

DOWNTOWN *Escondido* MAGAZINE

Published by The Downtown Business Association of Escondido

Ad Rates and Mechanical Requirements

Ad Size	Dimensions	x1	x3	x6	Non-DBA
Full Page	7"x 9.5"	\$255	\$225	\$205	Add 10%
Half Page	7"X4.65"	\$155	\$135	\$115	Add 10%
Quarter Page	3.375" X 4.65"	\$125	\$90	\$75	Add 10%
Back Cover Full Color		----	\$500	\$500	Add 10%
Inside Full Color		\$575	\$425	\$350	Add 10%

SUBMISSION REQUIREMENTS

Need Help? The DBA can help you with your ad layout. Production Fees are \$25. Call us with any questions at 760.745.8877. Otherwise, following is what we need when you submit your ad:

All submissions must include a 100% hard-copy proof (your finalized ad).

Ads should be submitted in electronic format. All images should be placed at 100% with a minimum resolution of 300 dpi.

Data Formats: PDF file.

COPY REGULATIONS

1. Advertising is payable upon acceptance of publisher's proof.
2. The publisher reserves the right, without liability, to reject any advertisement for any reason.
3. The word "Advertisement" shall be printed at the top of any advertisements which, in the opinion of the publisher, might be confused with editorial content.
4. The DBA cannot guarantee placement of ads, but will make every effort to accommodate placement requests.
5. Advertisers and their agencies are liable for all contents of advertisements and are also responsible for any claim arising there from against the DBA.

Name of Organization:

Contact Person:

Street Address:

City, State, Zip:

Business Phone:

Fax:

Email:

Ad Size:

Cost:

Date of Issue(s)

Please call the DBA with any questions about submitting your advertising.
760.745.8877

Phone: 760-745-8877

Fax: 760-745-0307

Email: dba@downtownescondido.com