



media kit

Discounts & Deals

- 5% discount for purchase of annual ads in both The Shire & Northstar Living
- 5% discount for 4 issue prepayment

Artwork Requirements

- We accept only pdf, eps or jpg files
- Ad resolution must be 300 dpi
- Be sure all art is saved in cmyk with no spot colors.
- We will not be responsible for poor quality ads resulting from submitted files that do not follow the above.
- Artwork created in Publisher, PowerPoint, or Microsoft Word will not be accepted.
- Please send files less than 10MB via email to shire@cc.media
- For larger files, please upload to dropbox.com.
User name: shire@cc.media
Password: theshire

| | 1x | MultiAd *3 or more per year | Prepaid 4x per year |
|------------|---------|-----------------------------------|------------------------|
| Back Cover | \$1,100 | \$900 | add'l 5% |
| 1/2 page | \$1,000 | \$800 | discount |
| 1/3 page | \$800 | \$600 | • |
| 1/4 page | \$600 | \$450 | ↓ |
| 1/6 page | \$450 | \$300 | ↓ |

Prices reflect **cost per ad**.
All prices are NET.

Special Position
add \$50 per ad.

Ad Design \$175
Existing Ad Revisions
\$75 per hour

The Glenshire Devonshire Residents Association is committed to keeping it's membership informed by publishing their newsletter four times per year.

Advantages to advertising in The Shire:

- Distribution to over 1,500 property owners, with projected locals and visitors reach of 4,000
- Extended shelf life of 60+ days
- Contains pertinent local information to the community
- One of the few ways to reach Truckee area consumers

2016 Publication Schedule

MARCH

Feb 16 Space reservation | artwork due

MAY

April 15 Space reservation | artwork due

AUGUST

July 20 Space reservation | artwork due

OCTOBER

Sept 15 Space reservation | artwork due

Ad Specs

Back Cover

8.5w x 5.5h
with 1/8" Bleed

1/2 Page

7.6875w x 4.77h

1/3 Page

7.6875w x 3h

1/4 Page

3.656w x 4.77h

1/6 Page

2.4w x 4.77h

