

# BUILDING *futures*

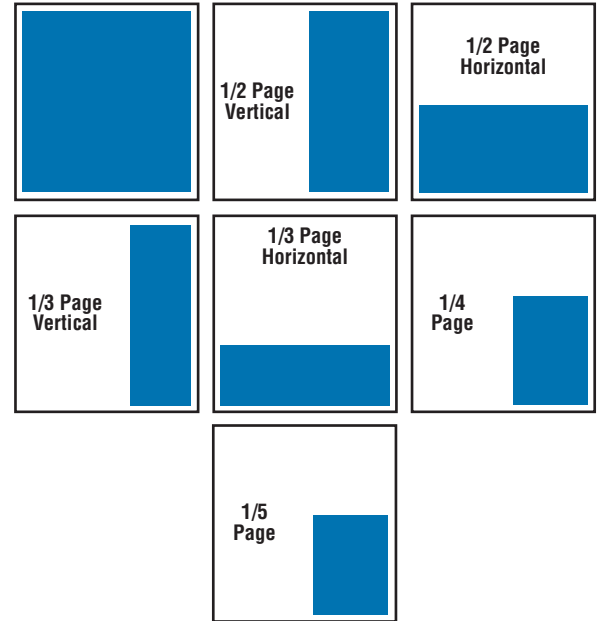
A Publication of the Fresno Unified School District

## RATE CARD

### DISPLAY ADVERTISING RATES CAMERA READY ARTWORK

ALL ADS ARE FULL COLOR AT NO ADDITIONAL CHARGE

<b>FULL PAGE</b> (10"w x 10.72"h)	\$1,547.50
<b>1/2 PAGE VERTICAL</b> (4.917"w x 10.72"h)	\$761.50
<b>1/2 PAGE HORIZONTAL</b> (10"w x 5.292"h)	\$761.50
<b>1/3 PAGE VERTICAL</b> (3.222"w x 10.72"h)	\$550.00
<b>1/3 PAGE HORIZONTAL</b> (10"w x 3.49"h)	\$550.00
<b>1/4 PAGE</b> (4.917"w x 5.292"h)	\$375.00
<b>1/5 PAGE</b> (4.917"w x 4.202"h)	\$297.50



### FREQUENCY RATES CAMERA READY ARTWORK

Frequency	Full Page	1/2 Vertical	1/2 Horizontal	1/3 Vertical	1/3 Horizontal	1/4 Page	1/5 Page
<b>6x</b>	\$1,470.00	\$723.00	\$723.00	\$522.50	\$522.50	\$356.00	\$282.00
<b>11x</b>	\$1,238.00	\$647.00	\$647.00	\$467.50	\$467.50	\$318.00	\$252.00

### Mechanical Specifications

Type of Web: Cold Web  
 Prints at 170 dpi  
 Prints at 85 lines Screen  
 10% dot gains  
 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.

### 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"

### Not Permitted

- Tobacco Products
- Explosives
- Tear Gas & Pepper Spray Weapons
- Political Advertisements
- Abortion Counseling or Services
- Personals
- Adult-Oriented Services
- Any Advertisements with a Sexual Focus
- Pay-Per-Call 900 or Offshore Telephone Services
- Steroids or Like-Banned Substances

### 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](mailto:Communications@fresnounified.org)