

Connecting with Clovis

A Publication of the City of Clovis

2008 Rates and Specifications

As part of our on-going efforts to keep the residents of Clovis informed about the workings of their City government and events taking place in our special city, we offer our residents the magazine, Connecting with Clovis. The colorful magazine is mailed to every residential and business address in Clovis and appears every quarter. The city holds promise and unprecedented opportunity. The magazine will highlight those opportunities as well as explain to residents how their city government works. The magazine will contain valuable information that will encourage its readers to keep it handy and give it a longer than normal shelf-life.

2008 Production Schedule

Edition	In Home Date	Artwork Due Date
Spring 2008	March 10, 2008	February 22, 2008
Summer 2008	June 4, 2008	May 16, 2008
Fall 2008	September 3, 2008	August 15, 2008
Winter 2008	December 3, 2008	November 14, 2008

Production schedule subject to change based on the CCORA requirements. Advertisers to be notified immediately upon publisher's notification of any changes to the publishing schedule.

Mechanical Specifications

Concourse Communications utilizes Adobe Creative Suite Applications. Submit all artwork as a High Resolution PDF. Any other formats require prior authorization from the publisher. Images must be embedded in the PDF file; Fonts must be converted to curves/outlines; 4-Color CMYK process required (Spot Colors will be converted to process). 300 p.p.i./150 l.p.i. required of all images.

Artwork to be submitted via email to:
brooke@concoursecomm.com

Advertising Restrictions

The following advertisements are not acceptable for placement in the publication:

Tobacco Products	Explosives
Tear Gas and Pepper Spray Weapons	Political Advertisements
Abortion Counseling or Services	Personals
Adult-Oriented Services	Any Advertisements With a Sexual Focus
Pay-Per-Call 900 or Offshore Telephone Services	Steroids or Like-Banned Substances

In addition, publisher has right to exclude advertisements any non-listed above that is considered inappropriate for publication in a civic magazine.

Contact Information

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E-Mail: justin@concoursecomm.com

Display Advertising Rates

Circulation: 43,000

Size	4x	2x	1x
Inside Pages - Full Color			
Full Page (bleed size) (Image area 8.25" x 10.75")	3,000	3,400	3,600
2/3 Page	2,200	2,400	2,550
Half Page (horizontal)	1,650	1,850	1,950
Half Page (vertical)	1,650	1,850	1,950
1/3 Page (square)	1,200	1,350	1,425
1/3 Page (vertical)	1,200	1,350	1,425
1/4 Page	800	950	1,025
1/5 Page	650	690	710
Special Full Page Placements - Full Color (Image area 8.25" x 10.5")			
Back Cover	6,500	7,200	7,600
Inside Back Cover	5,000	5,500	5,900
Inside Front Cover	5,000	5,500	5,900
Page 1	4,800	5,200	5,600
Page 3	4,700	5,000	5,300

Build Charges

All published rates are based on Camera-Ready artwork. Concourse Communications has the ability to build artwork for clients. Please request a build cost estimate from your advertising representative. Concourse Communications requires 1 week build time.

Credit Policy

All advertising shall be prepaid unless a credit application has been submitted and approved by publisher. Upon credit approval, all payments are due in full immediately upon receipt of the invoice. A finance charge of 18% per annum, will be assessed to accounts delinquent for more than 30 days. Additionally, severely delinquent accounts will be assigned to a third-party agency for collections and have further credit revoked. Visa and MasterCard Accepted.

Rate Changes

Publisher reserves the right upon 30-day notice to change the rates herein listed. In the event of a rate increase, advertiser reserves the right to accept the increase, or to cancel an established advertising contract with no penalty, providing cancellation is delivered in writing to the publisher within the 30-day notice period. A continuance of advertising after the new rates go into effect will constitute acceptance of new rates and policies.