

*Asociación de Artes del Mar de Cortez A.C.*

# East Capers Periodical Advertising Kit

**A community news and information publication**

**For Calendar Year 2016**

**Effective January 1, 2016**

The Asociación de Artes del Mar de Cortez A.C., Los Barriles, B.C. Sur, Mexico is a legal non-profit Mexican corporation not affiliated with any other organization, association, club or business.

## **Editorial Profile**

*East Capers* is a bi-monthly periodical published by the Asociación de Artes del Mar de Cortez A.C., Los Barriles, B. C. Sur, Mexico. *East Capers* started out as a six-page newsletter in 2000. Today it is a growing, thirty-two page community news and information publication. Local residents, visitors and advertisers have enjoyed the periodical and made it part of their life in Baja California, Mexico. One of the objectives of the *East Capers* is to provide a showcase for local writers. All of the proceeds raised by advertisement donations are used to support the Asociación programs in the community. *East Capers* will continue to grow and support the needs of the region. *East Capers* comes out 4 times a year - October – May.

## **Circulation**

Geographic distribution: Los Barriles, La Ribera, San Antonio, Santiago, La Ventana, San Bartolo, Mira Flores. A color digital image of the periodical is available at the Asociación's website: [www.eastcapearts.com](http://www.eastcapearts.com).

## **Volunteer Staff**

Editor – Christine Courtright  
Advertising – Kathy Obenshain & Dennis Linnet  
Copy Editor – Pako Ford  
Circulation Manager – Brian Cummings

## **Advertising Rates 2016** (All rates in Pesos)

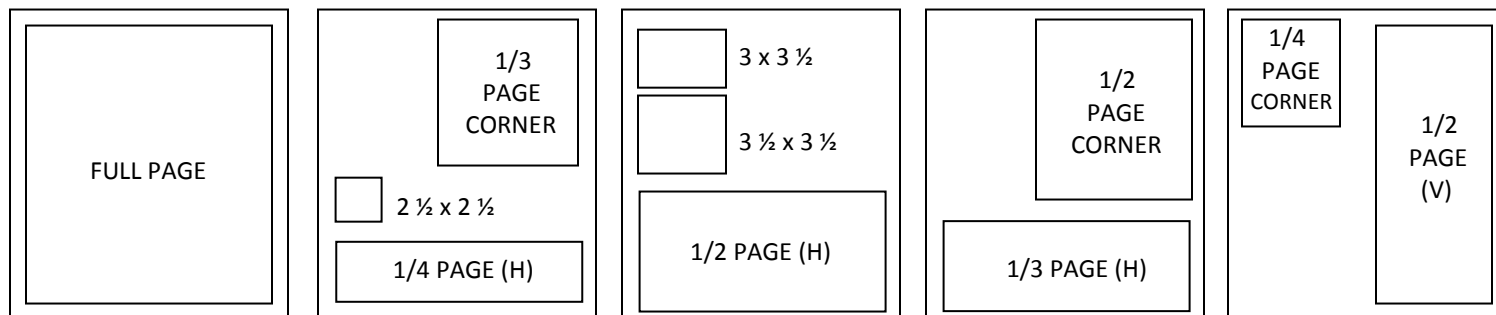
<u>Ad Size (width/height)</u>	<u>1 Issue</u>	<u>2 Issues<sup>1</sup></u>	<u>4 Issues<sup>2</sup></u>
2.5 x 2.5 inches (6.4 x 6.4 centimeters)	\$300	\$580	\$1100
3.0 x 3.5 inches (7.6 x 8.9 centimeters)	\$400	\$780	\$1,400
3.5 x 3.5 inches (8.9 x 8.9 centimeters)	\$425	\$800	\$1,550
1/4 page (H) (7.25 x 2.25 in.) (18.4 x 5.7 cm.)	\$550	\$1,000	\$2,025
1/4 page (Corner) (4.5 x 3.5 in.) (11.4 x 8.9 cm.)	\$550	\$1,000	\$2,025
1/3 page (H) (7.25 x 3.0 in.) (18.4 x 7.6 cm.)	\$700	\$1,350	\$2,500
1/3 page (Corner) (4.25 x 4.75 in.) (10.8 x 12.1 cm.)	\$700	\$1,352	\$2,500
1/2 page (H) (7.25 x 4.5 in.) (18.4 x 11.4 cm.)	\$825	\$1,600	\$3,000
1/2 page (V) (3.5 x 9.5 in.) (8.9 x 24.1 cm.)	\$825	\$1,600	\$3,000
1/2 page (Corner) (4.75 x 6.5 in.) (12.1 x 16.51 cm.)	\$825	\$1,600	\$3,000
1 full page (7.5 x 9.5 in.) (19.1 x 24.1 cm.)	\$1,075	\$2,050	\$3,950
Back cover (7.5 x 9.5 in.) (19.1 x 24.1 cm.) (Color)	\$1,775	\$3,400	\$6,700

*In order to receive discount, the total amount is due at time of purchase.*

<sup>1</sup>2 issues do not have to be consecutive – but must be reserved at time of purchase.

<sup>2</sup> 4 issue rate is the 2015 rate!

## **AD Size Formats (Non-bleed dimensions)**



## **Eastcapers Insert Advertising-**

*New marketing opportunity for an insert leaflet/flyer in the Eastcaper Magazine. Size is either ½ page or full page. You provide the insert, and you stuff into the Magazine. Stuffing needs to be done the day BEFORE the scheduled publication date. Copy needs to be pre-approved by the Eastcapers staff member. Price is \$750 peso per insert.*

## **Issue and Closing Dates**

<b><u>Edition #</u></b>	<b><u>Issue</u></b>	<b><u>Deadline for ads/articles</u></b>	<b><u>To Printer</u></b>	<b><u>Publication Date</u></b>
74	Feb/Mar	01/15/16	01/22/16	02/01/16
75	Apr/May	03/15/16	03/22/16	04/01/16
76	Oct/Nov	09/15/16	09/22/16	10/01/16
77	Dec/Jan	11/15/16	11/22/16	12/01/16

## **Payment of Advertising**

Payment for all advertising is due no later than the due date for each issue (See Issue and Closing Dates). ***Ads will not run if payment is not received by the due date.***

## **Submitting Advertising Art**

### ***Image Format and Resolution.***

All images in the East Capers are printed in grayscale. For your image to print clearly with enough detail, the original file resolution needs to be at least 300 dpi. The greater number of squares or pixels per square inch of your image, the more detail or resolution your image has. Web site will be in full color.

### ***What Determines an Image's Resolution?***

Short answer - the way it was acquired. If using a digital camera, set the resolution as high as your camera will permit. If using a graphic design program, insure the file is saved to at least 300 dpi.

When an image is saved on your computer, you will typically be able to hover over the file or view its details to see the pixel dimensions. An image from your digital camera might be 2048 pixels x 1536 pixels. To determine what size you can print this image at 300 dpi divide each side by 300 - this number will be the printable dimension (in inches) of your image at 300 dpi.

$$1,050/300 = 3.500 \text{ (8.9 cm.)}$$

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This means your image printed at 300 dpi will measure 3.5 x 3.5 inches (8.9 x 8.9 cm.). Your image can be printed at this size and smaller without sacrificing its print quality. If you try to print it at a larger dimension, your image quality will most certainly go down. Once you have determined if your image can be sized to the dimensions of your ad, you'll need to have them sized and saved to at least 300 dpi.

### ***Preferred file types.***

- MS Word saved as .doc or .docx.
- JPEG high resolution flattened transparencies.
- PhotoShop --- Save as a TIFF or EPS file.
- MS Publisher --- Save in Content Library.

### ***Accepted file types.***

- PDF/X-1a compliant --- with high resolution flattened transparencies.
- Illustrator --- Send original file with type converted to outlines and high resolution transparencies flattened. Save as an EPS file

***Sending your file.*** Email your ad file to ***eastcapersmagazine@gmail.com***

### ***Making Changes to Your Ad.***

You may make changes to your ad each issue – even if you bought multi issues. You must have the new ad in by the issue deadline. Email ***eastcapersmagazine@gmail.com*** with your changed ad by the issue deadline.

### ***Help Creating or Changing an Ad-***

If you need help creating or changing your ad, contact us and we will put you in contact someone that can do that for you. We are unable to create or change existing ads.

Email ***eastcapersmagazine@gmail.com***

## **Payment Processing**

### ***Bank Transfer Method.***

*It is very important that you take a picture of your receipt or scan it and send it to Wolf Property Management so we can track your deposit and be able to display your Ad in time. Failing to do so could make your Ad not showing on time as expected. Please help us get your ad in the issue you paid for.*

1. Email you ad file and EC Form 1 to ***kaojaa@gmail.com*** by the due date.
2. Transfer the appropriate funds to: BANCOMER, Asociación de Artes del Mar de Cortez AC, PESOS – **Numero de cuenta 0198503265** (when deposit is in BANCOMER bank).
3. CLABE: (for pesos only) **012041001985032657** (when depositing in different bank than BANCOMER).
4. If a Factura is required: Once payment is received, the Factura will be mailed to the address on EC Form 1 or you may pick it up at the Wolf Management office in Plaza Libertad, Los Barriles. Indicate on the EC Form 1 if you will pick it up or if you want it mailed.

### ***Telegrafos Method***

1. Email you ad file and EC Form 1 to ***kaojaa@gmail.com*** by the due date.
2. Go to any Telecomm/Telegrafos office.
3. Remit the payment to: Client Number 14218118

### ***Western Union:***

1. Go to any Western Union in Mexico, USA or Canada
2. Remit payment as a "pick up cash" option to Telecomm Telegrafos in Buena Vista, BCS, Mexico
3. You will need to give the exact name of the person who will pick up the funds as shown in the ID (Brian Cummings or Hector Perez)
4. Send via e-mail the pickup number code Western Union will give you and confirm the beneficiary name via email so funds can be picked up.

### ***Pay In Person Method.***

1. Email you ad file to ***kaojaa@gmail.com*** or include your camera-ready art or changes with your payment.
2. Take your payment to the Wolf Management office in Plaza Libertad, Los Barriles by the due date.
3. If a Factura is required: Your Factura will be issued at time of payment.

*(Return this form with your payment)*

**East Capers Bi-monthly Newspaper Advertising Form**

*Issues come out Oct - May*

The Asociación de Artes del Mar de Cortez A.C. is a legal non-profit Mexican corporation. Since payments for ads are considered a tax-deductible donation to the organization, we do not add a 10% charge for IVA.

Size of Ad: \_\_\_\_\_ # of Issues: \_\_\_\_\_ Total Price: \_\_\_\_\_

Start Issue #: \_\_\_\_\_ End Issue #: \_\_\_\_\_ Other Issue (3 total) #s: \_\_\_\_\_

Notes on ad: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

(Circle one)

CHECK/CASH ATTACHED (YES or NO)

ARTWORK ATTACHED (YES or NO)

REQUIRE FACTURA (YES or NO)

FACTURA (EMAIL, MAIL, PICK-UP)

**Information required for your Factura:**

Legal name of advertiser: \_\_\_\_\_

Location (address, community, postal code): \_\_\_\_\_

\_\_\_\_\_

RFC Number: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Owner or Authorized Agent / Date

\_\_\_\_\_  
East Capers Agent / Date