**BUILDING futures**

A Publication of the Fresno Unified School District

**RATe CARD**

**DISPLAY ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>(10”w x 10.72”h)</td>
<td>$1,547.50</td>
</tr>
<tr>
<td>1/2 PAGE VERTICAL</td>
<td>(4.917”w x 10.72”h)</td>
<td>$761.50</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>(10”w x 5.292”h)</td>
<td>$761.50</td>
</tr>
<tr>
<td>1/3 PAGE VERTICAL</td>
<td>(3.222”w x 10.72”h)</td>
<td>$550.00</td>
</tr>
<tr>
<td>1/3 PAGE HORIZONTAL</td>
<td>(10”w x 3.49”h)</td>
<td>$550.00</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>(4.917”w x 5.292”h)</td>
<td>$375.00</td>
</tr>
<tr>
<td>1/5 PAGE</td>
<td>(4.917”w x 4.202”h)</td>
<td>$297.50</td>
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</tbody>
</table>

**FREQUENCY RATES**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Vertical</th>
<th>1/2 Horizontal</th>
<th>1/3 Vertical</th>
<th>1/3 Horizontal</th>
<th>1/4 Page</th>
<th>1/5 Page</th>
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</thead>
<tbody>
<tr>
<td>6x</td>
<td>$1,470.00</td>
<td>$723.00</td>
<td>$723.00</td>
<td>$522.50</td>
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<td>$282.00</td>
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<td>$467.50</td>
<td>$467.50</td>
<td>$318.00</td>
<td>$252.00</td>
</tr>
</tbody>
</table>

**Mechanical Specifications**
- Type of Web: Cold Web
- Prints at 170 dpi
- Prints at 85 lines Screen
- Trimmed Standard Size Page: w 11.375” x h 13.125”
- Double Truck: Allow for 1” gutter
- Negatives not accepted

**Advertising Restrictions**
- Advertising may be declined or edited at the editor’s discretion. All advertising is subject to current postal regulations concerning such advertising and nonprofit mail distribution. Advertising simulating news may be accepted, but must carry the word “advertisement” at the top of the ad, and must be set in typeface clearly different from the typeface used for the remainder of the publication.
- Not Permitted
  - Tobacco Products
  - Explosives
  - Tear Gas & Pepper Spray Weapons
  - Political Advertisments
  - Abortion Counseling or Services
  - Personals
  - Adult-Oriented Services
  - Adult-Oriented Services
  - Any Advertisements with a Sexual Focus
  - Pay-Per-Call 900 or Offshore Telephone Services
  - Steroids or Like-Banned Substances

**Electronic Specifications**
- EPS (fonts outlines/embedded/CMYK)
- AI (fonts outlines/embedded/CMYK)
- TIFF (300dpi / CMYK)
- Under 285 color density
- Your image area should be 9.875” x 12”

**Payment Policy / Co-Op Advertising**
- All advertising payments are due in full upon receipt of invoice. In cases where the cost of advertising is to be shared with a manufacturer, distributor or other private party, the individual or concern placing the advertisement insertion order will be liable for full payment to publisher.
- Check payable to: Fresno Unified School District
- Payment to be sent to: Fresno Unified Communications
- ATTN: Building Futures
- 2309 Tulare St.
- Fresno, CA 93721

**Questions & General Information**
- Communications Office
- Fresno Unified School District
- Phone: (559) 457-3733
- Email: Communications@fresnounified.org