.20</b>
3 x 10½ - tall qtr. page	5.575" x 10.5"	<b>\$395.33</b>	<b>\$620.33</b>
6 x 5¼ - wide qtr. page	11.25" x 5.25"	<b>\$395.33</b>	<b>\$620.33</b>
3 x 21 - tall half page	5.575" x 21"	<b>\$790.65</b>	<b>\$1,015.65</b>
6 x 10½ - sq. half page	11.25" x 10.5"	<b>\$790.65</b>	<b>\$1,015.65</b>
6 x 21 - full page	11.25" x 21"	<b>\$1,581.30</b>	<b>\$1,806.30</b>

\* 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



# 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"/> Issue 1	1/6-1/12	12/31
<input type="checkbox"/> Issue 2	1/13-1/19	1/7
<input type="checkbox"/> Issue 3	1/20-1/26	1/14
<input type="checkbox"/> Issue 4	1/27-2/2	1/21

FEBRUARY	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 5	2/3-2/9	1/28
<input type="checkbox"/> Issue 6	2/10-2/16	2/4
<input type="checkbox"/> Issue 7	2/17-2/23	2/11
<input type="checkbox"/> Issue 8	2/24-3/2	2/18

MARCH	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 9	3/3-3/9	2/25
<input type="checkbox"/> Issue 10	3/10-3/16	3/4
<input type="checkbox"/> Issue 11	3/17-3/23	3/11
<input type="checkbox"/> Issue 12	3/24-3/30	3/18
<input type="checkbox"/> Issue 13	3/31-4/6	3/25

APRIL	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 14	4/7-4/13	4/1
<input type="checkbox"/> Issue 15	4/14-4/20	4/8
<input type="checkbox"/> Issue 16	4/21-4/27	4/15
<input type="checkbox"/> Issue 17	4/28-5/4	4/22

MAY	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 18	5/5-5/11	4/29
<input type="checkbox"/> Issue 19	5/12-5/18	5/6
<input type="checkbox"/> Issue 20	5/19-5/25	5/13
<input type="checkbox"/> Issue 21	5/26-6/1	5/20

JUNE	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 22	6/2-6/8	5/27
<input type="checkbox"/> Issue 23	6/9-6/15	6/3
<input type="checkbox"/> Issue 24	6/16-6/22	6/10
<input type="checkbox"/> Issue 25	6/23-6/29	6/17
<input type="checkbox"/> Issue 26	6/30-7/6	6/24

JULY	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 27	7/7-7/13	7/1
<input type="checkbox"/> Issue 28	7/14-7/20	7/8
<input type="checkbox"/> Issue 29	7/21-7/27	7/15
<input type="checkbox"/> Issue 30	7/28-8/4	7/22

AUGUST	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 31	8/4-8/10	7/29
<input type="checkbox"/> Issue 32	8/11-8/17	8/5
<input type="checkbox"/> Issue 33	8/18-8/24	8/12
<input type="checkbox"/> Issue 34	8/25-8/31	8/19

SEPTEMBER	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 35	9/1-9/7	8/26
<input type="checkbox"/> Issue 36	9/8-9/14	9/2
<input type="checkbox"/> Issue 37	9/15-9/21	9/9
<input type="checkbox"/> Issue 38	9/22-9/28	9/16
<input type="checkbox"/> Issue 39	9/29-10/5	9/23

OCTOBER	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 40	10/6-10/12	9/30
<input type="checkbox"/> Issue 41	10/13-10/19	10/7
<input type="checkbox"/> Issue 42	10/20-10/26	10/14
<input type="checkbox"/> Issue 43	10/27-11/2	10/21

NOVEMBER	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 44	11/3-11/9	10/28
<input type="checkbox"/> Issue 45	11/10-11/16	11/4
<input type="checkbox"/> Issue 46	11/17-11/23	11/11
<input type="checkbox"/> Issue 47	11/24-11/30	11/18

DECEMBER	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 48	12/1-12/7	11/24
<input type="checkbox"/> Issue 49	12/8-12/14	12/2
<input type="checkbox"/> Issue 50	12/15-12/21	12/9
<input type="checkbox"/> Issue 51	12/22-12/28	12/16
<input type="checkbox"/> Issue 52	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	\$100/issue
Double	wide rectangle, 600w x 300H pixels	\$200/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.

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