



2018 media kit

Discounts & Deals

- 5% discount for purchase of annual ads in The Shire and IVGIID or Northstar Living.
- 5% discount for 4 issue prepayment.
- Annual advertisers will be included in the online Business Directory.

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 art@cc.media
- For larger files, please upload to dropbox.com.

	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

2018 Publication Schedule

MARCH

Feb 5 Space reservation | artwork due

MAY

April 2 Space reservation | artwork due

AUGUST

July 9 Space reservation | artwork due

OCTOBER

Sept 10 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

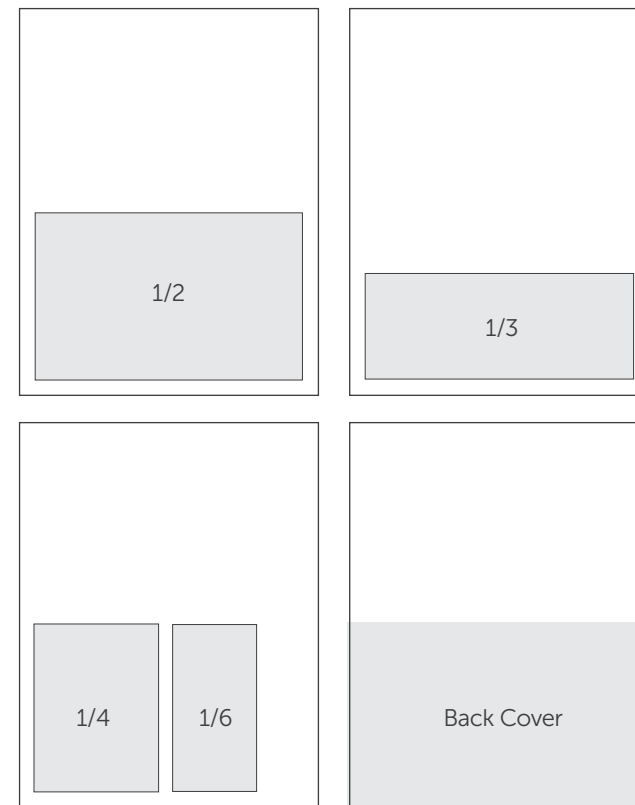
7.6875w x 3h

1/4 Page

3.656w x 4.77h

1/6 Page

2.4w x 4.77h





2018 Contract

Total number of advertisements _____

Cost per issue \$ _____

Subtotal \$ _____

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

Annual contract in The Shire
and NSL or IVGID 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.