

2010 Rates and Specifications

Place your advertising message where it will reach the exclusive community of Sun City Vistoso with an ad in the Vistoso Tipster magazine. The Vistoso Tipster is the official Sun City Vistoso newsletter with month long listings of activities within the community. It is distributed to more than 2,488 homes each month. This insures that the Vistoso Tipster has a long shelf life within the home.

Electronic Files Accepted: PDF format is preferred. We can also try to work with .tif or .jpg (will require conversion). We do not accept programs files such as: Corel Draw, Publisher, Pagemaker or Freehand. Maximin file size is 5 MB. Resolution: 300 DPI. Email your ad to: tipster@suncity-vistoso.com



RATES

Ad Placement	Price per 1 card	3 Month Prepaid Price	1 Year Prepaid Price
Center Pages	\$70 per month	\$65 per month = \$195 for 3 months	\$60 per month = \$720 for 12 months
Interior Pages	\$65 per month	\$60 per month = \$180 for 3 months	\$55 per month = \$660 for 12 months
Back Page	\$80 per month	\$75 per month = \$225 for 3 months	\$70 per month = \$840 for 12 months

COLOR RATES

We now offer spot and 4-color advertising.

Spot Color \$10 per month = multiply by cards

Example: 3 cards would be an additional \$30 charge.

Four Color \$20 per month = multiply by cards

Example: 3 cards would be an additional \$60 charge.

AD SIZES

All rates are per **card ad. 3.75" WIDE x 2" TALL.** May combine cards for larger ad sizes. i.e., 4 cards: 7.5" wide x 4" tall or 3.75" wide x 8" tall. Can combine all the way to full page = 10 cards. Multiply per card rate above to determine cost of ad larger than a single card.

DEADLINES

Please contact our office by the **10th of the month** if you want to reserve space in the following months' edition. Ads must be into SCV by the **15th of the month** for inclusion in the next month's edition.

FLYERS (8.5" x 11" only) inserted into the Tipster **\$250** flat fee

- You provide the necessary quantity of flyers to be inserted*
- MUST have this disclaimer printed on the flyer:
"Not sponsored nor endorsed by Sun City Vistoso Community Association, Inc."
- Flyers must be approved by SCVCAI
fax or email flyers for approval to:
Pam Sarpailus psarpailus@suncity-vistoso.com

*Call for the monthly quantities 520-825-3711 ext 120



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