

# W *Mud City* Weekender

## Advertising Rate Card for 2009

**Pat Hampton, Publisher**  
**Ellen Smith, Ad Manager**  
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Calistoga, CA 94515  
ads@calistogatribune.com

### Publication Deadlines

The **Mud City Weekender** is published 11 times a year. Some 4,000 copies are placed each month in 40+ tourist destination businesses in and around Calistoga as well as inserted into the weekly Calistoga Tribune, our town's leading subscription newspaper.

We aim to put the **Mud City Weekender** on the stands the first Friday of the month. The advertising deadline is two weeks before that, but we work with advertisers to make sure they appear as soon as possible in our guide.

### Advertising Rates

The open rate for the **Mud City Weekender** is \$13 a column inch. Ads which repeat in 2-3 consecutive issues will enjoy the reduced rate of \$12.00 per column inch; ads which repeat in 4-6 consecutive editions of the Mud City Weekender will be delighted at the \$10 a column rate. For our most loyal advertisers, whom advertise 7-11 months, our lowest rate of \$10 a

column inch is gratefully and most humbly offered.

The rates include free graphic design services if needed.

### Guaranteed Placement

There is no front page advertising, but guaranteed placement on inside pages can be secured for a 25% premium on the earned rate.

### Non Profit Rates

Non profit organizations may receive a 10% discount upon approval by the publisher or advertising director.

### Color Rates

Color ads can be placed on the two center pages with approval of the publisher. Ads running in four-color will be charged an additional \$30.00 per edition.

### Terms of Payment

- Mud City Weekender ads are billed monthly for the convenience and encouragement of multiple month contracts. We do not ask for credit references, relying more on the honesty your parents taught you to have as a decent person.
- Payment made be made by check or cash. We are not set up for credit card charges. We're a small, independent newspaper so please try to make payments within 30 days of billing. We all need to eat.

### Services

Ad proofs will be provided to any advertiser as long as copy has been submitted by deadline.

### Digital Submissions

Digital submissions are preferred for photographs, line art, half-tones or finished ads submitted for publication. Ads/images should be presented as a QuarkXpress 4.1 document, or in EPS, JPEG or TIF format. Send material electronically to:

ads@calistogatribune.com

or by mail to: Weekender, P.O. Box 1176, Calistoga, CA 94515.

### Page Sizes

Full page image area for the Mud City Weekender is 10.25" x 12", for a total of 60 column inches.

### Sample Sizes

On the back of this card are several sample ad sizes for the consumer's consideration. They are for comparison, and not your only choices. The prices for each sample are also included.