



WELL IN THE DESERT NEWS

WELL IN THE DESERT NEWS ADVERTISING

*The Well in the Desert News is published in tabloid format, 10.375" x 13.75", in full color.
10,000 copies are circulated in the Coachella Valley twice a year.*

PRICING • SIZES • DIGITAL AD SUBMISSION REQUIREMENTS

AD SIZE	DIMENSIONS	PRICE
Full Page, Back Cover	10.25" x 12.5" (non-bleed only)	\$700
Full Page	10.25" x 12.5" (non-bleed only)	\$600
1/2 Page	Vert. 5" x 12" • Horz. 10.25" x 5.75"	\$300
1/4 Page	Vert. 5" x 7" • Horz. 10.25" x 3.5"	\$150
Business Card	Vert. 2" x 3.5" • Horz. 3.5" x 2"	\$100

**TO PURCHASE AN AD, COMPLETE THE FORM BELOW AND FAX TO (760)327-8559
OR MAIL TO WELL IN THE DESERT, attn: ARLENE ROSENTHAL, 555 COMMERCIAL RD., PALM SPRINGS, CA 92262
QUESTIONS: ARLENE ROSENTHAL, (760)323-8353**

Deadline

Artwork must be submitted no later than NOVEMBER 4, 2011.

Ad Submission Specifications

Ad Design is not included in the ad placement price. Advertisers are responsible for submitting acceptable artwork as specified below. Graphic design services are available by separate arrangement.

Preferred submission is high resolution pdf format, or Photoshop tif, eps, jpeg. Eps files should have fonts converted to outline. No gif or Microsoft Publisher files can be accepted. Ads may be submitted by email (to: tim@timbridges.com), on floppy, zip disk or CD.

Resolution for graphic files is minimum 300 dpi.

Color Submission graphics are CMYK.

Submit ad artwork to:

Bridges Editorial & Graphics
690 N. Monterey Road
Palm Springs, CA 92262
(760) 408-0922 • Fax (760)832-8811

Ads may be emailed to: tbridg@mac.com.

WELL IN THE DESERT NEWS ORDER FORM

Please circle the desired ad size above.

NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____

Check Enclosed

Signature _____

Please make checks payable to "Well in the Desert"