

perspectives

Advertising Rate Sheet

Circulation

Perspectives is distributed throughout Placer County, parts of Nevada and Sacramento counties, and beyond through chambers of commerce, parks and recreation departments, the library system, arts and culture centers, new resident welcome services, the California Welcome Center — Auburn, North Lake Tahoe Resort Association, and Placer Valley Tourism and to Arts Council of Placer County members and subscribers. Readership is estimated at 15,000 per issue. Circulation and readership increases by approximately 70% (to 25,500) for the full color Studios Tour special edition. Readers cover the demographic spectrum of Placer County residents from the communities of Auburn, Colfax, Foresthill, Loomis, Lincoln, Rocklin, Roseville and the Reno-Tahoe-Truckee region as well as national and international visitors seeking arts, culture and heritage information and experiences.

Ad sizes

1/2 page vertical	3.625" x 9"
1/4 page	3.625" x 4.5"
1/2 page	7.5" x 4.5"
Back page (full color bleed)	8.5" x 7"
Spot color not available	

Ad Rates

	1x	3x	4x	Nonprofit arts discount
1/2 page b/w vertical	\$400	\$1,100	\$1,400	5%
1/4 page b/w	200	550	900	5%
1/2 page b/w	400	1,100	1,400	5%
Back page full color	1,100	3,200	4,200	5%
Add 15% to all rates for				
Studio Tours full color issue	+15%			5%
Back page full color, glossy				
Studio Tours issue	1,700	—	—	5%

Deadlines

January/February/March	November 1
April/May/June	February 1
July/August/Sept	May 1
September/November/December (all color Studio Tour issue)	August 1

Submission

Please submit ads electronically to ads@PlacerArts.org. Successful receipt of your ad will be acknowledged.

Acceptable file formats for either PC or Mac are:

PDF (fonts converted to outlines or embedded)

JPG (300 ppi, high quality)

EPS (all fonts converted to outlines, graphics embedded or included)

TIF (300 ppi).

Files over 10MB should be stuffed.

Ad layout services are available; contact ads@PlacerArts.org.

Payment

PlacerArts

Attn: Perspectives Advertising

808 Lincoln Way

Auburn, CA 95603


Arts Calendar

1/2 p. vertical
3.625" x 9"

1/4 page
3.625" x 4.5"

Arts Calendar

1/2 horizontal
7.5" x 4.5"



Non-Profit Org.
U.S. Postage
PAID
Auburn, CA
Permit #152

plus 1/8" bleed top and left side

back page (bleed, CYMK)
8.5" x 7"