



Sun Rays Advertising Rates

2010 Sun Rays Display Ads

Ad Size	Mechanicals	1 Month	4 Months	6 Months	12 Months
1/8 Page	3 5/8" W x 2 3/8" H	NA	\$465	\$628	\$1,186
1/6 Page	2 3/8" W x 4 3/4" H	NA	\$525	\$709	\$1,339
1/4 Page, Vertical	3 5/8" W x 4 3/4" H	NA	\$680	\$918	\$1,734
1/4 Page, Horizontal	7 1/2" W x 2 3/8" H				
1/3 Page	4 3/4" W x 4 3/4" H	NA	\$995	\$1,343	\$2,537
1/2 Page, Vertical	3 5/8" W x 9 3/4" H	NA	\$1,345	\$1,816	\$3,430
1/2 Page, Horizontal	7 1/2" W x 4 3/4" H				
Full Page	7 1/2" W x 9 3/4" H	NA	\$2,510	\$3,389	\$6,400
Inside Back Cover	7 1/2" W x 9 3/4" H	NA	NA	NA	\$7,738
Inside Front Cover	7 1/2" W x 9 3/4" H	NA	NA	NA	\$9,190

- Price is for number of months specified, i.e., 1/8 page for 4 months is \$465 or \$116.25 per month price. Total amount of \$465 must be paid with contract.
- Specific page placement, 20% upcharge.
- Color – 30% upcharge

Sun Rays Classified Ads

Ad	25 words or less	\$35	\$133	\$252	\$357
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Sun Rays One Page Insert

One Page	8.25" x 10.75"	\$750	\$2,700	\$5,250	\$7,650
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Customer must provide inserts – amount varies with each issue.

Mail inserts to:

PC Mailing Services

10711 Hillpoint, Ste. 100

San Antonio, TX 78217

Attn: Tom Clawson

Must arrive by the 20th of the month preceding the issue in which it is to run.

MARK BOXES: For Sun City Texas Sun Rays

- **Rates are subject to change without prior notice.**

Sun Rays Advertising **Policies and Guidelines**

Sun Rays is produced and published by the Sun City Texas Community Association

Ad Format: Ads must be submitted in a .tiff or PDF file for a PC. (MAC files or Microsoft Publisher are not accepted.) CD/DVD or e-mail transmission is acceptable. Send to sondra.carlton@delwebb.com. **Subject line should read: Company name, SR Ad, Jan 10**

Agency Placement: It is the policy of the *Sun Rays* not to recognize commissioned advertising agencies.

Contract Protection: Rates are subject to change. Contracted advertisers will be protected from a rate increase during the life of the contract.

***License Information:** If a license is required for your line of work, please include license number in your ad.

Position/Premium: Specific page placement: 20% added premium.

Production: Ad production is available for a \$50 flat fee. All artwork submitted becomes the property of the Sun City Texas Community Association.

Deadlines: *Sun Rays* deadlines vary by edition. Please refer to your contract for deadline dates.

Publication: *Sun Rays* is distributed the last week of the month prior to issue date.

Payment: Advertisements must be prepaid. Ads will not run until full payment is received, unless other arrangements have been agreed to by both parties.

Name Usage: The use of Sun City, Sun City Texas or Del Webb in any ad is prohibited by law due to the trade mark registration, except for companies that have entered into written license agreements with the Del Webb Corporation. Ads including these trademark names will be rejected.

Restrictions: The Amended and Restated Declaration of Covenants, Conditions and Restrictions for Sun City Texas contains restrictions prohibiting certain uses and activities within Sun City Texas. Residents should refer to such restrictions to ensure compliance. There will be no shared ads, such as two separate and/or unrelated businesses.

Policy: Publisher reserves the right to accept, classify, cancel, edit or reject any advertisement. Publisher shall have no liability whatsoever, by reason of any error in connection with any advertisement (including, without limitation), failure to publish advertising on desired dates, omissions or additions to advertisements. Publisher will not be responsible for and shall incur no liability for errors or misprints beyond cancellation of charges or publishing a correction in a space equal to that occupied by the error.

I have read and agree to the above terms _____ Date _____

Signature

Business Name _____

Sun Rays Contract/Invoice

Wayne Courtney Phone: 864-1204 (voicemail)
 leave name/number/email – speak clearly)
E-mail: sunrays@sctxca.org
 Fax: 864-1178

Ad size chosen: _____

Duration of Contract: _____

Beginning Month: _____

30% Up charge (color): _____

20% Up charge (placement): _____

Page no. _____ Amount _____

Total Costs, Lines A, B: _____

Total Advertising Costs: _____

MAIL CONTRACT WITH CHECK TO:

Sun City Texas Community Association
 Attn: Sun Rays
 2 Texas Drive, Bldg. A, Georgetown, TX 78633

Make checks payable to:

Sun City Texas Community Association

ADVERTISER INFORMATION:

Date: _____ Phone: _____

Business Name: _____

Address: _____

City _____ State _____ Zip _____

Contact Name: _____

Email _____

Signature _____

FULL PAYMENT IS DUE WITH CONTRACT. Ads will not be run without contract and payment prior to printing.

- Contracts are for consecutive months only. Ad may be changed each month. New ad must be received prior to deadline.
- By signing this contract, you acknowledge that you have read and agree to be bound by the Sun Rays Advertising Policies and Guidelines.
- Editor, Sondra Carlton, 512-864-1202 or sondra.carlton@delwebb.com, fax 864-1178
- **Camera-ready copy should be sent to:**
sunraysads@sctxca.org

See Policies and Guidelines for Ad Format requirements. *\$50 charge for Graphic Design. Ask Richard for details.

Space reservation deadline for upcoming issues:

Issue	Deadline
January '10	December 1, '09
February '10	January 4, '10
March '10	February 1, '10
April '10	March 1, '10
May '10	April 1, '10
June '10	May 3, '10
July '10	June 1, '10
August '10	July 1, '10
September '10	August 2, '10
October '10	September 1, '10
November '10	October 1, '10
December 10	November 1, '10
January '10	December 1, '10

All ad copy MUST be received by 5th of month.

Sun City Texas Community Association reserves the right to refuse any ad at our sole discretion.

For use by SCTCA:

Contract accepted by _____

Date: _____ New _____ Renew _____

From: _____ To: _____

Prefer to pay by credit card – fill out below:

MC _____ Visa _____ Expiration Date: _____

Card # _____

Name on Card (Print): _____

Signature: _____

Amount to be charged: _____

Documents available at www.sctxca.org
 (Click on blue button on right under calendar)

