



FULLERTON OBSERVER COMMUNITY NEWSPAPER

PO Box 7051 • Fullerton CA 92834

website: www.fullertonobserver.com

• Phone 714-525-6402

• contact@fullertonobserver.com

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 contact@fullertonobserver.com. 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 for local businesses, if you arrange that with us well before print date by calling 714-525-6402. (Excluding political ads).

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.

WE RESERVE THE RIGHT:

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 over 40 years. The Observer reserves the right to reject ads that do not suit our family readership.

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. Jesse La Tour serve as editor.

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

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

**For More Info call 714-525-6402
or email us at
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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: \$99
 6 issues in a row: \$89 per issue
 (\$534 for 6)
 21 issues (year): \$79 per issue
 (\$1,659 per year)

**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.

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

5 inches wide x 3.75 inches tall
 Single issue: \$170
 6 issues in a row: \$150 per
 issue (\$900 for 6)
 21 issues: \$130 per issue
 (\$2,730 per year)

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 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.

AT RIGHT IS THE ACTUAL SIZE OF A "TINY" AD 2.25 x 2.25 inches square

\$40 per issue
No further discounts 6 times
(\$240)
21 issues (\$840)

**Example of Effective
Lettering Sizes**

You will want to grab
attention with a good
size heading
**Must have the date,
location & contact
information.**



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our advertisers.**



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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!

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

Single issue: \$310

6 issues in a row: \$280 per issue (\$1,680)

21 issues in a row: \$250 per issue (\$5,250 per year)