



FULLERTON OBSERVER COMMUNITY NEWSPAPER

PO Box 7051 • Fullerton CA 92834 • Phone 714-525-6402

website: www.fullertonobserver.com • email: contact@fullertonobserver.com

Today's Date: / / Job Name _____

Company _____

Mailing Address _____

City _____ State _____ Zip _____

Phone(____) _____ Email _____

- Choose Ad Size: TINY, A, B, C, D, E
- Choose Frequency: 1, *6 or *21 (*Must be consecutive)
- TOTAL: \$ _____ x _____ = \$ _____
(price per ad) x (frequency) = (total)
- Choose Date of Issue to Start (from schedule at right)

Print Name: _____

SCHEDULE

DEADLINE	ON STANDS
2020:	
NOV 9	NOV 16
NOV 23	NOV 30
DEC 7	DEC 14
2021:	
DEC 28	JAN 4
JAN 25	FEB 1
FEB 8	FEB 15
FEB 22	MAR 1
MAR 8	MAR 15
MAR 22	MAR 29
APR 5	APR 12
APR 26	MAY 3
MAY 10	MAY 17
MAY 24	MAY 31
JUNE 7	JUNE 14
JUNE 21	JUNE 28
JULY 26.	AUG 2
AUG 23	AUG 30
SEPT 6	SEPT 13
SEPT 27	OCT 4
OCT 11	OCT 18
OCT 25.	NOV 1
NOV 8	NOV 15
NOV 22	NOV 29
DEC 6	DEC 13

EACH PRICE BELOW (Tiny to Size C) INCLUDES PRINT ISSUE & AN ONLINE VERSION WITH EMBEDDED LINK TO YOUR WEBSITE*.
* (EXCLUDES POLITICAL ADS)

AD SIZE & Frequency (W x H) in inches	Cost (PER ISSUE)			Auto Pay PER MONTH*
	1 AD	6 ADs	21 ADs	
TINY (2.25 x 2.25)	\$40	\$40	\$40	\$71
A (5 x 2.25)	\$99	\$89	\$79	\$139
B (5 x 3.75)	\$170	\$150	\$130	\$228
C (5 x 7)	\$310	\$280	\$250	\$438
D (10 x 7)	\$645	\$580	\$520	\$910
E (10 x 15)	\$1400	\$1250	\$1100	\$1925

- 1) **ORDER & PAY:** Order and pay online with credit card under the Print Ad Info tab at www.fullertonobserver.com
- 2) **SEND YOUR AD TO US:** After you order and pay for your ad, email the artwork to contact@fullertonobserver.com

The Fullerton Observer is created by a staff of local volunteers and published 21 times a year since 1978. We distribute our 20-page paper to 10,000 households of local readers and also have an online presence reaching several thousand more.



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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 or pick the paper up for free at locations in stores, restaurants, libraries, colleges, and civic centers around town.

The paper is also available online at www.fullertonobserver.com. 60% of viewers bookmark the page. The online paper is a replica of the print version at no extra charge.

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.

HOW TO SEND AN AD:

After you have called to schedule a date for your ad to appear, send the artwork in jpg form to contact@fullertonobserver.com. Print issue ads appear in grayscale.

White lettering and black backgrounds are not permitted.

Small print must not be smaller than 10pt.

We offer simple ad creation at no charge contact us well before your print date.

CUSTOM SIZE ADS:

Ad sizes which do not fit our layout are not accepted.

WHAT TO INCLUDE:

- Company, organization, or event name
- Location address
- Date of event or promotion
- Contact info such as phone number, email, website
- Logo/artwork; slogan, etc.

AD CHANGES:

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

PAYMENT:

Payment, orderform and camera-ready ad is due by the deadline before the issue you wish your ad to appear in. Yearly customers may pay for the entire year or choose to be billed for every 6 ads before each run.

NOTE:

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.

ABOUT THE OBSERVER

•The *Fullerton Observer* is Fullerton's only independent, community written newspaper. Founded in 1978 by Ralph and Natalie Kennedy, Irene and Roy Kobayashi and a group of friends. It is still created by an all-volunteer staff of local residents including founding member Irene Kobayashi. Jesse La Tour serves as editor.

•The paper is published 21 times a year every other Monday, except only once in July, August and January.

•The *Observer* welcomes honest advertisers offering products, services, and events of interest to our readers. We are interested in the long-term success of local businesses and have provided an affordable and effective service to our advertisers and readers for over 42 years.

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

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

Thank You!



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SIZE "A" AD

5 inches wide x 2.25 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)

Ad sizes shown here and on the next 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" wide x 7" tall
and full page ads (size "E")
10" wide x 15" tall
See page 1 for pricing.**

SIZE "B" AD

5 inches wide x 3.75 tall

- **Single issue:** \$170
- **6 issues in a row:**
\$150 per issue (\$900 for 6)
- **21 issues (year):**
\$130 per issue (\$2,730 per year)

"TINY" AD **2.25 x 2.25 inches**

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

EFFECTIVE LETTERING SIZE EXAMPLE

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.

Fonts need to be larger than 11pt to be read in the paper.



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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)