



# THE Apple Core

## 2023 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
<b>Quarter page</b>			
2 Col. X 8"	\$191.00	\$174.00	\$154.80
<b>Half page</b>			
4 Col. X 8"	\$359.00	\$323.00	\$290.70
<b>Premium Placement</b>			
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 Rates (12 consecutive months) are 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

### BUSINESS DIRECTORY

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

Click tabs: Prospective Owners, Newsroom, Business Directory

*Includes:* Company Logo • Business Name Address • Phone • Website URL • Email • Map  
A click on your ad directs to your website

**\$25.00/month | 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 failure to insert an advertisement into the newsletter.

**Liability** – The advertiser assumes liability for the content of all advertising authorized for publication and any claims that arise against the Publisher.

**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 cancelled after deadline will be charged in full. No credit will be issued for prepaid advertising.



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