



# The Central California Builders Exchange

## e-News

### Display Advertising Rates

February 2009

*The CCBE e-News* is published every Wednesday, 52 times a year. Advertising deadline is 5:00 p.m. Monday for the Wednesday paper. Rates below are per insertion for full color ads. Flash animation (.swf files), animations (.gif format) and short video clips can be added to any ad. There is no extra charge for short video clips or multi-media in ads unless “assembly” of the ad is required of C&S Publishing. Some file size limitations apply. Contact C&S Publishing by e-mail at: [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com) or call Steve at (916) 729-5432.

**Reading the price chart:** Each column shows the price per run based on the number of times the ad is run. For example, a 1/4 page ad, run 13 times (which is every week for 3 months or every other week for 6 months) is \$90 per run. That same ad, run every week for a year, would only cost \$54 per run. Ads are invoiced monthly after the last ad run of the month. Net 30 days is offered. Multiple ads can be run on a rotation basis under one advertising contract. Ads can be updated at any time with no additional charge.

**Discounts:** Take 15% off the rates shown below if you are a member of the Central California Builders Exchange. Take another 3% off if you prepay your ad contract entirely. Run the same ad in another of C&S Publishing’s e-publications and take 25% off the published rate for the second ad. Call Tyler Faruzzi at (559) 589-5711 for details and rates.

**Supplying an ad:** E-mail the ad in Adobe Acrobat (.pdf) format to: [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com). Ad creation/graphic design available through C&S Publishing at \$75 an hour.

<u>Ad Type</u> <u>Ad Size</u>	<u>52 runs</u>	<u>26 runs</u>	<u>13 runs</u>	<u>6 runs</u>	<u>1 run</u>
Double Page 15” wide by 10 1/4” tall	\$237	\$395	\$553	\$711	\$869
Full page 7 3/4” wide by 10 1/4” tall	\$158	\$237	\$316	\$395	\$474
Half page 7 3/4” wide by 5” tall	\$98	\$137	\$176	\$215	\$254
Quarter Page 3 3/4” wide by 5” tall	\$54	\$72	\$90	\$108	-----
Business Card 3 1/2” wide by 2 1/2” tall	\$28	\$36	\$44	-----	-----