

SanTan Sun News

The **SanTan Sun News** is a complimentary newspaper, locally published the first & third Saturdays of each month.

display ad rates

	B/W	COLOR
Full Page . . .	\$795	\$995
10"W x 14"H		
1/2 Page . . .	\$485	\$595
10"W x 7"H		
1/4 Page . . .	\$285	\$355
5"W x 7"H		
1/8 Page . . .	\$145	\$185
5"W x 3.4"H		

Special ad placement by request only and subject to a surcharge.

*Plus 1.5% city tax.

directory ad rates

Four Issue Run \$115
1.8"W x 2.5"H

*Plus 1.5% city tax.

classified ads

Visit our website at www.SanTanSun.com and click on the Classifieds link.

insert rates

Per 1,000 inserts \$35
8.5"W x 11"H

Minimum buy is 1,000 inserts. Printed inserts must be supplied by the advertiser.

circulation

- Current circulation is 38,000 newspapers. Average readership is 76,000 at 2 readers per paper.
- The newspapers are banded and distributed to over 28,500+ home driveways within our coverage area of Ocotillo and the surrounding Southern Chandler/Gilbert communities, which lie between the Price/101 to the west and Val Vista/Greenfield to the east; Pecos/Chandler/Ray to the north and Hunt Highway to the south.
- Newspapers are also distributed to upscale model homes, newspaper stands, gyms, and local shopping plazas.
- The majority of **SanTan Sun News** readers are middle-to-upper class affluent families with school-aged children.
- Ads included online at www.SanTanSun.com

commitment

- We require a minimum commitment of four (4) consecutive ads.

proofs

- A maximum of two (2) proofs per issue will be given.
- The **SanTan Sun News** is not responsible for printed errors if the error was not noted by the client during the proofing process.

directory ads

- Directory ads are grouped by category in the Directory section of the newspaper.
- All directory ads must be paid for in advance of publication.

payment

- There is a 1.5 % city sales tax applied to all advertisements.
- All advertisements must be paid for in advance of publication and should accompany your ad and bill-to information.
- This newspaper accepts NO financial responsibility for any errors, or for any claims made by any and all advertisers.

deadlines

- The deadline for advertisements is one week prior to the Saturday publication date on the following day.
WEDNESDAY: **New** advertisements deadline
THURSDAY: **Changes** to existing advertisements deadline
FRIDAY: **Camera-ready** advertisements deadline

2012 publication schedule

DEADLINE	ISSUE DATE
Wednesday, December 28 Wednesday, January 11	Saturday, January 7 Saturday, January 21
Wednesday, January 25 Wednesday, February 8	Saturday, February 4 Saturday, February 18
Wednesday, February 22 Wednesday, March 7	Saturday, March 3 Saturday, March 17
Wednesday, March 28 Wednesday, April 11	Saturday, April 7 Saturday, April 21
Wednesday, April 25 Wednesday, May 9	Saturday, May 5 Saturday, May 19
Wednesday, May 30 Wednesday, June 6	Saturday, June 2 Saturday, June 16
Wednesday, June 27 Wednesday, July 11	Saturday, July 7 Saturday, July 21
Wednesday, July 25 Wednesday, August 8	Saturday, August 4 Saturday, August 18
Wednesday, August 22 Wednesday, September 5	Saturday, September 1 Saturday, September 15
Wednesday, September 26 Wednesday, October 10	Saturday, October 6 Saturday, October 20
Wednesday, October 24 Wednesday, November 7	Saturday, November 3 Saturday, November 17
Wednesday, November 21 Wednesday, December 5	Saturday, December 1 Saturday, December 15



- 2005 Chandler Chamber Small Business of the Year
- 2006 East Valley Chambers of Commerce Alliance Award
- Award-Winning Journalism: Suburban Newspaper Assoc., Arizona Press Women

mailing address

PO Box 23
Chandler, AZ 85244-0023

phone & fax

PH: 480-732-0250
FX: 480-883-8714

email

NEWS: News@SanTanSun.com
ADS: Ads@SanTanSun.com

website

www.SanTanSun.com
www.Clipit.biz

SanTan Sun News
www.SanTanSun.com



Clip it! is a complimentary all color publication, locally published the third Saturday of each month.

color display ad rates

Double \$395
8"W x 6.7"H

Single \$245
8"W x 3.3"H

*Plus 1.5% city tax.

circulation

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- The newspapers are banded and distributed to over 28,500+ home driveways within our coverage area of Ocotillo and the surrounding Southern Chandler/Gilbert communities, which lie between the Price/101 to the west and Val Vista/Greenfield to the east; Pecos/Chandler/Ray to the north and Hunt Highway to the south.
- Newspapers are also distributed to upscale model homes, newspaper stands, gyms, and local shopping plazas.
- The majority of **Clip it!** readers are affluent middle-to-upper class families with school-aged children.
- Ads included online at www.ClipIt.biz

commitment

- We require a minimum commitment of four (4) consecutive ads.

proofs

- A maximum of two (2) proofs per issue will be given.
- **Clip it!** is not responsible for printed errors if the error was not noted by the client during the proofing process.

payment

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email
NEWS: News@SanTanSun.com
ADS: Ads@SanTanSun.com

website
www.SanTanSun.com
www.ClipIt.biz



SanTan FAMILY FUN

The *SanTan Family Fun* is a complimentary all color newspaper, locally published the first Saturday of each month, with calendar, resources, feature stories & just 4 kids.

color display ad rates

1/2 Page \$495
10"W x 7"H

1/4 Page \$295
5"W x 7"H

*Plus 1.5% city tax.

website

Buttons . . . start at \$15/mo
122 pixels (W) x 52 pixels (H)

circulation

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- Newspapers are also distributed to family oriented businesses, newspaper stands, gyms, and local shopping plazas.
- The majority of *SanTan Family Fun* readers are affluent middle-to-upper class families with school-aged children.
- Ads included online at www.SanTanSun.com

commitment

- We require a minimum commitment of four (4) consecutive ads.

proofs

- A maximum of two (2) proofs per issue will be given.
- The *SanTan Family Fun* is not responsible for printed errors if the error was not noted by the client during the proofing process.

payment

- There is a 1.5 % city sales tax applied to all advertisements.
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Wednesday, October 24	Saturday, November 3
Tuesday, November 21	Saturday, December 1



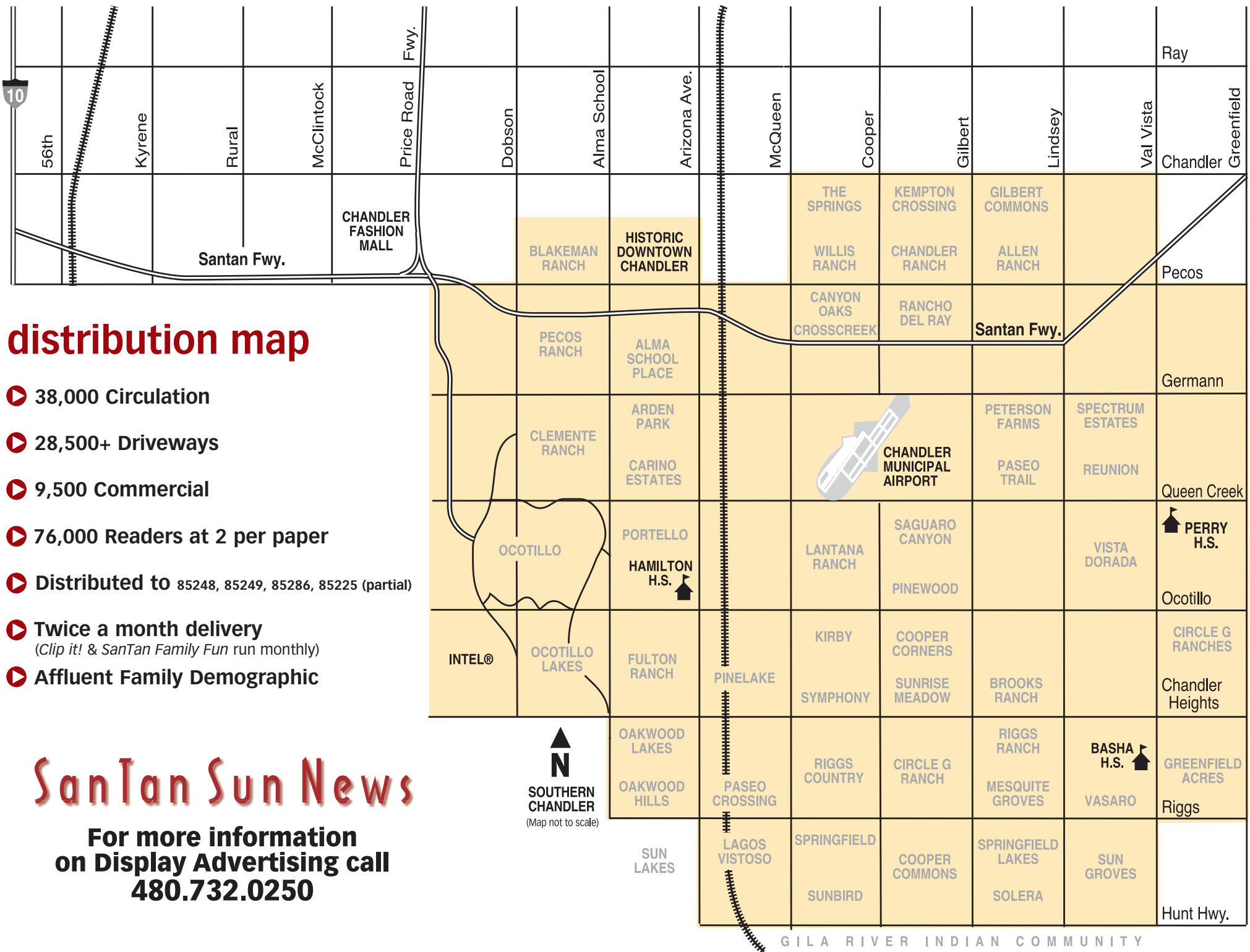
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email
 NEWS: News@SanTanSun.com
 ADS: Ads@SanTanSun.com

website
www.SanTanSun.com
www.Clipit.biz



distribution map

- ▶ 38,000 Circulation
- ▶ 28,500+ Driveways
- ▶ 9,500 Commercial
- ▶ 76,000 Readers at 2 per paper
- ▶ Distributed to 85248, 85249, 85286, 85225 (partial)
- ▶ Twice a month delivery
(Clip it! & SanTan Family Fun run monthly)
- ▶ Affluent Family Demographic

SanTan Sun News

For more information
on Display Advertising call
480.732.0250

N
SOUTHERN CHANDLER
(Map not to scale)

ad production specs

When you're placing an with your *SanTan Sun News* account executive, follow these specifications and guidelines for best results.

terminology

ROP: Run of press.

Standard newspaper print and distribution.

NPO: No proof offered.

CAMERA-READY: A submitted advertisement that requires no alterations or re-sizing. NPO.

TALL TABLOID: A smaller page format measuring 6 col. (10 in.) x 15.5 in.

SHORT TABLOID: A smaller page format measuring 6 col. (10 in.) x 14 in.

DOUBLE-TRUCK: Any graphic or advertisement that covers two facing full pages, including the page gutter (21 in. x 14 in.).

ftp services

Contact your sales rep for login and password requests. (Ads received by ftp services will be on NPO deadline.)

• Email: Ads@SanTanSun.com

other services

The STSN offers scan services for black-and-white and color prints for placement within electronic ads.

questions?

Ask your account executive or call:
480-732-0250
or fax at
480-883-8714

Mailing address:

PO Box 23
Chandler, AZ 85244-0023

Ad Desk Email:

Ads@SanTanSun.com

graphics

- **Graphics obtained from websites are NOT acceptable. The resolution is too low for newspaper reproduction.**

- Save all images at 200 dpi, 85-line screen.

(NOTE: higher resolution does not enhance quality for newspaper reproduction. It only makes files larger and wastes memory. If you're emailing an ad, it can slow down the transmission process.)

- Scan images and crop them to actual size. All images should be scanned as close to their final reproduction size as possible to avoid scaling problems that can compromise quality.

Limit scaling to 25 percent or less.

- If a photograph or graphic is scanned by the STSN, placement windows must be indicated and keyed.
- Files must be set to output at 85 lpi, 1270 dpi and 100 percent.
- Scanned line art should be at least 600 dpi at 100 percent. Scanned photos: 200 dpi.

color

- **Use CMYK for all color.** Never use RGB, Pantone or Spot color unless converted to CMYK. (These formats will not separate and will not print)
- Screen angles: C = 75, M = 105, Y = 90, K = 45.
- Color photos : UCR (under color removal) 70-75 percent.
- Chokes and spreads: 0.144 point.
- Maximum density: 280 percent.
- If ad is to run in black-and-white but original is in color, convert it to black-and-white prior to sending.
- If requesting color proofs, add one business day to normal deadlines.

typography

- Use 8-point type or larger. Serif fonts, color type and reversed type will require larger type for readability and proper resolution.
- If type is reversed, background should be at least a 70 percent screen.
- All fonts (screen and printer) must be included with PDF files. We accept Adobe Type 1 PostScript fonts.
- TrueType fonts should not be used.
- Use real point sizes rather than scaling text.
- Select specific fonts for bolds and italics instead of using styles menu. (Modifying screen fonts with style menus or keyboard commands will alter your screen view but may not trigger the required printer fonts.)

document setup

- **Microsoft Publisher or Word files CANNOT be accepted and must be converted it to one of the below formats.**

• PDF files are preferred, however other acceptable file formats are: Adobe Illustrator, Macromedia FreeHand, Adobe InDesign, Adobe PhotoShop, EPS and TIFF.

- **JPEG file format will only be accepted at high resolution of 300 dpi or more.**

- Create the document at the exact size the ad will run in the newspaper.
- Keep all text and graphic boxes within the boundaries of the ad to prevent PostScript errors during processing. Please indicate crop marks for the ad on the document.
- If ad changes are requested, the ad is NOT camera-ready. The native document must be submitted along with all images and fonts.

email & ftp submissions

Recommended method: saves time and money, reduces risk of lost materials and assures highest quality.

- Print the ad file to PostScript and create a PDF using Acrobat Distiller. Adobe also offers this service online at: <http://createpdf.adobe.com> (PDF files are cross-platform and perfectly compressed for transmitting digitally.)
- **All fonts must be embedded and converted to outlines.**

providing ad on disc

- Use one of these accepted formats: CD-ROM, CD-RW or DVD-ROM for Mac or PC.
- Use PDF files for B&W and native file format for color ads.
- Print a hard-copy proof and attach it to your disc.
- All incoming media should be labeled with the ad number, account name, contact person, phone number, sales representative and publication date.
- We will return your media (if requested) after the ad is published.

materials deadlines

The deadline to submit new artwork is Wednesday, one week prior to the Saturday publication date. To confirm a deadline, visit SanTanSun.com or ask your STSN account executive.

We strongly suggest not using film or velox ads. The *SanTan Sun News* is fully electronically paginated and velox ads do not reproduce well.

newspaper measurements

SanTan Sun News MODULAR SIZES	width/in.	depth
full page	10"	14"
1/2 page	10"	7"
1/4 page	5"	7"
1/8 page	5"	3.4"

Clip It! MODULAR SIZES	width/in.	depth
double	8"	6.7"
single	8"	3.3"

SanTan Family Fun MODULAR SIZES	width/in.	depth
full page	10"	14"
1/2 page	10"	7"
1/4 page	5"	7"
1/8 page	5"	3.4"
Sponsorship	10"	2.5"

