



Niguel Shores Community Association

33654 Niguel Shores Drive
Dana Point, California 92629-4221
(949) 493-0122 • Fax (949) 388-7892

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 considering the Niguel Shores *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 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.

As an advertising medium, it is highly targeted both geographically and demographically. If you are trying to reach upscale homeowners there is no more cost effective way to deliver your message.

Full page advertisements are available for the inside front cover, the inside back cover, and the back cover. These highly desirable cover positions are available in color at an additional cost. Due to the limited availability, of advertising in these locations, they will be available on a first-come, first-served basis.

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

mnorthrop@niguelshores.org

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

Sincerely,

Matt Northrop, CMCA
Community Administrator



Niguel Shores Community Association Seashore News Advertising Rates

(Effective 01/01/23)

Company Name: _____

Contact: _____ Tel. #: _____ Email: _____

Address: _____ City: _____ State: _____ Zip: _____

START DATE: ____/____/____ THROUGH: ____/____/____ SIZE: _____ FREQUENCY: _____

	AMOUNT		DUE DATE	
1 st Payment	_____	_____	_____	_____
2 nd Payment	_____	_____	_____	_____
3 rd 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	\$100.00	\$225.00	\$400.00	\$700.00
1/4 Page	\$200.00	\$500.00	\$900.00	\$1,500.00
1/2 Page	\$400.00	\$1,000.00	\$1,650.00	\$2,700.00
Full Page	\$800.00	\$2,000.00	\$2,950.00	\$4,200.00
Back or Front Inside Cover (Black & White)	N/A	N/A	\$3,150.00	\$5,900.00
Back or Front Inside Cover (Color)	N/A	N/A	\$4,650.00	\$8,625.00
Back Cover (Black & White)	N/A	N/A	\$3,300.00	\$6,050.00
Back Cover (Color)	N/A	N/A	\$4,875.00	\$9,175.00
Full Page Insert	\$650.00 (Advertiser must provide 1,100 copies)			

Listing on Marketplace section of www.niguelshores.org – 1/8 & 1/4 Page Ads: \$10.00 a month (Free for 1/2 Page+ sizes)

The 6x can be paid two installment payments of 50% each and 12x plans can be paid in three installments of 33^{1/3}% each. The first installment payment must be made 30 days prior to the advertisement's first run date. The second installment payment is due 2 months after the first run date. For the 12x plan, the third installment payment is due 7 months after the first run date.

PLEASE NOTE: The deadline for cancelling orders is 30 days before the run date. The run date for the monthly newsletter is the first weekday of each corresponding month (e.g., October 1, 2023 for October 2023 issue). Payments are non-refundable if advertising orders are not cancelled by the deadline. Early cancellation or failure to make installment payments will revert frequency discount rates to a 1x plan fee schedule.

SIGNATURE: _____ DATE: _____ AMT. ENCLOSED: _____

PRINTED NAME: _____ NS ADMIN SIGNATURE: _____



NIGUEL SHORES COMMUNITY ASSOCIATION
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Seashore News

Advertising Insert Parameters

- 1,100 copies needed
- Advertiser must provide copies
- Only one Insert per year per advertiser is permitted
- Only one advertising Insert per edition is permitted
- Size for the Insert must be 8½" x 11" only. No other size is permitted
- Card Stock and Cover Stock paper is not permitted

For paper parameters allowed contact NSCA office



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 16 pages to 24 pages. Ad size is from 3½ x 2 inch Business Card up to a Full Page 7½ x 9½ inches. There is a maximum of 24 business card size ads appearing on 3 consecutive pages. All other ads (½ page, ¼ page or Full page) will appear inside the Front Cover and inside the copy pages depending upon editorial layout. There are three premium Full Page ads available; Inside the Front Cover, Inside the Back Cover, and Back Cover. These pages require a full year commitment and are available on a first-come, first-served basis. Ad rates are listed on a separate page and offer discounts based on Frequency and Size.

The deadline for cancelling orders is 30 days before the run date. The run date for the monthly newsletter is the first weekday of each corresponding month (e.g., October 1, 2015 for the October 2015 issue). Payments are non-refundable if advertising orders are not cancelled by the deadline. Early cancellation or failure to make installment payments will revert frequency discount rates to a 1x plan fee schedule.

NOTE: Niguel Shores Community Association ("NSCA") reserves the right to reject any advertisement and/or pull any advertisement for any reason. In the event that the advertiser cancels the advertising order by the deadline, any unused funds will be returned to the advertiser.

Artwork and Advertising Copy

Artwork and Advertising Copy: NSCA is not responsible for artwork or advertising copy submitted. It is the advertiser's responsibility to contact the Newsletter Staff to insure he/she provides the proper artwork and advertising copy on time. The advertisements need to be submitted in JPEG (min. 300dpi) format (via e-mail or CD). The deadline for artwork and advertising copy is 20 days prior to the run date. All changes in artwork or advertising copy must be made 15 days prior to the run date.

Release date: NSCA distributes the Seashore News on the first weekday of each month. The publication ads are only available in Black and White. The Seashore News is posted on the Website at www.niguelshores.org by the first day of each month.

NSCA is not responsible for any statements made in the advertiser's copy nor does it recommend any of the advertised companies. All advertisements are subject to approval by NSCA and ad location will be based upon space availability.

Authorization / Payment

Your signature and check authorize 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 6x plans can be paid in two installment payments (of 50% each) and 12x plans can be paid in 3 installment payments (of 33^{1/3}% each). The first installment payment must be made 30 days prior to the advertisement's first run date. The second installment payment is due 3 months later. For the 12x plan, the third installment payment is due 7 months after the first run date.

SIGNATURE: _____ DATE: _____ AMT. ENCLOSED: _____

PRINTED NAME: _____ NS ADMIN SIGNATURE: _____

1/8 PAGE

$3\frac{5}{8}" \times 2"$

1/4 PAGE

$3\frac{5}{8}" \times 4\frac{3}{4}"$

H
A
L
F

P
A
G
E

$3\frac{5}{8}" \times 9\frac{1}{2}"$

HALF PAGE

$7\frac{1}{2}"$

HORIZONTAL

$\times 4\frac{3}{4}"$

V
E
R
T
I
C
A
L

FULL

$7\frac{1}{2}"$

PAGE

$\times 9\frac{1}{2}"$