



FULLERTON OBSERVER COMMUNITY NEWSPAPER

PO Box 7051 • Fullerton CA 92834 • Phone 714-525-6402
website: www.fullertonobserver.com • email: observernews@earthlink.net

CIRCULATION:

The *Fullerton Observer* is read by over 10,000 households in Fullerton. Readers subscribe to have the paper delivered to their homes by mail, pick it up at rack locations in stores, colleges, restaurants, libraries, & civic centers around town or read the paper online at www.fullertonobserver.com (60% of viewers bookmark the page). The online paper is at no extra charge to advertisers.

HOW TO SEND AN AD:

After you have placed an order online for your ad to appear, send the artwork in jpg form to observernews@earthlink.net. The print issue has limited space so placement is on first come-first served basis. Call (714) 525-6402 to determine if there is space for your ad.

WHAT TO INCLUDE IN YOUR AD:

Your company, organization, or event name; location address; date of event; what you are offering; contact info such as phone number, email, website; logo/artwork; slogan, etc. (see page 3 & 4 for tips)

AD CREATION:

We offer simple ad creation at no charge if you arrange that with us well before print date.

NO BLACK BACKGROUNDS NO FONT BELOW POINT 10:

Black backgrounds make our paper inky and unpleasant for our readers. Lettering below point 10 can not be read in the paper. We print in grayscale at 300dpi.

AD CHANGES:

Ad copy may be changed each time the ad runs if at the same size and delivered by the deadline.

CUSTOM SIZE ADS:

Our ad size offerings fit our layout and are priced affordably. Custom size ads are available for \$15 per square inch. Sorry no frequency discounts on custom sizes.

NOTES:

Customers are responsible for paying for ordered space even if they fail to deliver their ad by the deadline. The *Fullerton Observer* reserves the right to reject any ad which does not suit our readership. Though we rarely make errors, any error made by us will be corrected through free replacement ad in a following issue. Please proof your ads. We don't reimburse for errors which are not our fault.

HIRING A PRO:

For a more professional look consider hiring a professional local artist. Those listed below are recommended (though unaffiliated with the paper) and may be contacted for a quote:

- Claudia Miller at claudia@adirections.com or
- Cheryl Morenc at cheryl@cgdesignconcepts.com

**For More Info call or email us
at contacts at top of page.**

About the Observer

•The *Fullerton Observer* is Fullerton's only independent, community-written local newspaper, founded in 1978 by a group of friends including the late Ralph & Natalie Kennedy, Roy & Irene Kobayashi, Jim & Nadene Ivens, Barbara Johnson and others.

The paper is still created by an all-volunteer crew of local residents. The Kobayashis continue to work on the paper. Sharon Kennedy and Jesse La Tour serve as co-editors.

•The paper is published every other Monday except only once in July, August and January. (21 issues per year)

•The *Observer* welcomes honest advertisers offering products, services, and events of interest to our readers.

We are interested in long-term success and have provided an affordable and effective service to our advertisers and readers for 40 years +.

•The *Observer* reserves the right to reject ads that do not suit our family readership.

CSUF MEDIA SURVEY

A local media survey conducted by the Social Science Research Center of California State University Fullerton found that more residents get their news from the *Fullerton Observer* than any other local publication.

FULLERTON DEMOGRAPHICS

- Housing Units: 44,044
- Population: 137,624
- Median Income: \$75,700
- Businesses: 11,639
- Schools:
 - 15 public elementary
 - 2 public K-8
 - 3 junior highs
 - 5 public highs
 - 5 universities & colleges



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AT RIGHT IS THE ACTUAL SIZE
OF A SIZE "A" AD

5 inches wide x 2.25 inches tall

Single issue: \$95

6 issues in a row: \$85 per issue
(\$510 for 6)

21 issues (year): \$76 per issue
(\$1,596 per year)

AT RIGHT IS THE ACTUAL SIZE
OF A SIZE "B" AD

5 inches wide x 3.75 inches tall

Single issue: \$160

6 issues in a row: \$144 per issue
(\$864 for 6)

21 issues: \$128 per issue
(\$2,688 per year)

AT RIGHT IS THE ACTUAL SIZE
OF A "TINY" AD

2.25 x 2.25 inches square

\$38 per issue

No further discounts
6 times (\$228)
21 issues (\$798)

Example

OF EFFECTIVE LETTERING SIZES

You will want to grab attention with a good sized heading. Make sure the

• date • location & contact information
is large enough to be easily read.

Leave some space around the outside of your copy and between lines.
If you have information in small lettering it must be at least point 10 to be read in the paper although that small is not really effective in an ad.

Could be space to
add a logo or
photo in this size ad

Example

OF EFFECTIVE

LETTERING SIZES

*You will want to grab attention
with
a good sized heading.
Make sure the*

**• date • location &
contact information**
should be large
enough to be easily
read.

Leave some space around the outside of your copy and between lines.
If you have information in small lettering it must be at least point 10 to be read in the paper although that small is not really effective in an ad.

Example

OF EFFECTIVE LETTERING SIZES

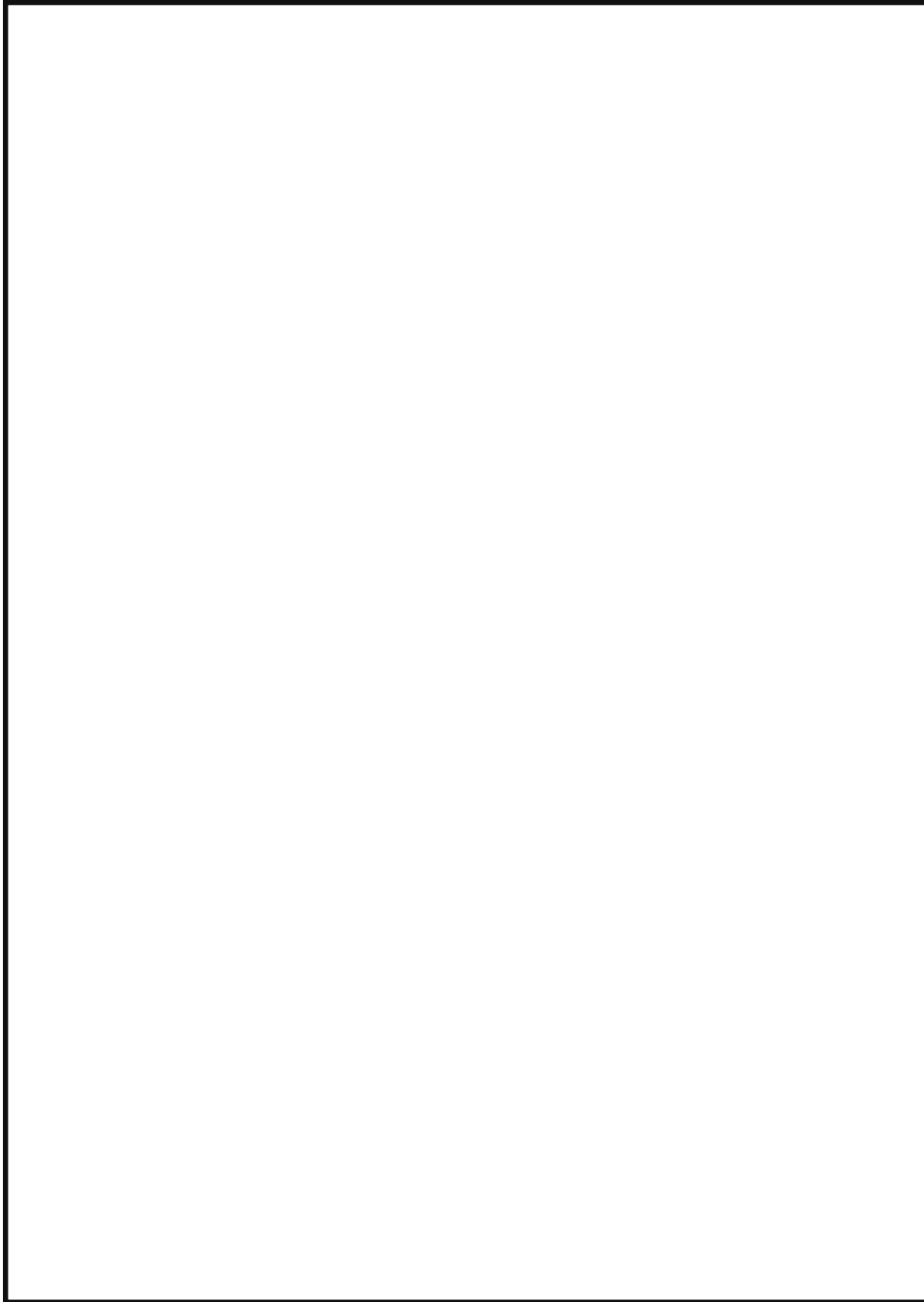
*You will want to grab attention
with a good sized heading.*

**• date •
location &
contact
information**



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ABOVE IS THE ACTUAL SIZE
OF A 1/4 PAGE SIZE "C" AD
5 inches wide x 7 inches tall

Single issue: \$300
6 issues in a row: \$270 per issue
(\$1,620)
21 issues in a row: \$240 per issue (\$5,040 per year)

**Ad sizes shown here
and on the previous page
are generally large enough
to create
interest in
your event or service
in our paper.**

**We place only a few ads
per page so your ad
will stand out
and be effective.**

**If you have more to say
we also offer half page ads
size "D"
10 inches wide x 7 inches tall
and full page ads
size "E"
10 inches wide x 15 inches tall.**

**See page 1
for pricing and sizing
and please call ahead
and give us some warning
that you need a large ad
so we can adjust the layout
and are able to
accept your ad.**

Thank You!