



## 2024 ADVERTISING RATE SHEET

### RATES

Ad Size	Open Rate	12X Rate	12X Paid*
2 Col. X 2" High	\$52.00	\$47.00	\$42.30
2 Col. X 3"	\$78.00	\$70.00	\$63.00
2 Col. X 4"	\$99.00	\$89.00	\$80.10
2 Col. X 5"	\$123.00	\$111.00	\$99.90

#### Quarter page

2 Col. X 8"	\$191.00	\$174.00	\$156.60
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#### Half page

4 Col. X 7.8125"	\$359.00	\$323.00	\$290.70
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#### Premium Placement

Front Page (4 col. X 2")	\$140.00
Back Page	Add 20%
Inside Front or Back Page	Add 10%

Listed above are popular sizes. For additional ad sizes please email contact listed below.

Color is included in rates.

\*12X Rate (12 consecutive months) is discounted by 10% when total year is paid in advance. All contracts are self-renewing and must be ended by advertiser.

### DEADLINES

15<sup>th</sup> of month prior to month of advertisement

### COLUMN SIZES

1 Col.	2 Col.	3 Col.	4 Col.
2.5"	5.125"	7.75"	10.375"

Full page height - 15.75"

Submitted ads must be sized to column measurements and emailed as PDF.

Design Set-up Fee \$15.00

### INSERTS

Information upon request. Call or email contact listed below.

### BUSINESS DIRECTORY

Visit [applecanyonlake.org](http://applecanyonlake.org) for review.

Click tabs: Prospective Owners, Newsroom, Business Directory

Includes: Company Logo • Business Name

Business Genre • Phone • Website

A click on your ad directs to your website

**\$25.00/month or \$270/year**

**One-time Set-up Fee \$15.00**

### POLICIES

**Acceptability** – The Publisher reserves the right to edit, reject or cancel any advertisement.

**Errors in publication** – It is agreed The Apple Core is not to be held responsible for errors in publication, except where corrections have been clearly communicated via email. It is agreed that The Apple Core accepts responsibility for errors only on first insertion of the advertisement. It is further agreed that in no case shall the Apple Core be held liable for selling losses incurred by errors in publication or **Liability** – The advertiser assumes liability for the content of all advertising authorized for publication and any claims that arise against the Publisher.

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**Terms of payment** – All accounts must be paid by the end of the month bill was received. An account declared delinquent may result in advertising disruption until account is satisfied. A service charge may be applied to unpaid balances.

**Ad Cancellation** – Ads canceled after deadline will be charged in full. No credit will be issued for prepaid advertising.



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## INCREDIBLE MARKETING OPPORTUNITIES

The Apple Core is the official monthly newsletter of the Apple Canyon Lake Property Owners Association and is the Association's legal vessel used to inform property owners of all pertinent information of which property owners must be informed. The Apple Core also spotlights special events, activities, classifieds, educational pieces and communication from area businesses.



Mailed directly to every owner and subscriber. Available for viewing each month on [applecanyonlake.org](http://applecanyonlake.org)

### SERVICE DIRECTORY

Service Directory has Full to 1/8 page size ads that will market your business in this 8.5" x 5.5" full color, glossy booklet. It includes the names and contact information of local businesses that supply the service and products ACL residents need. Contact number below for additional pricing and circulation information. Deadline is February.



### INSERTS

Promote your business with a pull out flyer! Choose single- or double-sided. Send your 8.5" x 11" print-ready PDF or we will design and print for insertion.

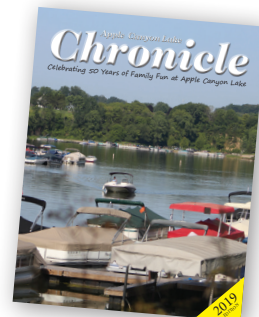
### CALENDAR

Calendar side bar ads are available adjacent to a particular month. First come basis. Contact number below by November for consideration.



### CANYON CHRONICLES

Canyon Chronicle is an established 8.5" x 11" full color publication that averages 60+ pages. The tabletop Chronicle is an easy read that is filled with "Life at the Lake" articles.



The Chronicle is mailed to all homes of property owners and subscribers in December. Available for viewing at [applecanyonlake.org](http://applecanyonlake.org) under tabs Newsroom/Other Publications/Canyon Chronicle. You're sure to get attention to your business with only one ad per page.

### BUSINESS DIRECTORY ADS

Promote your business through the ACL website – [applecanyonlake.org](http://applecanyonlake.org). Click on *Open to the Public* or *Prospective Owners* then *Business Directory*.



Listing includes:  
Business Logo • Business Name • Business Genre  
Website • Phone Number



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