

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

Advertising Rate and Specification Sheet
Effective 07/01/2023

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"	\$375.00	\$3,562.50	Insert may be one or two sided, and are preprinted at the advertiser's expense by Full Sail Media. Info must be delivered to the printer no later than the 12 th 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 15th day of the month prior to *The Caper* issue date. The following is a schedule of Deadlines starting with July/August 2023 issue:

Issue Month	Ad/Insert Submission and Payment Date Due
July/August	June 25
September	August 15
October	September 15
November	October 15
December/January	November 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15

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Advertising Order/ Request Form
Effective 07/01/2023

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 2023			
2	September 2023			
3	October 2023			
4	November 2023			
5	Dec/Jan 2024			
6	February 2024			
7	March 2024			
8	April 2024			
9	May 2024			
10	June 2024			

*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