

Please submit this form, along with your remittance, business card and/or camera-ready art to:

Newsletter Editor
Humane Society of Tuolumne County
PO Box 830
Jamestown, CA 95327
209-984-5489 • Fax: 209-984-1259

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Telephone: _____

E-mail: _____

Website: _____

AD SIZE:

Newsletter: Business Card 1/8-page
 1/4-page 1/3-Page
 Insert

Newsletter Frequency: 1 time 2 times
 3 times 4 times

Calendar Ad Frequency: 1 ad 2 ads

Ad Layout & Design: Yes No

Total Cost: _____

Humane Society of Tuolumne County
P. O. Box 830
Jamestown, CA 95327

THE HUMANE SOCIETY OF TUOLUMNE COUNTY

NEWSLETTER/CALENDAR ADVERTISING RATE CARD



The Humane Society of Tuolumne County (HSOTC) publishes and distributes its Paws-A-While newsletter quarterly. It is mailed and e-mailed to our members and is placed in businesses and public venues throughout the county. Readership includes our membership base of 1000 and pass-along viewing.

Our annual For the Love of Animals full-color calendar is distributed as a value-added benefit to HSOTC membership and sold at our Jamestown shelter, East Sonora Purrrfect Bargains Thrift Store and local veterinarian facilities and pet stores. Ad formats are horizontal and appear at the bottom of each calendar month for 30+ day's advertising exposure.

Advertising in either or both of these HSOTC publications gains exposure for your company while benefitting our mission to help abandoned, abused and unwanted animals in Tuolumne County since all proceeds benefit our shelter animals.



10040 Victoria Way • P. O. Box 830
Jamestown, CA 95327
209.984.5489 • Fax 209-984-1259 • hsotc.org

PAWS-A-WHILE

One-color (Gray-scale) Quarterly Newsletter

(vertical or horizontal ad)

Ad Size	Frequency	Total Cost	Cost-per-Insertion
Business Card (approximately 2" x 4")	1 time	\$ 35.00	\$ 35.00
	2 times	\$ 65.00	\$ 32.50
	3 times	\$ 95.00	\$ 31.67
	4 times	\$125.00	\$ 31.25
1/8-page (approximately 4" x 3.5")	1 time	\$50.00	\$ 50.00
	2 times	\$ 95.00	\$ 47.50
	3 times	\$145.00	\$ 46.67
	4 times	\$185.00	\$ 46.25
1/4-page (approximately 4" x 7")	1 time	\$ 75.00	\$ 75.00
	2 times	\$145.00	\$ 72.50
	3 times	\$210.00	\$ 70.00
	4 times	\$275.00	\$ 68.75
1/3-page (approximately 8" x 4.5")	1 time	\$100.00	\$100.00
	2 times	\$195.00	\$ 97.50
	3 times	\$290.00	\$ 96.67
	4 times	\$380.00	\$ 95.00
Inserts	1 time	\$350/1000	
Ad layout and design	Please call for price quote		

FOR THE LOVE OF ANIMALS

Full-color Annual Calendar

Ad Size	Frequency	Total Cost
1 ½" x 8 ¼" Horizontal	1 ad	\$375.00
	2 ads	\$700.00
Ad layout and design (required for calendar ads)	1 ad	\$125.00

ADVERTISING PLACEMENT SPECIFICATIONS

General - All newsletter ads will be published in gray-scale. If your business card or camera-ready art is in color, it will be scanned and converted to gray-scale.

Business card ads – Business cards must be sent with your order and remittance.

All other ads – Camera-ready art must be sent/emailed with your order. Your camera-ready copy will be sized to fit the size of your ad therefore we request that you have the appropriate sized art accompany your order.

Deadline for submission – The newsletter is published four times a year - February, May, August and November. Closing for advertising and camera-ready art is the 10th of the month prior to publication.

Ad production – For a nominal fee, we will design an ad for you based on your specifications.

General – All calendar ads will be published in full-color and in a horizontal 1 ½" x 8 ¼" format.

Deadline for submission - The calendar is produced in September and all ad placements must be received 30 days prior to the publication.

Ad production – All ads will be produced in a 1 ½" x 8 ¼" format from the materials you supply and will be sent to you for final approval. There is a flat rate production fee of \$125.00 charged for these ads.

GENERAL ORDER/CONTACT INFORMATION

Ordering information – To place an order for an ad, select the size and frequency you want in the attached form below and mail or e-mail it to newslettereditor@hsotc.org. We must receive payment in full for your advertisement within 10 days of order placement or before the 10th of the month prior to publication whichever comes first.

Contact information – If you have any questions or want more information, contact Doryene Rapini at 209-984-5489 or e-mail newslettereditor@hsotc.org.

