



## 2009 SMMC NEWSLETTER RATE SHEET

The Southern Marin Mothers' Club (SMMC) publishes a newsletter 10 times annually for its 950+ members. (July/August and December/January are double issues).

SMMC offers several types of advertising space:

1. General newsletter print ads;
2. Classified ads;
3. Around the Bay sponsorship in newsletter;
4. Monthly Leaflet inserts in newsletter; and
5. Online opportunities coming soon!

Once you have selected your ad size and the month(s) the ad will run, please inform your ad coordinator by email. Businesses starting with the letter A-L should contact Samira Willson at [smmc.samira@yahoo.com](mailto:smmc.samira@yahoo.com). Businesses starting with the letter M-Z should contact Cecily O'Connor at [smmcadsco@yahoo.com](mailto:smmcadsco@yahoo.com).

### GENERAL NEWSLETTER PRINT AD RATES

#### BUSINESS ADS

Business Card

2.5" wide x 3.5" high \$69

2.5" high x 3.5" wide \$69

1/8 Page

2.5" wide x 5" high \$78

2.5" high x 5" wide \$78

1/4 Page

4" wide x 5" high (vertical) \$100

4" high x 5" wide (horizontal) \$100

1/2 Page\*

4" high x 10" wide (vertical) \$194

7.75" high x 5" wide (horizontal) \$194

Full Page\*

10" high x 7.5" wide \$425

#### NON-PROFIT ADS

Business Card

2.5" wide x 3.5" high \$63

2.5" high x 3.5" wide \$63

1/8 Page

2.5" wide x 5" high \$72

2.5" high x 5" wide \$72

1/4 Page

4" wide x 5" high (vertical) \$90

4" high x 5" wide (horizontal) \$90

1/2 Page\*

4" high x 10" wide (vertical) \$173

7.75" high x 5" wide (horizontal) \$173

Full Page\*

10" high x 7.5" wide \$400

\*A limited number of 1/2 page and full-page ads are available per newsletter and require pre-approval. Receive a 10% discount for committing to six or more prepaid issues (may or may not be consecutive).

## NEWSLETTER CLASSIFIED ADVERTISING RATES

25 words is \$25/month (One month free advertising for SMMC members). Please email your classified ad submission to Samira Willson at [SMMC.Samira@yahoo.com](mailto:SMMC.Samira@yahoo.com)

## INSERT RATES

Non-Profit advertisers wishing to promote certain community events such as classes or fundraisers may advertise with an insert in the monthly newsletter. These black-and-white ads are printed on color paper, alerting SMMC members to important Mom-related and family events. Inserts are \$400, and available to non-profit advertisers on a first-come, first-serve basis.

## AROUND THE BAY SPONSORSHIP RATES

Advertisers with businesses that are Mom and child focused can sponsor the newsletter's Around the Bay section. It's a colorful pullout section with a timeline of monthly events that Moms reference for all local baby/toddler/and child activities. The sponsorship includes a banner heading and business-card size ad (2.5 x 3.5, placement is dependent upon the monthly layout). Sponsorship is \$450, which is a flat fee for three months of exclusivity.

## AD SUBMISSION GUIDELINES

### 2009 ADVERTISING DEADLINES

ISSUE	CREATIVE DEADLINE	PAYMENT DEADLINE	ISSUE MAILED
February	01/6	01/1	02/1
March	02/6	02/3	03/1
April	03/6	03/1	04/1
May	04/6	03/31	05/1
June	05/6	04/28	06/1
July/August	06/6	06/30	07/1
September	08/6	07/28	09/1
October	09/6	08/31	10/1
November	10/6	09/30	11/1
December/January	11/6	10/31	12/1

## PRODUCTION

- All ads must be ready for print upon submission. SMMC DOES NOT PROVIDE DESIGN, ILLUSTRATION OR FILE ALTERATION SERVICES.
- All new ads (regardless of whether you are a new or existing SMMC advertiser) must be submitted one week prior to the "creative deadline" for early review. If changes are needed, your Ad Coordinator will inform you. It's the responsibility of the advertiser to make the changes and re-submit in a timely manner.

## PRINT AND GRAPHIC FILE FORMATS

- SMMC ads are printed in black ink ONLY at 110 lines per inch. Please DO NOT submit color ads as it could negatively affect your ads image quality.
- Ads must be submitted in the correct size and orientation. SMMC is not responsible for changes.
- High resolution, print-optimized .pdf files are preferred. If possible, include an editable .PSD file.
- The effective resolution should be 300 dpi or greater. The image size should match the actual print ad size. Lower resolution may be accepted if the image size is bigger than the purchased print ad size. It is preferred that images are saved in CMYK color palette as TIFF or EPS format using binary encoding. No RGB images. The .jpg format is also accepted.
- Each ad must be its own file. Please save the file using your company name.

## PAYMENT

- All advertising payments must be received by the 1st of the month prior to print. (For example, if advertising in the April issue, the deadline for payment is March 1.)
- Once the ad size and duration of your contract time is determined, please inform your Ad Coordinator and an invoice will be sent to you via Paypal.com where credit card payments are accepted. Payment must be received before an ad will be printed.
- If you require a different payment method, such as check, please inform your Ad Coordinator.

## CANCELLATION AND REIMBURSEMENT POLICY

SMMC requires a 60-day notice of cancellation for a reimbursement. Refunds will be based on how many issues remain on the current contract. Advertisers who don't provide 60-day notice may receive a partial refund up to 50 percent of their total existing contract amount. The refund amount will be determined by the SMMC Advertising Team on a case-by-case basis. Around the Bay sponsorships and inserts also require a 60-day notice of cancellation, but are not refundable.

## SMMC PUBLISHER'S PROTECTIVE CLAUSE

Advertisers are solely responsible and assume liability for the content of their advertisements. Advertisers agree to hold harmless and indemnify SMMC against any claim arising from advertisements. SMMC cannot be held responsible for circumstances beyond its control, such as a postal strike, natural disaster, or action by any governmental or quasi-governmental entity.

Please note that as a private organization, SMMC reserves the right to refuse publishing of any advertisement for any reason. Every effort will be made by SMMC to ensure a fair and equitable position within the publication. SMMC does not guarantee ad placement.