

Asociación de Artes del Mar de Cortez A.C.

East Capers Newspaper Advertising Kit

A community news and information publication

For Calendar years 2011 and 2012

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 newspaper 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 newspaper and made it part of their life in Baja California, Mexico. One of the objectives of the newspaper 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.

Circulation

Geographic distribution: Los Barriles, La Ribera, San Antonio, Santiago, La Ventana, San Bartolo, Mira Flores. A digital image of the newspaper is available at the Asociación's website: www.eastcapearts.com.

Staff

Managing Editor – Walter S. Zapotoczny Jr.
Copy Editor – Pako Ford
Circulation Manager – Brian Cummings
Community Representative – Jim Stangarone
Foreign Correspondent – JoAnn Hyslop
Advertising & Graphics – Russ Hyslop

Advertising Rates 2011/2012 (All rates in Pesos)

Ad Size (width/height)	1 Issue	(6% Discount) ¹	(15% Discount) ¹
		3 Issues ²	6 Issues
2.0 x 2.5 inches (5.1 x 6.4 centimeters)	\$220	\$620	\$1,122
2.5 x 2.5 inches (6.4 x 6.4 centimeters)	\$250	\$705	\$1,275
3.0 x 3.5 inches (7.6 x 8.9 centimeters)	\$320	\$902	\$1,632
3.5 x 3.5 inches (8.9 x 8.9 centimeters)	\$350	\$987	\$1,785
¼ page (H) (7.0 x 2.25 in.) (17.8 x 5.7 cm.)	\$460	\$1,297	\$2,346
¼ page (V) (3.5 x 4.5 in.) (8.9 x 11.4 cm.)	\$460	\$1,297	\$2,346
½ page (H) (7.0 x 4.5 in.) (17.8 x 11.4 cm.)	\$680	\$1,918	\$3,264
½ page (V) (3.5 x 9.0 in.) (8.9 x 22.9 cm.)	\$680	\$1,918	\$3,264
1 full page (7.0 x 9.0 in.) (17.8 x 22.9 cm.)	\$900	\$2,538	\$4,490
Back cover (7.0 x 9.0 in.) (17.8 x 22.9 cm.)	\$1,400	\$3,948	\$7,140
Special Insert (2 Sides) (16.0 x 10.0 in.) (40.6 x 25.4 cm.)	\$4,500	-	-

¹In order to receive discount, the total amount is due at time of purchase.

²3 issues do not have to be consecutive.

Issue # and Closing Dates

<u>Edition #</u>	<u>Deadline for ads</u>	<u>To Printer</u>	<u>Publication Date</u>
56	11/23/11	12/02/11	12/14/11
57	01/25/12	02/06/12	02/15/12
58	03/21/12	04/02/12	04/11/12
59	05/23/12	06/04/12	06/13/12
60	07/25/12	07/16/12	08/15/12
61	09/26/12	10/08/12	10/17/12
62	11/21/12	12/03/12	12/12/12

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.

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.

$1,050/300 = 3.500$ (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.

- PDF/X-1a compliant --- with high resolution flattened transparencies.
- PhotoShop --- Save as a TIFF or EPS file.
- Illustrator --- Send original file with type converted to outlines and high resolution transparencies flattened. Save as an EPS file.
- MS Publisher --- Save in Content Library.

Accepted file types.

- MS Word saved as .doc or .docx.

- JPEG high resolution flattened transparencies.

Email your ad file to mail@wzaponline.com.

Making Changes to Your Ad.

Once your original ad is published, you may make textual (phone number, hours of operation, prices, etc.) changes to it at no additional cost. Email mail@wzaponline.com with your changes by the due date. If you wish to change a picture or graphic, re-submit as you would original advertising art.

Payment Processing

Bank Transfer Method.

1. Email you ad file and EC Form 1 to mail@wzaponline.com by the due date.
2. Transfer the appropriate funds to: Banamex – Account: 12876, Branch: 7513 by the due date.
3. 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.

PayPal Method.

1. Go to <https://www.paypal.com/>
2. Establish a free account.
3. Send payment to: asoc.artes@gmail.com
4. Describe advertising information in the comments block.

Pay In Person Method.

1. Email you ad file to mail@wzaponline.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

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) #: _____

Notes on ad: _____

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