



# 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

## 2017 Publication Schedule

### MARCH

Feb 14 Space reservation | artwork due

### MAY

April 14 Space reservation | artwork due

### AUGUST

July 6 Space reservation | artwork due

### OCTOBER

Sept 14 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

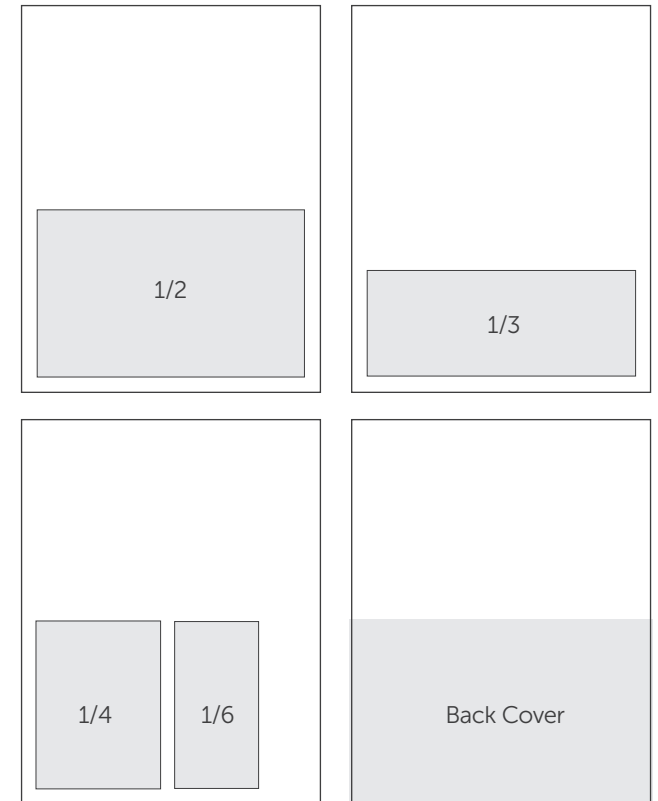
7.6875w x 3h

### 1/4 Page

3.656w x 4.77h

### 1/6 Page

2.4w x 4.77h





# 2017 Contract

Total number of advertisements \_\_\_\_\_

Cost per issue \$ \_\_\_\_\_

**Subtotal** \$ \_\_\_\_\_

4 issue pre-payment discount (5%) \$ \_\_\_\_\_

Annual contract In both  
NSL & The Shire discount (5%) \$ \_\_\_\_\_

Ad design fee \$ \_\_\_\_\_

Special position (add \$50) \$ \_\_\_\_\_

**Total cost** \$ \_\_\_\_\_

Who will provide the artwork for your ad?

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Do you need your ad designed? ☐ Yes ☐ No

Contract accepted by: (please print clearly)

Advertiser/Business \_\_\_\_\_

Authorized by \_\_\_\_\_

Signature \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_



| 530.582.4100 | www.cc.media

Today's Date \_\_\_\_\_

# of Ads  
Purchased \_\_\_\_\_

Issues	Year	Size
<input type="checkbox"/> March _____		
<input type="checkbox"/> May _____		
<input type="checkbox"/> August _____		
<input type="checkbox"/> October _____		

## Ad Sizes

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

## Contract Fulfillment

- ① Non-transferable. This order will cover only advertising relating to the regular business of the advertiser and its privileges cannot be transferred, in whole or in part, to another advertiser.
- ② Advertisers and their agencies assume liability for all content of advertisement published and claims arising therefrom.
- ③ Advertising position in The Shire is left to the option of CCMedia.
- ④ CCMedia assumes no financial responsibility for typographical errors in advertisements.
- ⑤ Reproduction quality in photo, art and type reproduction will not be guaranteed by CCMedia.
- ⑥ Short-rate bills will be issued on cancellation of order or when frequency discounts are not earned.
- ⑦ A 3% per month finance charge will apply if an invoice is 30 days or more past due.