



# Fullerton Observer Community Newspaper

## AD INSERTION ORDER FORM

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

Call 714-525-6402 to reserve space

Today's Date \_\_\_\_\_ Job Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

### 2010/2011 Schedule

ISSUE.....	DEADLINE
(distrib date)	
<b>JULY (6/28).....</b>	<b>JUNE 21</b>
AUG (8/2).....	JULY 26
SEPT (8/30).....	AUG 23
MID-SEPT (9/13).....	SEPT 6
OCT (10/4).....	SEPT 27
MID-OCT (10/18).....	OCT 11
NOV (11/1).....	OCT 25
MID-NOV (11/15).....	NOV 8
DEC (12/6).....	NOV 29
MID-DEC (12/20).....	DEC 13
<b>JAN 2011 (1/10).....</b>	<b>JAN 3, 2011</b>
FEB (1/31).....	JAN 24
MID-FEB (2/14).....	FEB 7
MARCH (2/28).....	FEB 21
MID-MARCH (3/14).....	MAR 7
APRIL (4/4).....	MAR 28
MID-APR (4/18).....	APRIL 11
MAY (5/2).....	APRIL 25
MID-MAY (5/16).....	MAY 9
JUNE (5/30).....	MAY 23
MID-JUNE (6/13).....	JUNE 6
JULY (6/27).....	JUNE 20
AUG (8/1).....	JULY 25
SEPT (8/29).....	AUG 22
MID-SEPT (9/19).....	SEPT 12

• **Circle size: A, B, C, D or E**  
OR Custom: width (circle one) 2.5, 5, 7.5 or 10.25 x height \_\_\_\_\_

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

• **Grand total: \$ \_\_\_\_\_ x \_\_\_\_\_ = \$ \_\_\_\_\_**  
(price) (frequency) (total)

• Insert ISSUE (distrib date) from schedule at right:  
START \_\_\_\_\_ 2010, 2011 END \_\_\_\_\_ 2010, 2011

**Signature:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

Comments:

**What to include in an ad:**

- Your company, organization or event name
- Location address
- Date of Event
- Phone number
- Website address
- Logo / artwork
- Hours
- Slogan

AD SIZE (WxH) IN INCHES	FREQUENCY PRICE PER ISSUE		
	1 AD	6 ADs	21 ADs
A) 5 x 2.25	\$95	\$85	\$76
B) 5 x 3.75	\$160	\$144	\$128
C) 5 x 7	\$300	\$270	\$240
D) 10.25 x 7	\$625	\$562	\$500
E) 10.25 x 15	\$1350	\$1217	\$1080



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www.fullertonobserver.com

## CIRCULATION:

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

The paper is also available online at [www.fullertonobserver.com](http://www.fullertonobserver.com). Our unadvertised website receives an average of 9,000 viewed hits per month and is bookmarked by an average of 75% of unique visitors. The paper also gets an average of 26,000 non-viewed hits.

## CUSTOM SIZE AD PRICES:

In addition to our discounted, preset ad sizes, custom size ads are available for \$12 per sq inch. Sorry, discounts may not be applied to custom size ads. To find your ad price, measure the custom height and a width of either 2.5", 5", 7.5" or 10.25" and multiply by \$12. Ads will only be accepted in the aforementioned widths.

All ads are sized in actual square inches on a ruler.

## HOW TO SEND AD:

After you have called to arrange a date for your ad to appear, you will be given the email to send the artwork to. Ads must be grayscale in pdf and jpeg form at the correct size you are ordering. We print at 300 dpi resolution. Limited reverse lettering/black backgrounds. No lettering below 10pt. We can create a simple ad for you. Call for details.

## AD CHANGES:

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

## ONLINE:

Ads also appear in the online edition at no extra charge.

## PAYMENT:

All new 1x & 6x customers must pay in advance.

Yearly customers may choose 6x billing or pay for the whole year. New yearly customers pay first 6x in advance and are billed every 6 issues thereafter.

**NOTE:** Customers are responsible for paying for ordered space even if their ad is not delivered by the deadline. The paper reserves the right to reject ads that do not suit our readership.

Customers are responsible for approving ads created by staff.

Errors made by the *Fullerton Observer* will be corrected through free replacement ad in the next issue.

For further information call 714-525-6402

# Thank you!

## ABOUT THE OBSERVER

The *Observer* is Fullerton's only independent, community written newspaper. Founded in 1978 by Ralph Kennedy and a group of friends, it is still run by an all volunteer staff of local residents. The paper is published twice per month except only once in July, August, and January.

We welcome honest advertisers offering products, services and events of interest to our readers. We reserve the right to reject ads that do not suit our readership. Please call Sharon with questions at 714-525-6402.

## CSUF READERSHIP SURVEY

A local 2008 survey conducted by the Social Science Research Center of California State University Fullerton showed

### Fullerton residents get their news from:

**50.5%** OC Register.

**24.7%** *Fullerton Observer*

**5.9%** LA Times;

**5.4%** Fullerton News Tribune

## FULLERTON DEMOGRAPHICS

44,044 households (2008)

126,000 people

average household income

\$75,700

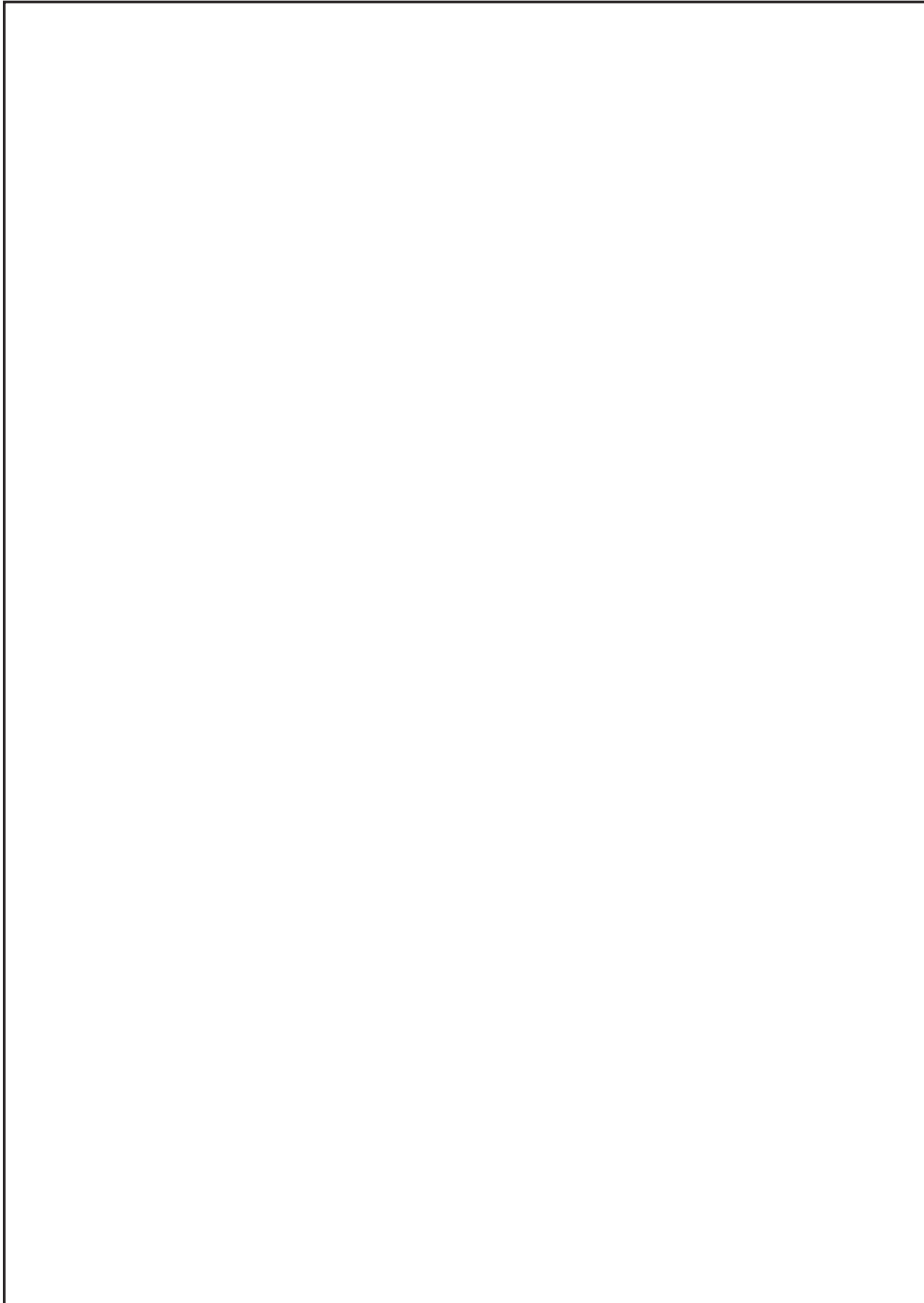


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[www.fullertonobserver.com](http://www.fullertonobserver.com)



This is the actual size of  
a “C” sized ad.

5 x 7

Single issue: \$300

6 issues: \$270 / issue

21 issues: \$240 / issue

**Comments:**

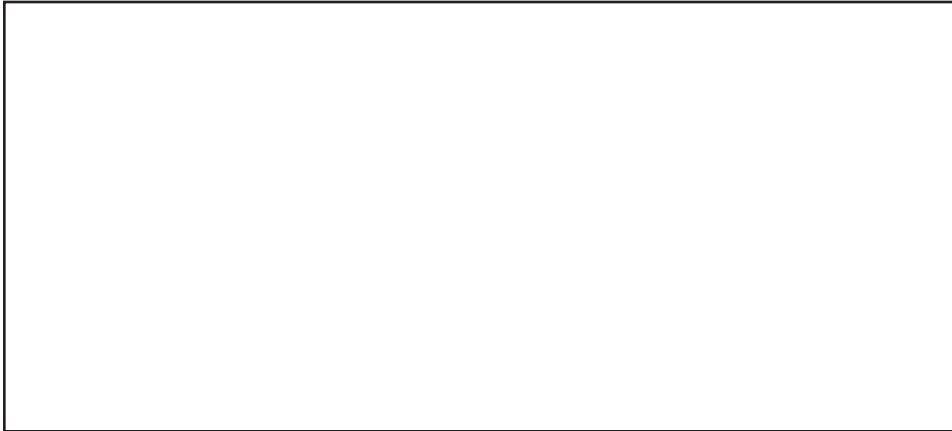


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This is the actual size of  
an "A" sized ad.

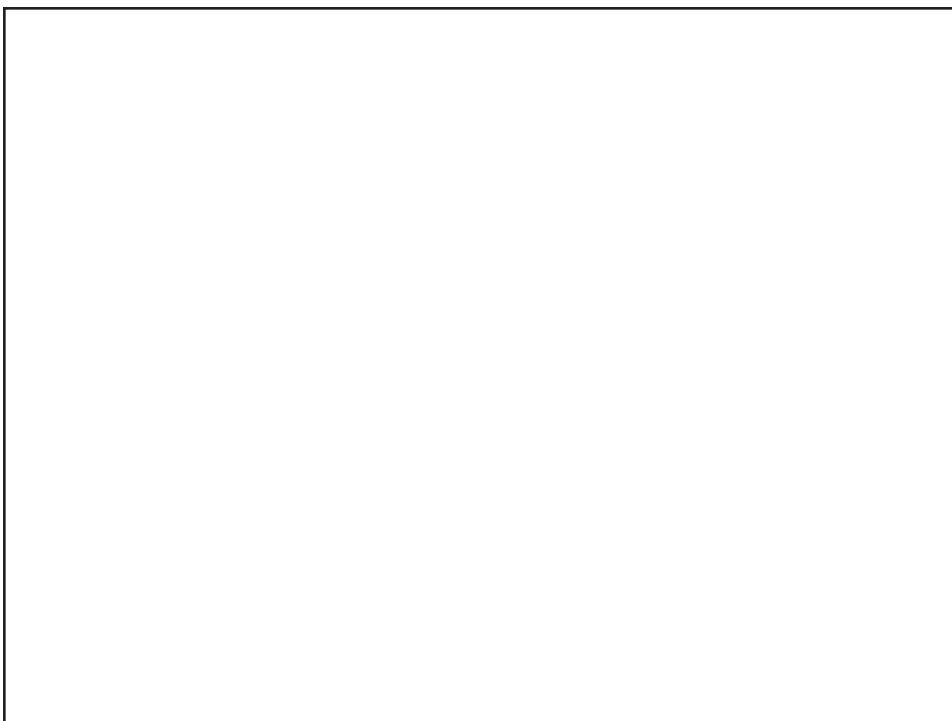
5 x 2.25

Single issue: \$95

6 issues: \$85 / issue

21 issues: \$76 / issue

## Comments:



This is the actual size of  
a "B" sized ad.

5 x 3.75

Single issue: \$160

6 issues: \$144 / issue

21 issues: \$128 / issue