

EFFECTIVE SEPTEMBER 1, 2023

CONTACT INFORMATION

Business: _____
 Ad Contact: _____
 Tel: _____
 Cell: _____
 Email Address: _____
 Street Address: _____
 Billing Address: _____
 City: _____
 State: _____ Zip: _____

COST INFORMATION

Dimensions: _____
 Column Inches: _____ x 21.70 \$ _____
 Color (Column Inches): _____ x \$10.00 \$ _____
 Subtotal: \$ _____
 % Discount: _____
 Total per Issue: \$ _____
 Number of Issues: X _____
 Subtotal: \$ _____
Total Cost: \$ _____

PUBLICATION DATES	ISSUE NOTES	OFFICE USE ONLY
<input type="checkbox"/> Issue 35 • September 1		<input type="checkbox"/>
<input type="checkbox"/> Issue 36 • September 8		<input type="checkbox"/>
<input type="checkbox"/> Issue 37 • September 15		<input type="checkbox"/>
<input type="checkbox"/> Issue 38 • September 22		<input type="checkbox"/>
<input type="checkbox"/> Issue 39 • September 29		<input type="checkbox"/>
<input type="checkbox"/> Issue 40 • October 6		<input type="checkbox"/>
<input type="checkbox"/> Issue 41 • October 13		<input type="checkbox"/>
<input type="checkbox"/> Issue 42 • October 20		<input type="checkbox"/>
<input type="checkbox"/> Issue 43 • October 27		<input type="checkbox"/>
<input type="checkbox"/> Issue 44 • November 3		<input type="checkbox"/>
<input type="checkbox"/> Issue 45 • November 8	Wednesday delivery.	<input type="checkbox"/>
<input type="checkbox"/> Issue 46 • November 17		<input type="checkbox"/>
<input type="checkbox"/> Issue 47 • November 22	Wednesday delivery.	<input type="checkbox"/>
<input type="checkbox"/> Issue 48 • December 1		<input type="checkbox"/>
<input type="checkbox"/> Issue 49 • December 8		<input type="checkbox"/>
<input type="checkbox"/> Issue 50 • December 15		<input type="checkbox"/>
<input type="checkbox"/> Issue 51 • December 22		<input type="checkbox"/>
<input type="checkbox"/> Issue 52 • December 29		<input type="checkbox"/>

DISCOUNTS

DISCOUNTS ARE CUMULATIVE

(MAXIMUM DISCOUNT ALLOWED = 30%)

- 5% off – 12 issues
- 5% off – 24 issues
- 5% off – 36 issues
- 5% off – 52 issues
- 5% off – Nonprofit
- 5% off – Prepay in full

**Serving our
community
since 1996.**

PLEASE INQUIRE ABOUT SPECIAL RATES OR PACKAGES

AGREEMENT

Statements will be mailed out in accordance with the billing plan specified. TERMS: Balances are considered past-due after 30 days from the billing date. Accounts with past-due balances will be charged an interest rate of 1.5 percent monthly. Advertisers must notify the Peninsula Pulse of advertisement errors within 15 days of the initial publication, after which time all claims are void. The Peninsula Pulse reserves the right to cancel this contract if the advertiser does not comply with the payment agreements stated above. Cancelled, pre-paid advertising will be held as Peninsula Pulse credit for one year, after which time credit will be void. DISCOUNTS ARE VOID FOR CUSTOMERS WITH PAST-DUE BALANCES (45 DAYS).



ADVERTISER'S SIGNATURE

DATE

PULSE ADVERTISING REPRESENTATIVE

DATE

**Serving our
community
since 1996.**

RECORDING OUR TIME. EVERY WEEK ALL YEAR.

DISCOUNTS

- Discounts are cumulative.
- Maximum discount = 30% off.
- Discounts apply to all ads except those under the 1/5 Page Deal, some premium placements & other promotions.
 - 5% off – 12 issues
 - 5% off – 24 issues
 - 5% off – 36 issues
 - 5% off – 52 issues
 - 5% off – Nonprofit
 - 5% off – Prepay in full

LARGE AD RATES**

- Full page BW: \$1,160.00
- Full page color: \$1,250.00
- 4/5 page BW: \$900.00
- 4/5 page color: \$995.00
- 1/2 Page BW - \$655.00
- 1/2 Page Color - \$750.00
- 2/5 page BW: \$460.00
- 2/5 page color: \$545.00
- 1/4 Page BW - \$325.00
- 1/4 Page Color - \$415.00
- 1/5 page BW: \$245.00
- 1/5 page color: \$335.00

FIFTH PAGE DEAL*

- 25% discount for 22 issues or more
- 30% discount for 42 issues or more

PREMIUM AD RATES**

Front page section of sections:
Limited Availability please inquire

- Full page back page:** \$1,375.00
- 4/5 page back page:** \$1,095.00
- 2/5 page back page:** \$595.00
- 1/5 page back page:** \$360.00

**Ask an advertising representative about discounts for premium placement ads.



DIMENSIONS:

1/5 page

4.75" wide x 8.5" tall, 6.5" wide x 6" tall, or
9.88" wide x 4" tall

1/4 page

4.75" wide x 10" tall, 6.5" wide x 7.5" tall or
9.88" wide x 5" tall

2/5 page

4.75" wide x 17.25" tall or 6.5" wide x 12" tall or
9.88" wide x 8.5" tall

1/2 page

4.75" wide x 21.5" tall or 9.88" wide x 10" tall

4/5 page

9.88" wide x 17.25" tall

Full page

9.88" wide x 21.5" tall
(64.5 total column inches)

Front Page Section 1

8.88" wide x 8.5" tall
or 8.88" wide x 10" tall (additional \$200)

Front Page of Section 2 and up

Dimensions: 9.88" wide x 8.5" tall
or 8.88" wide x 10" tall (additional \$180)

Column Inches	2023 Rates	With Color
1	\$21.70	\$31.70
2	\$43.40	\$63.40
3	\$65.10	\$95.10
5	\$108.50	\$158.50
4	\$86.80	\$126.80
6	\$130.20	\$190.20
7	\$151.90	\$221.90
8	\$173.60	\$253.60
9	\$195.30	\$285.30
10	\$217.00	\$317.00
11	\$238.70	\$338.70
12	\$260.40	\$360.40
13	\$282.10	\$382.10
14	\$303.80	\$403.80
15	\$325.50	\$425.50
16	\$347.20	\$447.20
17	\$368.90	\$468.90
18	\$390.60	\$490.60
19	\$412.30	\$512.30
20	\$434.00	\$534.00
21	\$455.70	\$555.70
22	\$477.40	\$577.40
23	\$499.10	\$599.10
24	\$520.80	\$620.80
25	\$542.50	\$642.50
26	\$564.20	\$664.20
27	\$585.90	\$685.90
28	\$607.60	\$707.60
29	\$629.30	\$729.30
30	\$651.00	\$751.00
31	\$672.70	\$772.70
32	\$694.40	\$794.40
33	\$716.10	\$816.10
34	\$737.80	\$837.80
35	\$759.50	\$859.50
36	\$781.20	\$881.20
37	\$802.90	\$902.90
38	\$824.60	\$924.60
39	\$846.30	\$946.30
40	\$868.00	\$968.00
41	\$889.70	\$989.70
42	\$911.40	\$1,011.40
43	\$933.10	\$1,033.10
44	\$954.80	\$1,054.80
45	\$976.50	\$1,076.50
46	\$998.20	\$1,098.20
47	\$1,019.90	\$1,119.90
48	\$1,041.60	\$1,141.60
49	\$1,063.30	\$1,163.30
50	\$1,085.00	\$1,185.00
51	\$1,106.70	\$1,206.70
52	\$1,128.40	\$1,228.40
53	\$1,150.10	\$1,250.10
54	\$1,171.80	\$1,271.80
55	\$1,193.50	\$1,293.50
56	\$1,215.20	\$1,315.20
57	\$1,236.90	\$1,336.90
58	\$1,258.60	\$1,358.60
59	\$1,280.30	\$1,380.30
60	\$1,302.00	\$1,402.00
61	\$1,323.70	\$1,423.70
62	\$1,345.40	\$1,445.40
63	\$1,367.10	\$1,467.10
64	\$1,388.80	\$1,488.80

one column inch

3.125 inches wide by 1 inch tall
\$21.70 per column inch

\$10.00 to add full color per column inch (\$100 maximum)