



2010 SMMC Newsletter Rate Sheet

The Southern Marin Mothers' Club (SMMC) publishes a newsletter 10 times annually for its ~1100+ members. (July/August and December/January are double issues). SMMC offers several types of advertising space:

1. General newsletter print ads;
2. Around the Bay Calendar sponsorship in newsletter;
3. Monthly Leaflet inserts in newsletter

Once you have selected your ad size and the month(s) the ad will run, please inform your ad coordinator by email.

Businesses starting with the letter A-L should contact Samira Willson at: Smmc.Samira@yahoo.com

Businesses starting with the letter M-Z should contact Alissa Philp at: Smmc.Alissa@yahoo.com

Discounts

Active SMMC Members can receive a 5% discount and non-profit organizations can receive a 10% discount.

Advertisers can receive discounts of 10% for 6+ prepaid issues or 5% for 3-5 issues (ads may/may not be consecutive).

Discounts can not be combined. Highest discount amount is applied.

Inserts

Advertisers wishing to promote certain community events (classes or fundraisers) may advertise with an insert.

These black-and-white ads are printed on color paper, alerting members to important Mom-related and family events.

Inserts are \$500, and available to non-profit advertisers on a first-come, first-serve basis.

Around the Bay Sponsorship

Advertisers with businesses that are Mom and child focused can sponsor the newsletter's Around the Bay section.

It's a colorful pullout calendar section with a timeline of monthly events that Moms reference for most local baby/toddler/and child activities. Sponsorship includes a banner heading and 2.5 x 3.5 exclusive ad.

Sponsorship is \$450 for 3 issues ; \$850 for 6 issues and \$1,400 for an entire year of exclusivity.

Production

All ads must be ready for print upon submission. All new ads, regardless of whether you are a new or existing advertiser, must be submitted by the deadline. If changes are needed, your ad coordinator will inform you.

It is your responsibility to make changes and re-submit in a timely manner.

SMMC DOES NOT PROVIDE DESIGN, ILLUSTRATION OR FILE ALTERATION SERVICES.

Print and Graphic File Formats

SMMC ads are printed in black ink on white paper at 110 lines per inch.

Submitting color ads may negatively affect the image quality of your ad. Ads must be the correct size and orientatic **High resolution, print-optimized .PDF files are preferred.** If possible, include an editable .PSD file.

The effective resolution should be 300 dpi or greater. The image size should match the actual print ad size.

Lower resolution may be accepted if the image size is bigger than the purchased print ad size. Images saved in CMYK color palette are preferred as TIFF or EPS format using binary encoding or jpeg format. No RGB images.

Each ad must be its own file. Please save the file using your company name then email it to your ad coordinator.

Payment and Art Submission

All advertising payments and art must be received by the 25TH of the month prior to print. (I.e. if advertising in the April issue, the deadline for payment is February 25th.) Payment must be received before an ad will be printed.

Payments received after the deadline will be posted to the next issue at SMMC's discretion.

SMMC Publisher's Protective Clause

Advertisers are solely responsible and assume liability for the content of their advertisements. Advertisers agree to hold harmless and indemnify SMMC against any claim arising from advertisements. SMMC cannot be held responsible for circumstances beyond its control, such as a postal strike, natural disaster, or action by any quasi-/governmental entity. SMMC, as a private organization, reserves the right to refuse publishing of any advertisement for any reason.

Every effort will be made to ensure a fair and equitable position in the publication, SMMC does not offer ad placement.

Advertisers are not exclusive and are aware there may be competitors advertising in the same newsletter.

Cancellation and Reimbursement Policy

SMMC requires a 60-day notice of cancellation for a reimbursement. Refunds will be based on how many issues remain on the current contract. The refund amount will be determined by the SMMC Advertising Team on a case-by-case basis. Advertisers who don't provide 60-day notice may receive a partial refund up to 50% of their remaining contract amount. Around the Bay sponsorships and inserts also require a 60-day notice of cancellation, but are not refundable.



SMMC Newsletter Advertising Reservation Form

Please fill in the information below and save it under your company name. Email completed forms to your ad contact.

Business Name
Contact Name
Business Type
Address¹
City
State
Zip
Phone
Email

Number of Months to Reserve: discount of 5% for 3-5 issues & 10% for 6+ issues
Please list the Month(s) you like to reserve
Ad Size Required (select from drop down) **Business Card** Select from Drop down box by clicking cell B22
Price per issue _____ See Price Below

Number of Months x Price per Issue (A20xA123) _____
5% Discount for Members
5% Discount for 3 months
10% Discount for 6 months
10% Discount for non-profits

PLEASE NOTE ONLY ONE DISCOUNT ALLOWED

TOTAL DUE (After discount applied) \$

To confirm reservation

Please mail a check payable to SMMC in the amount of **TOTAL Due (B32)**, to the following address:

**SMMC Newsletter Advertising
P.O. Box 271
Mill Valley, CA 94942**

Please include your company name on the check and "SMMC Ad".

You will receive a hardcopy of the newsletter once published, the first week of the issue month, at the address provided. Ads can be changed each issue, as so long as they are received by the due date, 5 weeks prior to the selected issue.

Monthly Ad Rates (Pricing is for single issues, please multiply as needed by the number of issues desired)

Ad Size	Prices	Artwork Dimensions
Business Card (1/8th Page)	\$80 (2.5" wide x 5" tall)	
Quarter Page	\$110 (4" wide x 5" tall)	
Half Page	\$210 (7.5" wide x 5" tall or 3.5" wide x 10" tall)	
Full Page	\$500 (7.5" wide x 10" tall)	

*A limited number of 1/2 page and full-page ads are available per newsletter and **require pre-approval**

Submitting your ad:

Artwork for ads is due a little over 5 weeks prior to our publication date. Deadlines for 2010 are in the calendar below. We can accept ads in PDF, Tiff or Jpeg format only. Please be sure that your ad dimensions are correct to the ad size that you select. Also, please be sure to save your ad as your company name. Ads should be emailed to your advertising contact.

Issue	Publication Date	Ad Artwork & Fees	Due Date
Feb	2/1/10		12/26/09
March	3/1/10		1/25/10
April	4/1/10		2/25/10
May	5/1/10		3/25/10
June	6/1/10		4/25/10
July/Aug	7/1/10		5/25/10
Sept	9/1/10		7/25/10
Oct	10/1/10		8/25/10
Nov	11/1/10		9/25/10
Dec/Jan	12/1/10		10/25/10