

# perspectives

UPDATED June 2011

## 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 *Spot color not available*

1/8 page (business card size) 3.625" x 2"  
 1/4 page 3.625" x 4.5"  
 5/8 page vertical 4.25" x 9.5"  
 Back page, 2/3 page 8.5" x 7"

### Ad Rates

	1x	3x	4x	Nonprofit arts discount
1/8 page b/w	125	350	456	5%
1/8 page color	200	560	730	5%
1/4 page b/w	200	560	730	5%
1/4 page color	350	980	1278	5%
5/8 vertical full color	500	1400	1825	5%
2/3 back page full color	1100	3080	4015	5%

*Studios Tours issue please add 15% to all prices. Black and white ad pricing not available for Studios Tour issue*

### Deadlines

January/February/March December 1  
 April/May/June March 1  
 July/August/September June 1  
 October/November/December August 15 (*all color Studios Tour issue*)

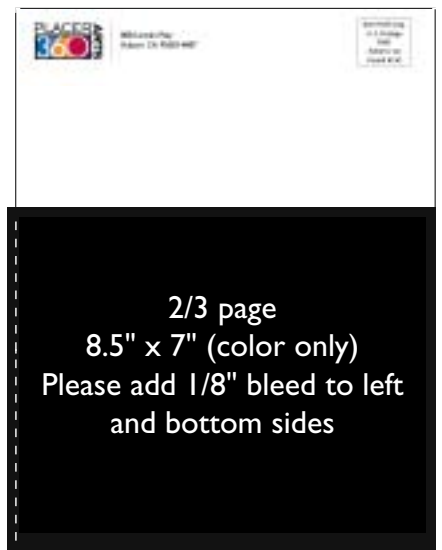
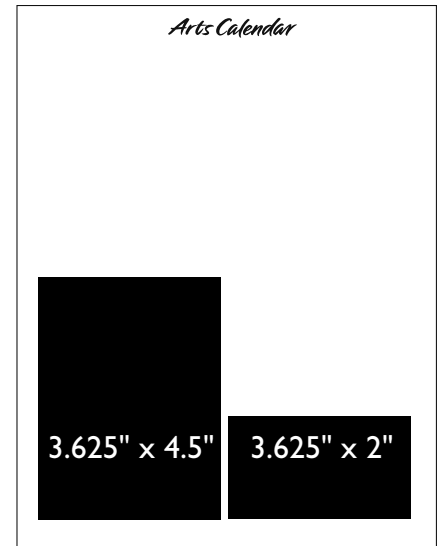
### Submission

Please submit ads electronically to [ads@PlacerArts.org](mailto: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](mailto:ads@PlacerArts.org).

### Payment

PlacerArts  
 Attn: Perspectives Advertising  
 808 Lincoln Way  
 Auburn, CA 95603



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Nonprofit rates (5% discount)

	1x	3x	4x
1/8 page b/w	119	333	433
1/8 page color	190	532	694
1/4 page b/w	190	532	694
1/4 page color	333	931	1214
5/8 page color	475	1330	1734
2/3 page color	1045	2926	3814

Studios Tour Issue rates (+15% for extra distribution)

	1x	3x	4x
1/8 page color	230	644	840
1/4 page color	403	1127	1469
5/8 page color	575	1610	2099
2/3 page color	1265	3542	4617