



FULLERTON OBSERVER COMMUNITY NEWSPAPER

PO Box 7051 • Fullerton CA 92834
 website: www.fullertonobserver.com

• Phone 714-525-6402
 • email: observernews@earthlink.net

2011/2012 Schedule

Today's Date _____ Job Name _____

Company _____
 Mailing Address _____

City _____ State _____ Zip _____

Phone(_____) _____ Email _____

•Circle Size: TINY, A, B, C, D, E, or Custom
 (Custom sizes are \$12 per square inch HxW*\$12 no discounts)

•Circle Frequency: 1, *6 or *21
 (*Must be consecutive issues for discounts to apply)

•TOTAL: \$ _____ x _____ = \$ _____
 (price per ad) (frequency)= (total)

•Date of Issue to Start (from schedule at right)
 START _____ END _____

Print Name: _____

Signature: _____

NAME.....	DEADLINE..	(DISTRIBUTION)
MID-NOV 2011.....	NOV 7.....	(NOV 14)
EARLY-DEC.....	NOV 28.....	(DEC 5)
MID-DEC.....	DEC 12.....	(DEC 19)
JANUARY.....	JAN 2, 2012.....	(JAN 9)
EARLY-FEB.....	JAN 23.....	(JAN 30)
MID-FEB.....	FEB 6.....	(FEB 13)
EARLY-MAR.....	FEB 20.....	(FEB 27)
MID-MAR.....	MARCH 5.....	(MARCH 12)
EARLY-APRIL....	MAR 26.....	(APRIL 2)
MID-APRIL.....	APRIL 9.....	(APRIL 16)
EARLY-MAY.....	APRIL 23.....	(APRIL 30)
MID-MAY.....	MAY 7.....	(MAY 14)
EARLY-JUNE.....	MAY 28.....	(JUNE 4)
MID-JUNE.....	JUNE 11.....	(JUNE 18)
JULY.....	JUNE 25.....	(JULY 2)
AUGUST.....	JULY 23.....	(JULY 30)
EARLY SEPT.....	AUG 20.....	(AUG 27)
MID-SEPT.....	SEPT 10.....	(SEPT 17)
EARLY-OCT.....	SEPT 24.....	(OCT 1)
MID-OCT.....	OCT 8.....	(OCT 15)
EARLY-NOV.....	OCT 29.....	(NOV 5)
MID-NOV.....	NOV 12.....	(NOV 19)
EARLY-DEC.....	NOV 26.....	(DEC 3)
MID-DEC.....	DEC 10.....	(DEC 17)
JANUARY.....	JAN 7, 2013.....	(JAN 14)

AD SIZE (W x H) (in inches)	FREQUENCY PRICE PER ISSUE		
	1 AD	6 ADs	21 ADs
TINY (2.25 x 2.25)	\$38	\$38	\$38
A (5 x 2.25)	\$95	\$85	\$76
B (5 x 3.75)	\$160	\$144	\$128
C (5 x 7)	\$300	\$270	\$240
D (10 x 7)	\$625	\$562	\$500
E (10 x 15)	\$1350	\$1217	\$1080



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CIRCULATION

PRINT & ONLINE:

The *Fullerton Observer* is read by over 10,000 households in Fullerton. Readers either subscribe to have the paper delivered to their homes by mail or pick the paper up for free at locations in stores, restaurants, libraries, colleges, and civic centers around town.

The paper is also available online at www.fullertonobserver.com where it is read by an average of 120 unique visitors per day. 60% of viewers bookmark the page. The paper also gets an average of over 23,000 non-viewed hits per month from other websites.

The online paper is a replica of the print version with all ads intact and there is no extra charge to advertisers.

HOW TO SEND AN AD:

After you have called to schedule a date for your ad to appear, send the artwork in jpg form to observernews@earthlink.net. Ads must be in grayscale.

We limit reverse lettering and black backgrounds because they make our paper inky, which is unpleasant for our readers. No lettering below 10pt can be read in the paper so please keep your small print above that size. We print at 300dpi.

We offer simple ad creation at no charge if you arrange that with us well before your print date. If you don't have an artist and need a more polished ad we suggest contacting Claudia Miller by email at claudia@adirections.com.

WHAT TO INCLUDE

IN YOUR AD:

Your company, organization, or event name; location address; date of event; what you are offering; contact info such as phone number, email, website; logo/artwork; slogan, etc.

AD CHANGES:

Ad copy may be changed each time the ad runs if at the same size and delivered by the deadline.

CUSTOM SIZE ADS:

In addition to our discounted, preset ad sizes, custom size ads are available for \$12 per square inch. Sorry, discounts for frequency do not apply. Ad sizes which do not fit our layout are not accepted.

PAYMENT:

Payment and camera-ready ad is due by the deadline before the issue you wish your ad to appear in. Yearly customers may pay for the entire year or choose to be billed for every 6 ads before each run.

NOTE:

Customers are responsible for paying for ordered space even if they fail to deliver their ad by the deadline. The *Fullerton Observer* reserves the right to reject any ad which does not suit our readership. Though we rarely make errors, any error made by us will be corrected through free replacement ad in a following issue. Please proof your ads. We don't reimburse for errors which are not our fault.

For further information
call 714-525-6402.

Thank You!

About the Observer

•The *Fullerton Observer* is Fullerton's only independent, community written newspaper. Founded in 1978 by the late Ralph and Natalie Kennedy and a group of friends, it is still created by an all-volunteer staff of local residents. Roy and Irene Kobayashi, an original founding family, continue to work on the paper, and Ralph and Natalie's eldest child Sharon serves as editor.

•The paper is published every other Monday except only once in July, August and January.

•The *Observer* welcomes honest advertisers offering products, services, and events of interest to our readers. We are interested in long-term success and have provided an affordable and effective service to our advertisers and readers for over 34 years.

•The *Observer* reserves the right to reject ads that do not suit our family readership.

CSUF MEDIA SURVEY

An independent media survey conducted by the Social Science Research Center of California State University Fullerton found that more residents get their news from the *Fullerton Observer* than any other local publication.

FULLERTON DEMOGRAPHICS

- Housing Units: 44,044
- Population: 137,624
- Median Income: \$75,700
- Businesses: 11,639
- Schools:
 - 15 public elementary
 - 2 public K-8
 - 3 junior highs
 - 5 public highs
 - 5 universities & colleges



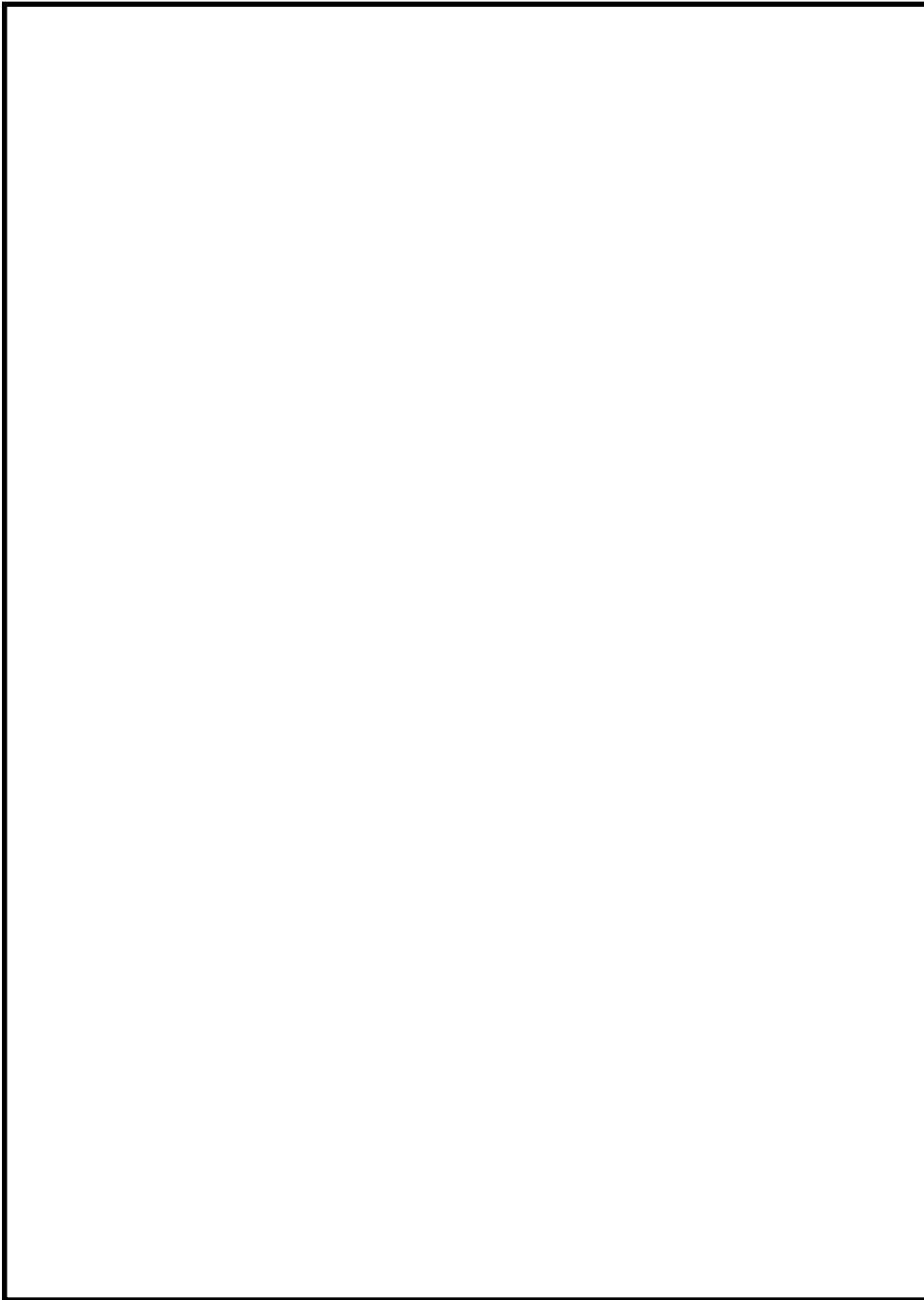
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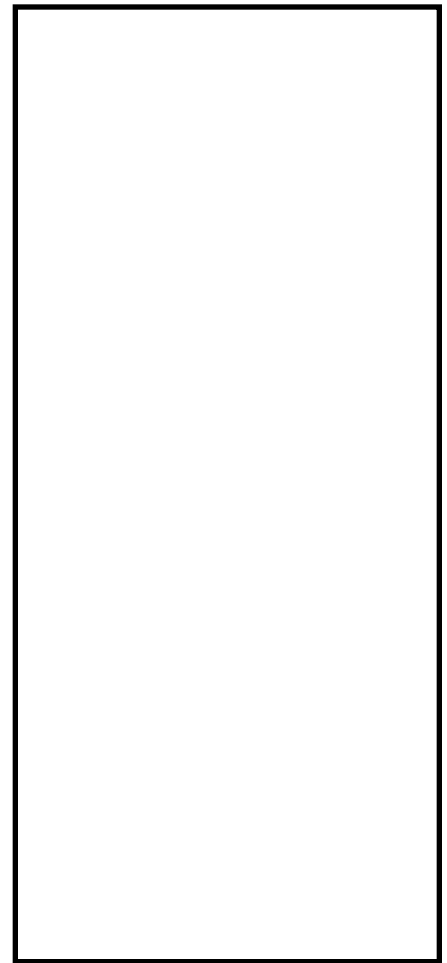
website: www.fullertonobserver.com

• email: observernews@earthlink.net



ABOVE IS THE ACTUAL SIZE
OF A 1/4 PAGE SIZE "C" AD
5 x 7 inches

Single issue: \$300
6 issues in a row: \$270 per issue (\$1,620)
21 issues in a row: \$240 per issue (\$5,040 per year)



ABOVE IS THE ACTUAL SIZE
OF A SIZE "A" AD
2.25 x 5 inches

Single issue: \$95
6 issues in a row: \$85 per issue
(\$510 for 6)
21 issues (year): \$76 per issue
(\$1,596 per year)

Ad sizes shown here and on the next page are generally large enough to create interest in your event or service in our paper.

We place only a few ads per page so your ad will stand out and be effective.

If you have more to say we also offer half page ads which are size "D" and full page ads which are size "E". See page 1 for pricing



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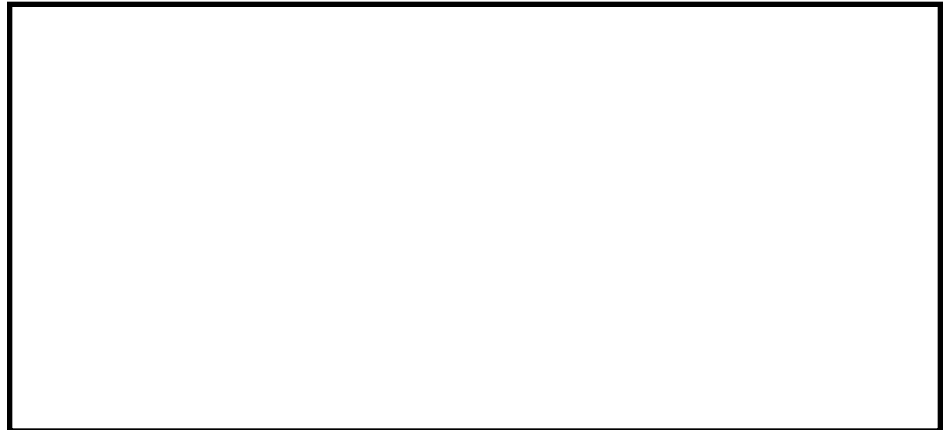
Example *of* EFFECTIVE LETTERING SIZES

You will want to grab attention with a good sized heading. Make sure the

- **date • location & contact information** is large enough to be easily read.

Leave some space around the outside of your copy and between lines.

If you have information in small lettering it must be at least point 10 to be read in the paper.



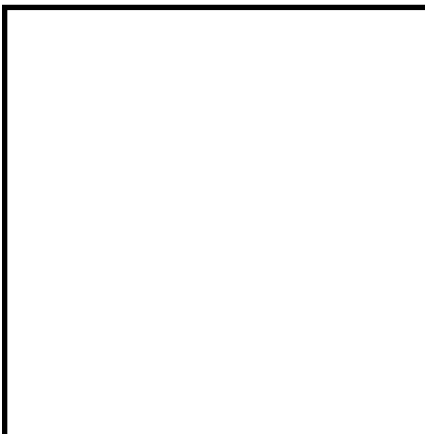
ABOVE IS THE ACTUAL SIZE OF A SIZE "A" AD
2.25 x 5 inches

Single issue: \$95
6 issues in a row: \$85 per issue (\$510 for 6)
21 issues (year): \$76 per issue (\$1,596 per year)



ABOVE IS THE ACTUAL SIZE OF A SIZE "B" AD
5 x 3.75 inches

Single issue: \$160
6 issues in a row: \$144 per issue (\$864 for 6)
21 issues: \$128 per issue (\$2,688 per year)



ABOVE IS THE ACTUAL SIZE OF A "TINY" AD
2.25 x 2.25 inches

\$38 per issue
No further discounts
6 times (\$228)
21 issues (\$798)