

# 2019-2020 Rates\* and Specifications

Place your advertising message where it will reach the exclusive community of Sun City Oro Valley with an ad in the Sun City Oro Valley *Tipster* magazine. The official Sun City Oro Valley newsletter with month long listings of activities within the community. It is distributed to more than 2,488 homes each month. This insures that the Sun City Oro Valley *Tipster* has a long shelf life within the home.

**Electronic Files Accepted:** PDF format is preferred. We can also try to work with .tif or .jpg (will require conversion). We DO NOT accept programs files such as: Corel Draw, Publisher, Pagemaker or Quark. Resolution: 300 DPI Maximum file size is 5 MB. Email your ad to: [tipster@suncityorovalley.com](mailto:tipster@suncityorovalley.com)



## AD SIZES

All rates are per **card ad**. **3.75" WIDE x 2" TALL**. May combine cards for larger ad sizes. i.e., 4 cards: 7.5" wide x 4" tall or 3.75" wide x 8" tall. Can combine all the way to full page = 10 cards. Multiply per card rate above to determine cost of ad larger than a single card.

Rates\* effective July 1, 2019 through June 30, 2020

Rates are NET to Agencies

Ad Placement	Price Per Card Month to Month	Price Per Card 3 Months Prepaid Price	Price Per Card 1 Year Prepaid Price
Interior Pages	\$65 per month	\$60 x 3 = \$180 (\$15 savings)	\$55 x 12 = \$660 (\$120 savings)
Center Pages	\$70 per month	\$65 x 3 = \$195 (\$15 savings)	\$60 x 12 = \$720 (\$120 savings)
Back Page	\$80 per month	\$75 x 3 = \$225 (\$15 savings)	\$70 x 12 = \$840 (\$120 savings)

## COLOR RATES

We offer black & white, spot and 4-color advertising.

**Spot Color** \$10 per month = multiply by cards

**Four Color** \$20 per month = multiply by cards

Example: 3 cards would be an additional \$30 charge.

Example: 3 cards would be an additional \$60 charge.

## DEADLINES

Please contact our office by the **10th of the month** if you want to reserve space in the following months' edition.

Ads must be into SCOV by the **15th of the month** for inclusion in the next month's edition.

**FLYERS** (8.5" x 11" only) inserted into the Tipster \$250 flat fee

- You provide the necessary quantity of flyers to be inserted\*
- MUST have this disclaimer printed on the flyer:  
"Not sponsored nor endorsed by Sun City Oro Valley"
- Flyers must be approved by SCOV  
fax or email flyers for approval to:  
Pam Sarpalius [psarpalius@suncityorovalley.com](mailto:psarpalius@suncityorovalley.com)

\*Call for the monthly quantities 520-917-8077



1565 E. Rancho Vistoso Blvd.  
Oro Valley, AZ 85755  
520.917.8065 • FAX 520.825.0432  
[www.scovaz.com](http://www.scovaz.com)

# One Card

3.75" x 2"

**\$65** Black & White

**Spot color additional \$10**  
**4-color additional \$20**

# One Card

3.75" x 2"

**Black & White**

**Color**

1 Month	\$65	\$85
3 Months*	\$180 (\$60/mo)	\$240 (\$80/mo)
12 Months*	\$660 (\$55/mo)	\$900 (\$75/mo)

# Two Cards

3.75" x 4"

**Black & White**

**Color**

1 Month	\$130	\$170
3 Months*	\$360 (\$120/mo)	\$480 (\$160/mo)
12 Months*	\$1,320 (\$110/mo)	\$1,800 (\$150/mo)

# Two Cards

3.75" x 4"

**\$130** Black & White

**Spot color additional \$20**  
**4-color additional \$40**

# Two Cards 7.5" x 2"

**\$130** Black & White

**Spot color additional \$20**  
**4-color additional \$40**

\*Prepayment required to receive discounted rate.

# Three Cards

3.75" x 6"

**\$195** Black & White

**Spot color additional \$30**

**4-color additional \$60**

	<u>Black &amp; White</u>	<u>Color</u>
1 Month	\$195	\$255
3 Months*	\$540 (\$180/mo)	\$720 (\$240/mo)
12 Months*	\$1,980 (\$165/mo)	\$2,700 (\$225/mo)

# Five Cards

3.75" x 10"

**\$325** Black & White

**Spot color additional \$50**

**4-color additional \$100**

	<u>Black &amp; White</u>	<u>Color</u>
1 Month	\$325	\$425
3 Months*	\$900 (\$300/mo)	\$1,200 (\$400/mo)
12 Months*	\$3,300 (\$275/mo)	\$4,500 (\$375/mo)



\*Prepayment required to receive discounted rate.

## Six Cards 7.5" x 6"

	<u>Black &amp; White</u>	<u>Color</u>
1 Month	\$390	\$510
3 Months*	\$1,080 (\$360/mo)	\$1,440 (\$480/mo)
12 Months*	\$3,960 (\$330/mo)	\$5,400 (\$450/mo)

## Four Cards 7.5" x 4" or 3.75" x 8"

**\$260** Black & White

**Spot color additional \$40**

**4-color additional \$80**

	<u>Black &amp; White</u>	<u>Color</u>
1 Month	\$260	\$340
3 Months*	\$720 (\$240/mo)	\$960 (\$320/mo)
12 Months*	\$2,640 (\$220/mo)	\$3,600 (\$300/mo)