

'22/'23

Ad art and publishing schedule | **The Sun-Gazette** **PRINT ADVERTISING**

2022	PUB DATE	ART DUE
<input type="checkbox"/> Issue 27	July 6, 2022	6/30
<input type="checkbox"/> Issue 28	July 13, 2022	7/7
<input type="checkbox"/> Issue 29	July 20, 2022	7/14
<input type="checkbox"/> Issue 30	July 27, 2022	7/21
<input type="checkbox"/> Issue 31	Aug. 3, 2022	7/28
<input type="checkbox"/> Issue 32	Aug. 10, 2022	8/4
<input type="checkbox"/> Issue 33	Aug. 17, 2022	8/11
<input type="checkbox"/> Issue 34	Aug. 24, 2022	8/18
<input type="checkbox"/> Issue 35	Aug. 31, 2022	8/25
<input type="checkbox"/> Issue 36	Sept. 7, 2022	9/1
<input type="checkbox"/> Issue 37	Sept. 14, 2022	9/8
<input type="checkbox"/> Issue 38	Sept. 21, 2022	9/15
<input type="checkbox"/> Issue 39	Sept. 28, 2022	9/22
<input type="checkbox"/> Issue 40	Oct. 5, 2022	9/29
<input type="checkbox"/> Issue 41	Oct. 12, 2022	10/6
<input type="checkbox"/> Issue 42	Oct. 19, 2022	10/13
<input type="checkbox"/> Issue 43	Oct. 26, 2022	10/20
<input type="checkbox"/> Issue 44	Nov. 2, 2022	10/27
<input type="checkbox"/> Issue 45	Nov. 9, 2022	11/3
<input type="checkbox"/> Issue 46	Nov. 16, 2022	11/10
<input type="checkbox"/> Issue 47	Nov. 23, 2022	11/17
<input type="checkbox"/> Issue 48	Nov. 30, 2022	11/23
<input type="checkbox"/> Issue 49	Dec. 7, 2022	12/1
<input type="checkbox"/> Issue 50	Dec. 14, 2022	12/8
<input type="checkbox"/> Issue 51	Dec. 21, 2022	12/15
<input type="checkbox"/> Issue 52	Dec. 28, 2022	12/22

2023	PUB DATE	ART DUE
<input type="checkbox"/> Issue 1	Jan. 4, 2023	12/29
<input type="checkbox"/> Issue 2	Jan. 11, 2023	1/5
<input type="checkbox"/> Issue 3	Jan. 18, 2023	1/12
<input type="checkbox"/> Issue 4	Jan. 25, 2023	1/19
<input type="checkbox"/> Issue 5	Feb. 1, 2023	1/26
<input type="checkbox"/> Issue 6	Feb. 8, 2023	2/2
<input type="checkbox"/> Issue 7	Feb. 15, 2023	2/9
<input type="checkbox"/> Issue 8	Feb. 22, 2023	2/16
<input type="checkbox"/> Issue 9	March 1, 2023	2/23
<input type="checkbox"/> Issue 10	March 8, 2023	3/2
<input type="checkbox"/> Issue 11	March 15, 2023	3/9
<input type="checkbox"/> Issue 12	March 22, 2023	3/16
<input type="checkbox"/> Issue 13	March 29, 2023	3/23
<input type="checkbox"/> Issue 14	April 5, 2023	3/30
<input type="checkbox"/> Issue 15	April 12, 2023	4/6
<input type="checkbox"/> Issue 16	April 19, 2023	4/13
<input type="checkbox"/> Issue 17	April 26, 2023	4/20
<input type="checkbox"/> Issue 18	May 3, 2023	4/27
<input type="checkbox"/> Issue 19	May 10, 2023	5/4
<input type="checkbox"/> Issue 20	May 17, 2023	5/11
<input type="checkbox"/> Issue 21	May 24, 2023	5/18
<input type="checkbox"/> Issue 22	May 31, 2023	5/25
<input type="checkbox"/> Issue 23	June 7, 2023	6/1
<input type="checkbox"/> Issue 24	June 14, 2023	6/8
<input type="checkbox"/> Issue 25	June 21, 2023	6/15
<input type="checkbox"/> Issue 26	June 28, 2023	6/22

2023	PUB DATE	ART DUE
<input type="checkbox"/> Issue 27	July 5, 2023	6/29
<input type="checkbox"/> Issue 28	July 12, 2023	7/6
<input type="checkbox"/> Issue 29	July 19, 2023	7/13
<input type="checkbox"/> Issue 30	July 26, 2023	7/20
<input type="checkbox"/> Issue 31	Aug. 2, 2023	7/27
<input type="checkbox"/> Issue 32	Aug. 9, 2023	8/3
<input type="checkbox"/> Issue 33	Aug. 16, 2023	8/10
<input type="checkbox"/> Issue 34	Aug. 23, 2023	8/17
<input type="checkbox"/> Issue 35	Aug. 30, 2023	8/24
<input type="checkbox"/> Issue 36	Sept. 6, 2023	8/31
<input type="checkbox"/> Issue 37	Sept. 13, 2023	9/7
<input type="checkbox"/> Issue 38	Sept. 20, 2023	9/14
<input type="checkbox"/> Issue 39	Sept. 27, 2023	9/21
<input type="checkbox"/> Issue 40	Oct. 4, 2023	9/28
<input type="checkbox"/> Issue 41	Oct. 11, 2023	10/5
<input type="checkbox"/> Issue 42	Oct. 18, 2023	10/12
<input type="checkbox"/> Issue 43	Oct. 25, 2023	10/19
<input type="checkbox"/> Issue 44	Nov. 1, 2023	10/26
<input type="checkbox"/> Issue 45	Nov. 8, 2023	11/2
<input type="checkbox"/> Issue 46	Nov. 15, 2023	11/9
<input type="checkbox"/> Issue 47	Nov. 22, 2023	11/16
<input type="checkbox"/> Issue 48	Nov. 29, 2023	11/22
<input type="checkbox"/> Issue 49	Dec. 6, 2023	11/30
<input type="checkbox"/> Issue 50	Dec. 13, 2023	12/7
<input type="checkbox"/> Issue 51	Dec. 20, 2023	12/14
<input type="checkbox"/> Issue 52	Dec. 27, 2023	12/21

POPULAR AD SIZES* & PRICING Need a new ad designed? Add \$200.

ad size - shape	art width x height	b/w ad space [†]	color ad space [†]
2 x 2 - <i>business card</i>	3.675" x 2"	\$50.20	\$275.20
2 x 3 - <i>horiz. rectangle</i>	3.675" x 3"	\$75.30	\$300.30
2 x 4 - <i>square</i>	3.675" x 4"	\$100.40	\$325.40
3 x 5 - <i>wide square</i>	5.575" x 5"	\$188.25	\$413.25
3 x 7 - <i>small flyer</i>	5.575" x 7"	\$263.55	\$488.55
6 x 4 - <i>banner</i>	11.25" x 4"	\$301.20	\$526.20
3 x 10½ - <i>tall qtr. page</i>	5.575" x 10.5"	\$395.33	\$620.33
6 x 5¼ - <i>wide qtr. page</i>	11.25" x 5.25"	\$395.33	\$620.33
3 x 21 - <i>tall half page</i>	5.575" x 21"	\$790.65	\$1,015.65
6 x 10½ - <i>sq. half page</i>	11.25" x 10.5"	\$790.65	\$1,015.65
6 x 21 - <i>full page</i>	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, \$200 flat fee. Text change requests on existing artwork created by and/or on file with Mineral King Publishing's production department, \$40 per change. As a publishing company, we encourage advertisers to keep the standard practice of employing their own graphic artist or ad agency. We can provide our specs to your ad designer.

NOTES

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



'22/'23

Ad art and posting schedule | 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 event page with more information.

2022	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 27	7/6-7/12	6/30
<input type="checkbox"/> Issue 28	7/13-7/19	7/7
<input type="checkbox"/> Issue 29	7/20-7/26	7/14
<input type="checkbox"/> Issue 30	7/27-8/2	7/21
<input type="checkbox"/> Issue 31	8/3-8/9	7/28
<input type="checkbox"/> Issue 32	8/10-8/16	8/4
<input type="checkbox"/> Issue 33	8/17-8/23	8/11
<input type="checkbox"/> Issue 34	8/24-8/30	8/18
<input type="checkbox"/> Issue 35	8/31-9/6	8/25
<input type="checkbox"/> Issue 36	9/7-9/13	9/1
<input type="checkbox"/> Issue 37	9/14-9/20	9/8
<input type="checkbox"/> Issue 38	9/21-9/27	9/15
<input type="checkbox"/> Issue 39	9/28-10/4	9/22
<input type="checkbox"/> Issue 40	10/5-10/11	9/29
<input type="checkbox"/> Issue 41	10/12-10/18	10/6
<input type="checkbox"/> Issue 42	10/19-10/25	10/13
<input type="checkbox"/> Issue 43	10/26-11/1	10/20
<input type="checkbox"/> Issue 44	11/2-11/8	10/27
<input type="checkbox"/> Issue 45	11/9-11/15	11/3
<input type="checkbox"/> Issue 46	11/16-11/22	11/10
<input type="checkbox"/> Issue 47	11/23-11/29	11/17
<input type="checkbox"/> Issue 48	11/30-12/6	11/23
<input type="checkbox"/> Issue 49	12/7-12/13	12/1
<input type="checkbox"/> Issue 50	12/14-12/20	12/8
<input type="checkbox"/> Issue 51	12/21-12/27	12/15
<input type="checkbox"/> Issue 52	12/28-1/3	12/22

2023	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 1	1/4-1/10	12/29
<input type="checkbox"/> Issue 2	1/11-1/17	1/5
<input type="checkbox"/> Issue 3	1/18-1/24	1/12
<input type="checkbox"/> Issue 4	1/25-1/31	1/19
<input type="checkbox"/> Issue 5	2/1-2/7	1/26
<input type="checkbox"/> Issue 6	2/8-2/14	2/2
<input type="checkbox"/> Issue 7	2/15-2/21	2/9
<input type="checkbox"/> Issue 8	2/22-2/28	2/16
<input type="checkbox"/> Issue 9	3/1-3/7	2/23
<input type="checkbox"/> Issue 10	3/8-3/14	3/2
<input type="checkbox"/> Issue 11	3/15-3/21	3/9
<input type="checkbox"/> Issue 12	3/22-3/28	3/16
<input type="checkbox"/> Issue 13	3/29-4/4	3/23
<input type="checkbox"/> Issue 14	4/5-4/11	3/30
<input type="checkbox"/> Issue 15	4/12-4/18	4/6
<input type="checkbox"/> Issue 16	4/19-4/25	4/13
<input type="checkbox"/> Issue 17	4/26-5/2	4/20
<input type="checkbox"/> Issue 18	5/3-5/9	4/27
<input type="checkbox"/> Issue 19	5/10-5/16	5/4
<input type="checkbox"/> Issue 20	5/17-5/23	5/11
<input type="checkbox"/> Issue 21	5/24-5/30	5/18
<input type="checkbox"/> Issue 22	5/31-6/6	5/25
<input type="checkbox"/> Issue 23	6/7-6/13	6/1
<input type="checkbox"/> Issue 24	6/14-6/20	6/8
<input type="checkbox"/> Issue 25	6/21-6/27	6/15
<input type="checkbox"/> Issue 26	6/28-7/4	6/22

2023	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 27	7/5-7/11	6/29
<input type="checkbox"/> Issue 28	7/12-7/18	7/6
<input type="checkbox"/> Issue 29	7/19-7/25	7/13
<input type="checkbox"/> Issue 30	7/26-8/1	7/20
<input type="checkbox"/> Issue 31	8/2-8/8	7/27
<input type="checkbox"/> Issue 32	8/9-8/15	8/3
<input type="checkbox"/> Issue 33	8/16-8/22	8/10
<input type="checkbox"/> Issue 34	8/23-8/29	8/17
<input type="checkbox"/> Issue 35	8/30-9/5	8/24
<input type="checkbox"/> Issue 36	9/6-9/12	8/31
<input type="checkbox"/> Issue 37	9/13-9/19	9/7
<input type="checkbox"/> Issue 38	9/20-9/26	9/14
<input type="checkbox"/> Issue 39	9/27-10/3	9/21
<input type="checkbox"/> Issue 40	10/4-10/10	9/28
<input type="checkbox"/> Issue 41	10/11-10/17	10/5
<input type="checkbox"/> Issue 42	10/18-10/24	10/12
<input type="checkbox"/> Issue 43	10/25-10/31	10/19
<input type="checkbox"/> Issue 44	11/1-11/7	10/26
<input type="checkbox"/> Issue 45	11/8-11/14	11/2
<input type="checkbox"/> Issue 46	11/15-11/21	11/9
<input type="checkbox"/> Issue 47	11/22-11/28	11/16
<input type="checkbox"/> Issue 48	11/29-12/5	11/22
<input type="checkbox"/> Issue 49	12/6-12/12	11/30
<input type="checkbox"/> Issue 50	12/13-12/19	12/7
<input type="checkbox"/> Issue 51	12/20-12/26	12/14
<input type="checkbox"/> Issue 52	12/27-1/2	12/21

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

Signature:

X _____ date ____/____/____

NOTES

Contact
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 (559) 592-3171
 publisher@thesungazette.com

AD SIZES* & PRICING†

Need a new ad designed? Add \$200.

ad size	shape and dimensions	price
Single	square, 300w x 300H pixels	\$350/issue
Double	wide rectangle, 600w x 300H pixels	\$500/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, \$200 flat fee. Text change requests on existing artwork created by and /or on file with Mineral King Publishing's production department, \$40 per change. As a publishing company, we encourage advertisers to keep the standard practice of employing their own graphic artist or ad agency. We can provide our specs to your ad designer.

