



HUMANE SOCIETY OF TUOLUMNE COUNTY

10040 Victoria Way
Jamestown, CA 95327

Mailing Address
P.O. Box 830
Jamestown, CA 95327

(209) 984-5489

www.hsotc.org

shelter@hsotc.org
marketing@hsotc.org

Humane Society Newsletter Advertising Rates

THE HUMANE SOCIETY OF TUOLUMNE COUNTY publishes and distributes its newsletter six times a year. It is mailed to our members, and is placed at businesses and public venues throughout the county. Readership, including pass-along for each issue, is approximately 5000 people.

There are a variety of formats in which your business ad can be published, including business card, 1/4-page (vertical or horizontal), 1/3-page (vertical or horizontal), 1/2-page (vertical or horizontal) and full-page, all based on an 8-1/2 x 11 page. Advertising can be bought in consecutive frequency blocks of one through six.

We can design an ad for you in any of the above-mentioned sizes for a nominal fee.

The Humane Society is a non-profit organization, and all advertising proceeds go to help the animals.

Ad Size	Frequency	Total Cost	Cost Per Insertion
Business card	1 time	\$25	\$25
	2 times	\$48	\$24
	3 times	\$69	\$23
	4 times	\$88	\$22
	5 times	\$105	\$21
	6 times	\$120	\$20
1/4-page	1 time	\$35	\$35
	2 times	\$66	\$33
	3 times	\$93	\$31
	4 times	\$87	\$29
	5 times	\$81	\$27
	6 times	\$150	\$25
1/3-page	1 time	\$50	\$50
	2 times	\$96	\$48
	3 times	\$138	\$46
	4 times	\$176	\$44
	5 times	\$210	\$42
	6 times	\$240	\$40
1/2-page	1 time	\$75	\$75
	2 times	\$140	\$70
	3 times	\$195	\$65
	4 times	\$240	\$60
	5 times	\$275	\$55
	6 times	\$300	\$50
Full page	1 time	\$90	\$90
	2 times	\$170	\$85
	3 times	\$240	\$80
	4 times	\$300	\$75
	5 times	\$350	\$70
	6 times	\$390	\$65

See the reverse side for ordering information

Advertising Ordering and Placement Information

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

Business card ad

Business cards must be sent with your order and remittance.

All other ads

Camera-ready copy must be sent with your order. Your camera-ready copy will be sized to fit the size of your ad. Be aware that if, for example, you send a business card for placement as a full-page ad, it will have to be enlarged to fit. This can cause a problem with resolution and your ad will look blurred. If you order a 1/4-, 1/3-, 1/2- or full-page ad, please accompany your order with appropriate artwork, preferably camera-ready.

Deadline for submission

The Humane Society newsletter is published in January, March, May, July, September and November. Closing for advertising insertion is the 10th of the month prior to publication.

Advertising design

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


Ordering information

To place an order for an ad, select the size and frequency you want. Fill out the form below and mail it to the address on the form. Enclose a check in the full amount of your order as well as a business card or camera-ready copy.

Contact information

If you have any questions or want more information, contact the Humane Society's marketing director, Casie Jachetta, at (209) 984-5489, or e-mail her at marketing@hsotc.org.



 <p>Humane Society of Tuolumne County, Inc. Help Us Help The Animals</p>	<h3>Advertising Order Form</h3> <p>NAME _____</p> <p>COMPANY _____</p> <p>ADDRESS _____</p> <p>CITY, STATE, ZIP _____</p> <p>AD SIZE _____</p> <p>NUMBER OF INSERTIONS _____ (1 through 6)</p> <p>TOTAL COST _____</p>	<p>Please mail this form, along with your remittance and business card or camera-ready copy to:</p> <p>Humane Society of Tuolumne County P.O. Box 830 Jamestown, CA 95327</p>
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