



TABLOID NEWSLETTER DISPLAY ADVERTISING

Advertisement space will be available for businesses and/or campaigns in accordance with the following principles:

1. Merchandise or services must be legal under current State and Federal law.
2. Advertisements will be subject to review by the Communications Committee to verify that the information reflects Democrat values encompassed in the Thurston County and State Platforms.
3. The TCD Executive Committee reserves the right to accept or refuse any advertisement.
4. Candidates who are approved for Campaign Services will be allowed informational space including a photo and 250 words in the Campaign Edition of the newsletter. Additional space can be purchased in the form of advertisements at the standard ad rate.
5. All advertisers will receive an invoice from TCD from which to pay. Terms are payable upon receipt.

Advertising Rates

\$15 per column inch.

15% DISCOUNT for single-image advertisements contracted for THREE (3) CONSECUTIVE EDITIONS.

Advertising Specifications

Ads are published only in tabloid editions (January, April, July and October). All advertisements will be published in black, white and gray scales.

Ad Deadlines

E-mail Ads: For ads that you produce, 3 business days in advance of normal deadline.

Ad copy: For ads that we produce, 5 business days in advance of normal deadline.

Submitting Ads

E-mail to: lee@reachone.com, or
info@thurstondemocrats.org

CD and Zip files can be mailed to TCD, PO Box 164,
 Olympia, WA 98507-164

Native files (please see acceptable computer software programs): We can correct typos and make other necessary changes. Please supply all graphics, fonts, photos and illustrations on your disk.

PDF: (Portable Document Format — must be saved as high resolution (300 dpi) and submitted across the Internet. All graphics, fonts and text must be embedded into one file. Be aware that we can edit PDFs only if they are high resolution.

GRAPHIC FILE FORMATS

EPS: (preferred) Vector EPS (Encapsulated PostScript) files are perfect for illustrations and photos.

JPG: Common file formats for photographs, but only suitable for print if high resolution quality retained.

TIF: Acceptable format for photos and most printing uses.

GIF, WMF & PICT: Not acceptable for this publication.

COMPUTER SOFTWARE

Macintosh Operating Systems:

WE USE:

Adobe InDesign CS2
 Adobe PhotoShop CS2
 Adobe Illustrator CS2

WE DON'T USE:

Microsoft Publisher
 Corel
 Freehand

IMAGE SPECIFICATIONS

Photographs200 dpi

Save as: MODE — gray scale
 FORMAT — tiff, eps

Gray scale Art200 dpi

Save as: MODE — gray scale
 FORMAT — tiff, eps

Line Art600 dpi

Save as: MODE — Bitmap / 50% threshold
 FORMAT — eps

Line & Gray scale Art600 dpi

Save as: MODE — Bitmap / Diffusion Dither
 FORMAT — eps

Scanned type600 dpi

Save as: MODE — Bitmap / 50% threshold
 FORMAT — eps

IMAGE ADJUSTMENTS

Black levels — 85%

White levels — 10%

Ad Column Widths — Tabloid Special Editions

Full page ad dimensions 9.8"x15.8"

Half page ad dimensions 9.8"x7.94"

1 column2.3"

2 column4.8"

3 column7.3"

4 column9.8"

For additional information or to purchase ad space in the TCD newsletter, please call 360-709-9028 or e-mail lee@reachone.com.

DISCLAIMER: Thurston County Democrat Central Committee, Executive Committee, nor Communication Committee assumes no liability for any errors, omissions or statements in advertisements.



... a print newsletter that reaches nearly 11,000 households and local outlets.

Advertising in this newsletter includes professionally designed advertisements and client proofs via e-mail prior to publishing.

TABLOID SCHEDULE

January, April, July and October

ADVERTISING RATES

\$15.00 per column inch.

15% DISCOUNT for **SINGLE-IMAGE** advertisement contracted for **THREE (3) CONSECUTIVE EDITIONS**.

ADVERTISING CONTRACT

Business: _____

Advertiser's name: _____

Address: _____

City/State/Zip: _____

Contact Telephone: _____

Size ad: _____

Edition date(s): _____

Three consecutive edition dates: _____

Total cost: _____

Payment method: _____

Contact Telephone: _____



YOUR COMPANY NAME

■ Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod. Tempor invidunt ut labore et.

Your Company Name
123 Everywhere Ave, Suite 000, City, ST 00000
Yoki: 555 555 5555, Fax: 555 555 5555,
www.adobe.com

Size: 1 column x 2”
Cost \$15 per inch
 Single issue: \$30.00
 Two issues: \$60.00
 Three issue contract: . . \$76.50



Lorem Ipsum Dolor

*Lorem Ipsum Dolor Sit Amet
 Sed diam nonumy eirmod tempor invidunt ut labore et dolore, sed diam voluptua.*

Lorem Ipsum
 Lorem-Ipsum 5:00-12:00
 Sit Amet 2:00-9:00

Size: 2 column x 2”
Cost \$15 per inch
 Single issue: \$60.00
 Two issues: \$120.00
 Three issue contract: . \$153.00

Your Company Name



Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. Duis autem vel eum iriure dolor in hendrerit in vulputate.

- *Duis Dute*
- *Eu Feugiat*
- *Iriure*
- *Dolore*
- *Molestie*

(555) 555-5555

123 Everywhere Ave . City, ST 00000 . www.adobe.com

Size: 2 column x 4"

Cost \$15 per inch

Single issue: \$120.00

Two issues: \$240.00

Three issue contract: . \$306.00

Size: 3 column x 5" (below)

Cost \$15 per inch

Single issue: \$225.00

Two issues: \$450.00

Three issue contract: . \$573.75



GUBERGRE



Praesent luptatum | P



E | Eleifend Option

Vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est



★★★★★ *Eu Fugiat:*
Vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit



★★★★★ *Option:*
Vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit

Half Page Ad

Cost \$15 per inch

Single issue: \$480.00

Two issues: \$960.00

Three issue contract: \$1440.00 - 15% discount of 216.00 = \$1224.00

Give them your time.

Over 6,000 readers are waiting to hear from you.

▶ Restaurants / Entertainment

▶ Auto/Bike Repair / Equipment

▶ Home Services / Installations

▶ Consulting / Professional Services



YOUR MESSAGE

**33 Our Town Ave.
I-360-ClientsWaiting**

Shown reduced due to this letter-size page constraints.

Full Page Ad

Cost \$15 per inch

Single issue: \$960.00

Two issues: \$1920.00

Three issue contract: \$2880.00 - 15% discount of 432.00 = \$2448.00