



Cultural Center Advertising Rates

Effective June 1, 2010

Charlotte Sun Tab Insert

12 page inset published on the 2nd and 4th Friday of each month in the Charlotte Sun

- 30,000 copies distributed each month
- 2,000 copies distributed to key locations throughout the community
- Targeted advertising for the Senior Community along with Cultural Center news.

Rates:

	<u>Standard Rate</u>	<u>Second & Subsequent Runs*</u> <u>Save 25%</u>
• Business Card Ad – 2" x 3 ½"	\$75.00	\$56.25
• ¼ (quarter) Page Ad – 5" x 5"	\$275.00	\$206.25
• ½ (one half) Page Ad – 5" x 10"	\$450.00	\$337.50
• Full Page Ad – 10 ¼" x 10 ¼"	\$900.00	\$675.00
• Calendar Sponsor	\$600.00	\$450.00

Print advertisers receive a FREE electronic ad in our online Members Newsletter.

Annual Discount:

- A 10% discount for an annual contract is available for those advertisers who wish to advertise on a monthly (non-consecutive issue) basis.
- Annual contract advertisers who run a second ad (between their regular monthly ads) will receive a 25% discount for this second ad, based upon their discounted annual rate.
- A special rate of 10% + 25% off the standard rate will be provided to advertisers who sign a contract to advertise in 24 issues during a 12 month period.

*Second or more consecutive ads reflect a 25% discount if unchanged or with minor changes. Customer can also provide a new PDF file and receive the same discounted rate.

Members Newsletter

An electronic (e-mail) publication is made available to approximately 1,200 Cultural Center Members in 8 ½" x 11" PDF file format. The cost for an 8 ½" x 11" single sided page is as follows.

Rates:

- Commercial Ad, 8 ½" x 11" \$60.00
- Non-Profit Ad, 8 ½" x 11" \$40.00