



Cape St. Claire Improvement Association, Inc.

1223 River Bay Road • Annapolis, MD 21409-4999

Phone: 410-757-1223 • Fax: 410-757-1697 • E-mail: [office@cscia.org](mailto:office@cscia.org) • Web Site: [www.cscia.org](http://www.cscia.org)

May 24, 2018

Re: The Caper, fiscal year 2019

Dear Advertiser,

Please find attached The Caper Advertising Rates, Specifications, a Discount Policy and an Order Request form for the CSCIA fiscal year 2019, which runs from July 1, 2018 to June 30, 2019. As you will notice, the rates have remained the same and we will continue to offer a 5% discount for all ads paid in full (10 publications FY18) by July 15, 2018.

Should you have any questions please feel free to contact me via phone 410-757-0593 or email [caper@cscia.org](mailto:caper@cscia.org) . We appreciate your support and look forward to another successful year.

Sincerely,

*Mary Lamb*

Mary Lamb, Caper Manager

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

**Advertising Rate and Specification Sheet**  
*Effective 7/01/2018*

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
1/4 page	4 7/8" x 3 5/8" 4.875 x 3.625	\$120.75	\$1,147.12	Vertical Layout Only
1/2 Page	4 7/8" x 7 1/2" 4.875 x 7.5	\$288.75	\$2,743.12	Horizontal layout Only
1/2 Page - Premium Space (Page 3)	4 7/8" x 7 1/2"	\$304.00	\$2,888.00	Horizontal layout Only
3/4 Page - Premium Space (Back Page)		\$420.00	\$3,990.00	
Insert	8 1/2" 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 1<sup>st</sup> come (Ordered and Paid in Full) 1<sup>st</sup> 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 2018 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*

**Advertising Order/ Request Form**  
*Effective 07/01/18*

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 2018			
2	September 2018			
3	October 2018			
4	November 2018			
5	Dec/Jan 2019			
6	February 2019			
7	March 2019			
8	April 2019			
9	May 2019			
10	June 2019			

\*See Advertising Rate Sheet for premium ad space pricing. Premium space is reserved on a 1<sup>st</sup> come (ordered and paid in full) 1<sup>st</sup> 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    Email: office@escia.org