

The Community **LINK**

Serving Eastern Ventura County



Every month – 7500 impressions – 3,500 papers hit high-traffic businesses, stores, restaurants, coffee shops, hospitals and area hotels.

There is simply no more cost-effective marketing penetration into the east Ventura County upper-income market. Display ads start as low as \$82.50 per issue with a one-year contract. A full color page is available at \$850. That equates to less than 29¢ per impression – less than two-thirds the cost of a postage stamp.



The Community Link, merging business with community throughout Eastern Ventura County.

Published and delivered on the first of every month.



For information about delivering your information to the community, contact:

Bruce Rokos
Editor
The Community Link
805.320.2094
18 E. High Street, Suite B
Moorpark, CA 93021
CommunityLinkNews@gmail.com



Serving Eastern Ventura County

ADVERTISING CONTRACT

Advertising company / organization: _____

Advertising contact:

Name _____

Phone _____ Email _____

Billing Contact:

Name _____

Phone _____ Email _____

Address _____ City _____ State _____ Zip _____

Size/type of ad: Full page 1/2 page 1/4 page 1/8 page Insert Other Color

Advertising frequency: 1st month _____ Year _____ Number of months _____

Rate per month \$ _____ (Please check Color B&W) = Total per run \$ _____

MC Visa Expires _____

Credit card number _____

Complete spelling of signature as appears on the card: _____

Authorizing signature _____ Date _____

Publisher's Rights

Publisher's liability shall not exceed the cost of that portion of the space occupied for such an error. Claims must be made within seven days of publication. Publisher is not responsible for final output of artwork provided by advertiser that does not meet artwork specifications.

Cancellation of Contract

Cancellations must be submitted in writing at least 30 days prior to issue publication date. 50% of contract balance is due in full upon cancellation of contract.

Distribution Information

Public distribution will take place at high traffic points in Moorpark, Simi Valley and the Conejo Valley. Newspaper arrives within the first week of each month.

Publication Information

The Community Link covers news of area Chambers of Commerce, businesses, city and community concerns, the arts and matters of local opinion.

Bruce Rokos, Editor
The Community Link
805.320.2094

18 E. High Street, Suite B
Moorpark, CA 93021
CommunityLinkNews@gmail.com

2018 ADVERTISING SPECIFICATIONS
The Community Link Newspaper

AD MATERIAL DEADLINE: 10th of month prior to publication month. (No exceptions.)

Ad sizes are as follows:

Ads submitted that are not the correct size will require production charges billable to Advertiser.

| AD SIZE | INCHES/FRACTION | 1X B&W | 1X COLOR |
|---------------------|--------------------------|-------------------|-----------------|
| Full Page | 10" X 15.75" Vertical | \$650 | \$850 |
| Half Page | 10" X 7.625" Horizontal | \$325 | \$425 |
| Quarter Page | 4.875" X 7.625" Vertical | \$175 | \$325 |
| Eighth Page | 4.875" X 3" Horizontal | \$110 | \$260 |
| 3 month commitment | 10% Discount | | |
| 6 month commitment | 15% Discount | | |
| 12 month commitment | 25% Discount | | |

Chamber members receive a 10% discount to above rates.

CUSTOM DESIGNED ADS AVAILABLE:

Our excellent design team is available to create your advertisement.

| | | | |
|---------------|------|-------------|------|
| Full page ads | \$85 | Half page | \$65 |
| Quarter page | \$60 | Eighth page | \$40 |

Please call 805.529.6922 for assistance.

ADVERTISER SUPPLIED ADS: All digital artwork must be high resolution (minimum 300 dpi) files from the following applications: Photoshop, Illustrator or PDF format. **DO NOT INCLUDE BLEED OR CROP MARKS ON ADS.** Artwork provided on CD should include a printed copy. CDs will not be returned. Artwork can be sent via email if file size allows. Contact us if files are larger than 5 mgs. Send files to CommunityLinkNews@gmail.com.

Publisher is not responsible for final output of artwork provided by advertiser that does not meet artwork specifications.

ADVERTISING INSERTS:

Inserts must be provided by customer and delivered to us as preprinted 8.5 X 11" (1 or 2-sided).

The cost is \$250 for 3500 businesses.

MATERIAL DEADLINE:

15th of month prior to publication month