

# The Fountain Hills TIMES

## Display (ROP) and Classified Advertising

**Advertising Rate Card No. 124 • Effective November 24, 2009**

Published each Wednesday since 1974.

Serving the growing communities of Fountain Hills, The Verde Communities and Fort McDowell Yavapai Nation.

**Member:** Arizona Newspapers Association, National Newspaper Association, Fountain Hills Chamber of Commerce, National Federation of Independent Business and U.S. Chamber of Commerce

### Display Advertising Rates

All rates based on the column inch.

2.6% Town of Fountain Hills advertising sales tax will be added

**National Rate**..... **\$10.35**  
Commissionable 15 percent to recognized advertising agencies. No cash discount is given.

#### Display (ROP & Classified) Rates\*

**Open Rate**..... **\$9.00**  
**4 weeks** ..... **10% discount**..... **\$8.10**  
**13 weeks** ..... **15% discount**..... **\$7.65**  
**26 weeks** ..... **20% discount**..... **\$7.20**  
**Guaranteed position** when available is an additional 25% of an advertiser's rate.

\*Display rates are not commissionable. Contracts for 4, 13 and 26 weeks allow discounts for continuous insertion of an ad. 1 column by 2 inch minimum size. Changes in size and copy may be made. If an advertiser's contract is not fulfilled it is short-rated to a contract term that has been met. If no contract term is met, the open rate will apply. If a contract holder becomes delinquent in excess of 60 days from date of invoice, no discount will be allowed and all advertisements in arrears will be rebilled at the Open Rate.

**Political Rate** - Same as open display rate.  
(Non-commissionable and payable in advance.)

**Non-Profit Organization Rate** - Applies to service clubs & churches not on contract - **\$8.10/col. in.**

**Legal Rate** - **\$5.35/col. inch** per insertion. Deadline is Thursday noon. All legals must be submitted type-written and will be typeset to determine price. **\$45.00** minimum charge.

**Business Showplace** - A business and service directory. The boxed ads measure 2.60 inches wide and 2.30 inches deep. Contract terms apply. Rates per insertion are:

**One time**..... **\$26.20**  
**4 weeks**..... **\$23.58**  
**13 weeks** ..... **\$22.27**  
**26 weeks**..... **\$20.96**

**Regular "by the line" Classified** - 8 pt. type - \$0.60 per word, \$6.00 min. Discounts given for multiple insertions of same ad. Payable in advance. Photo and color options available.

### Color Rates\*\*

Full color - \$3 per col. inch ... **\$25 min - \$175 max**  
\*\* **Charges in addition to cost of ad space. Discounts available on 13 and 26 week contracts.**

### Copy Deadline

**ROP and Classified Display ads:** Friday 3 p.m. for all space reservations and new copy or copy changes.

**Classified Line ads:** Monday 2 p.m.

**Holiday deadlines are one business day earlier.**

### General Information

**All ads are subject to approval of the publisher.**  
**Tear sheets and proofs** - Advertisers may request tear sheets with their advertising contracts. A proof may be provided either by fax, e-mail or delivery prior to publication.

**Reproductions**, PDFs or copies of ads for other publications - **\$10.00/sheet** or copy-to-disk or email.

**Errors** - *The Fountain Hills Times* cannot accept responsibility for any error in an advertisement for which we have set type beyond the first edition in which the advertisement has run.

**Cancellations** cannot be accepted after 10 a.m. Monday for the following Wednesday edition.

### Mechanical Requirements

**Offset Printing:** All ads are to be submitted on an IBM formatted disc and saved as an **eps** or **PDF**. Other specifications available upon request.

**Standard Page Size:** 126 inches (6 columns by 21 inches), or 11 inches wide by 21 inches deep. **(NOTE: Ads over 19 inches deep will be billed for the full column depth.)**

#### Standard Display Column Widths:

1 column .....	1.69 in.
2 columns.....	3.55 in.
3 columns.....	5.41 in.
4 columns.....	7.27 in.
5 columns.....	9.13 in.
6 columns.....	11.00 in.

### Preprint Information

*The Times* does accept flyers as well as other preprints for insertion at the rate of **\$63** per thousand. (Call for acceptable sizes. Up to one ounce in weight of each piece. Pieces weighing more than one ounce will be bid upon request. Rates are non-commissionable and payable in advance). Typesetting of flyers is available at an additional charge.

Insertion reservation is Friday noon, and shipment must be by Monday noon to either *The Times* office or Valley Newspapers, Inc., 23043 N. 16th Lane, Phoenix, AZ 85027-1331; telephone (623) 445-2800.

**For more information or to  
place an ad, contact us at:**

**(480) 837-1925 • (480) 837-1951 fax**  
**16508 E. Laser Dr., Suite 101**

**P.O. Box 17869**  
**Fountain Hills, AZ 85269-7869**

**[www.fhtimes.com](http://www.fhtimes.com)**