



## Advertising Guidelines

Thank you for choosing the Sierra Moms Crier for your advertising. We look forward to doing business with you in the future. If you have any questions, please email the Sierra Moms advertising coordinator at [newsatsierramoms@hotmail.com](mailto:newsatsierramoms@hotmail.com).

As of August 2009, The Crier is distributed in an electronic format to our current members.

### Ad Size and Price Listing

<u>Type of Ad</u>	<u>Dimensions</u>	<u>Price Monthly</u>
Full Page	7 ¼" w x 9 ½" h	\$140
½ Page Vertical	3 ½" w x 9 ½" h	\$70
½ Page Horizontal	7 ¼" w x 4 ¾" h	\$70
¼ Page	3 ½" w x 4 ¾" h	\$40
Business Card	3 ½" w x 2" h	\$30

Sierra Moms members receive a 50% discount. Ads that aren't produced according to the above dimensions will need to be resized and/or cropped to fit. Please be aware that resizing affects resolution and proportion, and could alter the image quality of your ad.

### Ordering

- You can place ads on a month-by-month basis, or you can purchase a 5-month term and get the 6<sup>th</sup> month for free (must be consecutive months).
- Please indicate the term and ad size along with your submission.
- We cannot guarantee positioning requests.

### Payment

- You will be invoiced on the first of the month during which your ad runs. A multiple month term will be invoiced the first month of the term.
- Ads that have a total cost over \$200 will require payment up front before running in The Crier.
- Payment is due upon receipt of invoice. Delinquent accounts will be suspended until payment is received.

- Sierra Moms accepts checks or money orders only. Please make checks payable to Sierra Moms and reference the invoice number on the check. Mail payment to Sierra Moms, P.O. Box 1522, Folsom CA 95763-1522, Attention: Advertising.

## **Deadlines**

- All finished ads will need to be submitted by the 1<sup>st</sup> of the month for placement in the following month's edition. Please email your file(s) as an attachment to [newsatsierramoms@hotmail.com](mailto:newsatsierramoms@hotmail.com).
- If you would like Sierra Moms to produce an ad for you, please place an order by the 1st of the month for placement in the following month's edition. All text, logos, graphics, and photos that you would like included in the ad will be due upon order.
- Any submissions or orders received after the deadline will not be accepted.

## **Types of Files**

- JPEGs and PDFs are usually low-resolution "snapshots" of an ad, and are not considered original art files. JPEGs and PDFs are acceptable, however the low resolution will result in a more "pixilated" appearance. High resolution JPEGs and PDFs are *possible*, however certain settings need to be applied when creating these files. The person or company who created your ad will know how to do this.
- Scans made from hardcopy are acceptable, however the print quality can vary widely depending on the following variables: the age and quality of the scanner being used, the resolution selected for the scan (300dpi is preferred), and the size and quality of the hardcopy.
- Word documents require an additional processing fee of \$5. These ads cannot be imported as-is, and will need to be recreated in the native page layout program, or printed and scanned.
- If you would like Sierra Moms to scan your ad or business card for you, there will be an additional processing fee of \$5.

## **Classifieds (in The Crier newsletter)**

Classifieds cost \$10 for every 50 words. Sierra Moms members receive a 50% discount. Bold, italic or underlined words may be specified as desired. Font and type size will be consistent with the rest of the newsletter, and is determined by the Director of Publishing. Graphics, logos and photos are an additional \$5 per image, with a 50% discount for Sierra Moms members.

Submission Deadline: Classifieds must be received by the 1<sup>st</sup> of the month for placement in the following month's newsletter.

Payment: Please see Payment section, above.

### **Classifieds (on Big Tent)**

An alternate way to advertise your business is through a classified ad posted on the Sierra Moms internal web site, Big Tent (this type of classified will not appear in The Crier newsletter). Classifieds cost \$10 for every 50 words, per month for non-members. Photos can be included and are an additional \$5 per image for non-members. Sierra Moms members are able to post classifieds on Big Tent at no charge. Sierra Moms members are able to post items for sale as well.

Submission Deadline: Classifieds can be received at any time.

Payment: Please see Payment section, above.

Sierra Moms does not distribute advertising or classifieds through the email tree.