

The Santee Magazine 2017

2017 Issues for Publication:

- Spring Issue – to be distributed in early-**May**
- Fall Issue – to be distributed in mid-**August**
- Holiday Issue – to be distributed in early-**November**

Advertising Rates:

Back Cover (7.25" x 8.25")	\$2925
Inside Front (7.625" x 10.125")	\$1755
Inside Back (7.625" x 10.125")	\$1755
Full Page (7.625" x 10.125")	\$1170 *
1/2 Page Vertical (3.625" x 10.125")	\$675 *
1/2 Page Horizontal (7.625" x 5")	\$675 *
1/3 Page Vertical (2.375" x 10.125")	\$485 *
1/3 Page Square (4.75" x 5")	\$485 *
1/4 Page (3.625" x 5")	\$365 *
1/6 Page Vertical (2.375" x 5")	\$265 *
1/6 Page Horizontal (3.625" x 3.5")	\$265 *

* To take advantage of your Chamber Member discount, subtract 10% off the listed rate.

To be eligible for this discount, advertisers must be a member in good standing at the time their ad is submitted.

Guaranteed positioning will add 20% to the contracted rate unless rate sheet reflects positioning.

- If you are a non-profit member of the Santee Chamber, contact the office to see if you qualify for additionally discounted rates on advertisements
- Finished ad sizes **do not** include bleed // Trim Size 8.375" x 10.875"
- Professional ad design services from our design partner, **Arli Wolfson** of *Graphic Resources*, are available from \$50 and up. Contact Arli at arligraphc@aol.com or **619.665.4878**
- Advertising rates are subject to change, but advertisers with a signed contract will be rate protected through the term of the contract
- Commitment to two issues shall grant a 15% discount; commitment to three issues shall grant a 20% discount (payment due in full – no refunds)

Advertising Submission Guidelines:

Santee Magazine can only accept digital files in the forms of PDF, jpg, eps or TIFF, at 300 dpi. Please submit files and proofs at 100% of actual size, along with the name, phone number and address of the creator of the file in case problems occur. Include crop marks indicating trim and/or bleed dimensions. Live matter should be 1/4" from trim and bindery. Santee Magazine will not be responsible for color variance if an acceptable color proof is not provided by the advertiser.

All payments and files must be received by the Chamber before the deadline for advertisement to run. Any advertiser with a balance due after publication delivery, will be charged 20% of the unpaid balance monthly until the balance is paid in full unless other arrangements are agreed to in writing before publication. Advertising space may not be cancelled after deadline. Advertisers will be invoiced full amount for any cancellations after deadline. Santee Magazine has the right to refuse any advertisement it deems objectionable or offensive or if artwork is not up to the quality standards of the publisher.

The Santee Magazine is published by the Santee Chamber of Commerce for informational purposes only. The Chamber assumes no liability for typographical errors in an advertisement, nor failure to publish an advertisement.

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Article Submissions:

Articles must be submitted as a text file or MS WORD document only. Any accompanying photos must be PDF, jpg, eps or TIFF, at 300 dpi and at 100% of actual size. Please include contact information of writer for questions and by line credits. Word count estimates are approximate according to text density, quantity of photos and logos, and any number of other variables.

Article Guidelines:

Full Page	700 Words
$\frac{3}{4}$ Page	545 Words
$\frac{1}{2}$ Page	300 Words
$\frac{1}{4}$ Page	225 Words

Deadlines:

Spring 2017 Issue: Articles & Ads Should Be Submitted Prior to the 4/7/17 Deadline
Target Delivery Date is May 2, 2017

Fall 2017 Issue: Articles & Ads Should Be Submitted Prior to the 7/21/17 Deadline
Target Delivery Date is August 15, 2017

Holiday 2017 Issue: Articles & Ads Should Be Submitted Prior to the 10/13/17 Deadline
Target Delivery Date is November 8, 2017

Distribution:

Print – Per Issue:

Total Distribution = 25,000 pieces

Direct Mail = 22,454 = Residential + 19,776 + Business & Other 2,678

Rack & Event Placement = 2,546

Online:

Each issue of the Santee Magazine is available on the Chamber website & in the Weekly Update for several weeks after publication.

Contact Information for Advertising or Article Submissions:

Kristen Dare, Event Director | dare@santechamber.com

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