



## **Niguel Shores Community Association**

33654 Niguel Shores Drive  
Monarch Beach, California 92629-4221

[www.niguelshores.org](http://www.niguelshores.org)  
(949) 493-0122 • Fax (949) 831-0116

Dear Advertiser:

If you are one of our current advertisers, I would like to thank you for your continued support over the years. If you are new to considering the Seashore News for your advertising needs, thank you for allowing us this opportunity.

The Seashore News is the official newsletter of the Niguel Shores Community Association and is distributed monthly to the 960 homes in the community. In addition to the hardcopy version, the ads appear in the Newsletter section of the Niguel Shores Website at [NiguelShores.org](http://NiguelShores.org).

As an advertising medium, it is highly targeted both geographically, and demographically. Unlike other advertising, it takes the "rifle" approach rather than the "shotgun" approach. If you are trying to reach upscale homeowners with Real Estate needs, have a service or health care business, there is no more cost effective way to deliver you message. A simple listing can be as low as \$50 per month (on a 1 year commitment).

The last major change, is the inclusion of full page ads as well as the "Back Cover". These highly desirable cover positions are available only on a 6x or 12x schedule, but content can be changed monthly. These are perfect for Real Estate companies and due to the limited availability, will be contracted on a first come, first served basis.

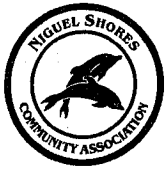
If you have any questions, you can contact Matt Northrop in the Niguel Shores Office or email him at

**[MNorthrop@niguelshores.org](mailto:MNorthrop@niguelshores.org)**

Thank you and we look forward to serving your advertising needs.

Sincerely,

Deborah Baker, CCAM, AMS  
General Manager



# Niguel Shores Community Association Seashore News Advertising Rates

(Effective 01/18/12)

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Tel. #: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

START DATE: \_\_\_/\_\_\_/\_\_\_ THROUGH: \_\_\_/\_\_\_/\_\_\_ SIZE: \_\_\_\_\_ FREQUENCY: \_\_\_\_\_

	AMOUNT		DUE DATE	
1 <sup>st</sup> Payment	_____	_____	_____	_____
2 <sup>nd</sup> Payment	_____	_____	_____	_____
3 <sup>rd</sup> Payment	_____	_____	_____	_____
<u>AD SIZE</u>	<u>1 x MONTH</u>	<u>3 x MONTH</u>	<u>6 x MONTH</u>	<u>12 x MONTH</u>
1/8 Page	\$75.00	\$200.00	\$350.00	\$600.00
1/4 Page	\$150.00	\$400.00	\$750.00	\$1,200.00
1/2 Page	\$300.00	\$800.00	\$1,400.00	\$2,200.00
Full Page	\$600.00	\$1,600.00	\$2,600.00	\$3,500.00
Inside Cover (front)	N/A	N/A	\$2,800.00	\$5,000.00
Back Cover	N/A	N/A	\$3,000.00	\$5,500.00
Full Page Insert	\$500 (+\$25 if NSCA makes copies)			

6 x and 12 x schedules can be paid in 2 payments or 3 payments, respectfully. The first installment of 50% or 33 1/3 % must be made 30 days prior to the first issue appearance. For the 6 x plan, the second 50% is due 3 months later. For the 12 x plan, the second payment is due 3 months after the beginning issue and final payment is due 7 months after the beginning issue.

Content can be changed monthly for 1/4 page or larger. Changes must be received 30 days prior to issue date.

**PLEASE NOTE: Early Cancellation or failure to make installment payments reverts rates to the 1x.**

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_ AMT. ENCLOSED: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_ NSCA GM SIGNATURE: \_\_\_\_\_



# Niguel Shores Community Association Advertising Space Agreement

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Tel.#: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

START DATE: \_\_\_/\_\_\_/\_\_\_ THROUGH: \_\_\_/\_\_\_/\_\_\_ SIZE: \_\_\_\_\_ FREQUENCY: \_\_\_\_\_

The Seashore News is delivered to 960 residents and posted on the Niguel Shores Web Site. The newsletter is a monthly publication and ranges in size from 12 pages to 24 pages. Ad size is from 3<sup>5</sup>/<sub>8</sub> x 2 inch Business Card up to a Full Page 7<sup>1</sup>/<sub>2</sub> x 9<sup>1</sup>/<sub>2</sub> inches. There is a maximum of 24 business card size ads appearing on 3 consecutive pages. All other ads (1/2 page, 1/4 page or Full page) will appear inside the Front Cover and inside the copy pages depending upon editorial layout. There are two premium Full Page ads available – Inside the Front Cover and Inside the Back Cover. These pages require a full year commitment and are on a first come, first serve basis. Ad rates are listed on a separate page and offer discounts for Frequency and Size.

NOTE: Niguel Shores Community Associates reserves the right to reject any advertisement and / or pull any advertising for any reason. Any unexpended funds will be returned to the advertiser.

## Artwork

Artwork release: NSCA is not responsible for artwork submitted. It is the advertiser's responsibility to contact the Newsletter Staff to insure you have the proper artwork on time. A \$50 fee will be charged to change artwork or ad copy after submittal and copy changes need to be made 30 days prior to the issue month.

Release date: NSCA distributes the Seashore News on the weekday of each month. The publication ads are only available in Black and White. The ads need to be submitted in JPEG (min. 300dpi) or on a CD or in Illustrator (Adobe) formats and the cutoff date for artwork is the 15<sup>th</sup> of the prior month to publication. The Seashore News is posted on the web site at [www.niguelshores.org](http://www.niguelshores.org) by the first day of each month.

NSCA is not responsible for any statements made in advertiser's copy nor do they recommend any of the advertised companies. All ads are subject to approval by the Niguel Shores Community Association and ad location will be based upon space available.

## Authorization / Payment

Your signature and check authorized NSCA to reserve the space as listed above. It also indicates that you have read, understand, and agree to the terms and conditions of this agreement. Payment must accompany this agreement, but 6 x can be made in two installments and 12 x in three. Installments must be received 30 days prior to that next issues run date.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_ AMT. ENCLOSED: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_ NSCA GM SIGNATURE: \_\_\_\_\_

1/8 PAGE

3<sup>5</sup>/<sub>8</sub>" x 2"

1/4 PAGE

3<sup>5</sup>/<sub>8</sub>" x 4<sup>3</sup>/<sub>4</sub>"

H  
A  
L  
F  
  
P  
A  
G  
E

3<sup>5</sup>/<sub>8</sub>" x 9<sup>1</sup>/<sub>2</sub>"

HALF PAGE

7<sup>1</sup>/<sub>2</sub>"

HORIZONTAL

x 4<sup>3</sup>/<sub>4</sub>"

V  
E  
R  
T  
I  
C  
A  
L

FULL

7<sup>1</sup>/<sub>2</sub>"

PAGE

x 9<sup>1</sup>/<sub>2</sub>"