



Advertising Rate and Specification Sheet

Effective 7/01/2017

| Ad Size | Height & Width | Price Hard Copy | Pre-paid 10 issue | Note |
|------------------------------------|----------------------------------|-----------------|-------------------|---|
| 1/8 page | 2 3/8" x 3 5/8" 2.375 x 3.625 | \$63 | \$598.50 | Horizontal Layout Only |
| ¼ page | 4 7/8" x 3 5/8" 4.875 x 3.625 | \$120.75 | \$1,147.12 | Vertical Layout Only |
| ½ Page | 4 7/8" x 7 1/2" 4.875 x 7.5 | \$288.75 | \$2,743.12 | Horizontal layout Only |
| ½ Page - Premium Space (Page 3) | 4 7/8" x 7 1/2" | \$304.00 | \$2,888.00 | Horizontal layout Only |
| ¾ Page – Premium Space (Back Page) | | \$420.00 | \$3,990.00 | |
| Insert | 8 ½" x 11" | \$250 | \$2,375.00 | Insert may be one or two sided, and are preprinted at the advertiser's expense by the Minuteman Press. Info must be delivered to the printer no later than the 12th day of the preceding month. * a \$100 fee will be charged for each additional business advertised on a single Insert. |

Acceptable Media: Email (Preferred) and CD-ROM. Electronic presentation of your Ad will give the highest quality copy.

We will accept *.tif, *.jpeg, *.gif, *.bmp, and other standard image files (saved at 300 dpi or higher) associated with Microsoft Windows including Microsoft Publisher files. Please do not send Microsoft Word files as they do not import properly.

Business cards or unsuitable ads will need to be re-set. If you have a particular problem preparing an ad, let us know and we will do our best to create a solution that fits your needs. We can refer you to a Graphic Designer / our printer if desired.

Premium Ad Spaces

The Caper has identified two locations for advertisements as *premium* ad spaces. These two locations are the bottom half of page 3 and the back page. These spaces will be reserved on a 1st come (Ordered and Paid in Full) 1st served basis.

Ad Order and Payment Deadlines

Advertisements and Classifieds must be ordered and received by the 12th day of the month prior to *The Caper* issue date. The following is a schedule of Deadlines starting with July/August 2017 issue:

| Issue Month | Ad/Insert Submission and Payment Date Due |
|------------------|---|
| July/August | June 30 |
| September | August 12 |
| October | September 12 |
| November | October 12 |
| December/January | November 12 |
| February | January 12 |
| March | February 12 |
| April | March 12 |
| May | April 12 |
| June | May 12 |



Cape St. Claire Improvement Association
The CAPER Newsletter
Circulation over 3,000

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Business Name: _____

Business Address: _____

City: State: Zip: _____

Authorization Signature: _____

Contact Information:

| No. | Name(s) | Phone | Email |
|-----|---------|-------|-------|
| 1 | | | |
| 2 | | | |

Order Information:

| Caper Issue | Issue Month | Ad Size (1/8, 1/4, 1/2, 3/4, Insert) | Rate (\$63, \$120.75, \$288.75 etc) | Special Notes (Premium page 3 or Back page)* |
|-------------|------------------|---|--|---|
| 1 | July/August 2017 | | | |
| 2 | September 2017 | | | |
| 3 | October 2017 | | | |
| 4 | November 2017 | | | |
| 5 | Dec/Jan 2018 | | | |
| 6 | February 2018 | | | |
| 7 | March 2018 | | | |
| 8 | April 2018 | | | |
| 9 | May 2018 | | | |
| 10 | June 2018 | | | |

*See Advertising Rate Sheet for premium ad space pricing. Premium space is reserved on a 1st come (ordered and paid in full) 1st served basis.

Please complete this form and mail with payment to:

Cape St. Claire Improvement Association Attn: Caper Manager
 1223 River Bay Road, Annapolis, MD 21409
 Telephone: 410-757-1223 Fax: 410-757-1697