

Building Futures

A Publication of the Fresno Unified School District

Retail Display Advertising Media Kit

Display Advertising Rates - camera ready artwork

Distribution for CPM Purposes: 120,000

All Advertisements are Full Color at no charge.

Business Card Advertisements

\$300

Frequency Rates do not apply.

Advertising Build Charges

\$200 per built advertisement

Concourse Communications provides advertising design services to customers. All elements must be delivered to our office no later than 1 week prior to the listed deadline date. Client must approve the advertisement by the deadline date.

Note: Contact your advertising representative for rates should limited modifications be required for already produced advertisements.

Full Page
(10.375" x 11.475")

\$2,053.34

Half Page Vertical
(5.104" x 11.475")

\$1,026.67

Half Page Horizontal
(10.375" x 5.654")

\$1,026.67

Third Page Vertical
(3.347" x 11.475")

\$684.38

Third Page Horizontal
(6.861" x 5.654")

\$684.38

Quarter Page
(5.104" x 5.654")

\$513.33

Fifth Page
(5.104" x 4.49")

\$410.67

Sixth Page
(5.104" x 3.714")

\$342.29

frequency contract - camera ready artwork

Frequency	Full Page	Half Page Vertical	Half Page Horizontal	Third Page Vertical	Third Page Horizontal	Quarter Page	Fifth Page	Sixth Page
2x	\$1,955.56	\$977.78	\$977.78	\$651.79	\$651.79	\$488.89	\$391.11	\$325.99
4x	\$1,862.44	\$931.22	\$931.22	\$620.75	\$620.75	\$465.61	\$372.49	\$310.47

Mechanical Specifications

Type of Web: Cold Web - Heat Press
Line Screen: 85 lines per inch
Standard Size Page: 13.125" x 11.375"

Double Truck: Allow for 1" gutter
Negatives not accepted

Electronic Specifications

.EPS (fonts outlined/embedded)
.AI (fonts outlined/embedded)
.TIFF (300 dpi)
.JPEG (300 dpi)

.PDF files accepted only after Publisher's review

Credit Policy/Co-Op Advertising

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 upon receipt of 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.

In cases where the cost of advertising is to be shared with a manufacturer, distributor or other private party, the individual or concern placing the advertisement insertion order will be liable for full payment to publisher.

Advertising Restrictions

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

Advertising may be declined or edited at the editors discretion. All advertising is subject to current postal regulations concerning such advertising and nonprofit mail distribution.

Advertising simulating news may be accepted, but must carry the word "Advertisement" at the top of the ad, and must be set in typeface clearly different from the typeface used for the remainder of the publication.

Contact Information

Questions and General Information

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Mailing Address

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Mailing Address - Overnight Delivery

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(559) 322-2215

Effective May 1, 2004

Publisher reserves the right to make modifications/adjustments to all elements of the above. Placement of advertisement after changes have been made constitutes advertiser acceptance of said changes