

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

Advertising Rate and Specification Sheet
Effective 07/01/2020

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	\$70.00	\$665.00	Horizontal Layout Only
1/4 page	4 7/8" x 3 5/8" 4.875 x 3.625	\$135.00	\$1,282.50	Vertical Layout Only
1/2 Page	4 7/8" x 7 1/2" 4.875 x 7.5	\$315.00	\$2,992.50	Horizontal layout Only
1/2 Page - Premium Space (Page 3)	4 7/8" x 7 1/2"	\$335.00	\$3,182.50	Horizontal layout Only
3/4 Page – Premium Space (Back Page)		\$460.00	\$4,370.00	
Insert	8 1/2" x 11"	\$275.00	\$2,612.50	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 2020 issue:

Issue Month	Ad/Insert Submission and Payment Date Due
July/August	June 25
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

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Advertising Order/ Request Form
Effective 07/01/2020

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 Monthly or 10 issue pre-paid	Special Notes (Premium page 3 or Back page)*
1	July/August 2020			
2	September 2020			
3	October 2020			
4	November 2020			
5	Dec/Jan 2021			
6	February 2021			
7	March 2021			
8	April 2021			
9	May 2021			
10	June 2021			

*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