

# The Ranchos Independent



Published Monthly

**37167 Ave. 12 Ste. 5C ■ Madera, CA 93636 ■ 559-645-0634 ■ Fax 559-645-4002**

The advertiser agrees to be responsible for the accuracy of the information supplied for the advertisement and agrees to limit any responsibility of the Independent to the cost of the ad. Client agrees to the terms listed on the invoice and rate sheet. Payment is expected in advance.

Date: \_\_\_\_\_ First date ad will run: \_\_\_\_\_ Number of issues ad will run: \_\_\_\_\_

Company: \_\_\_\_\_ Billing address: \_\_\_\_\_ City/Zip: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

Rate per col. inch: \_\_\_\_\_ Ad size: \_\_\_\_\_ Price per ad: \_\_\_\_\_ Dates ad will run: \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Camera ready  Copy with order? Yes  No

**1 Column inch = 2.5" Wide x 1" High**  
**\$15 per column inch**

**2 column x 2 inch ad**

5 inches wide x 2 inches high

\$60

**2 column x 3 inch ad**

5 inches wide x 3 inches high

\$90

**2 column x 4 inch ad**

5 inches wide x 4 inches high

\$120

**2 column x 5 inch ad**

5 inches wide x 5 inches high

\$150

**2 column x 6 inch ad**

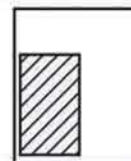
5 inches wide x 6 inches high

\$180

**2 column x 7 inch ad**

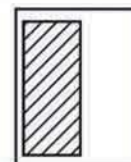
5 inches wide x 7 inches high

\$210

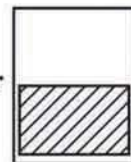


**"Super"**  
**1/4 Page**  
 2 col. x 7.75"

\$230



or



**Half Page**  
 2 col. x 11" or  
 4 col. x 5.25"

\$330



**"Super"**  
**Half Page**  
 4 col. x 7.75"

\$465



**Full Page**  
 4 col. x 11"

\$660

*Add Color*

*Small ads add \$50 • Large ads add \$100*

*Inserts*

*\$225 with customer-supplied material*

**Camera Ready Ads**

*Must be correct size with proper text.  
 We do not alter the ad in any way.*

**Deadline**

All advertising materials and Guest Articles or Press Releases are due the second Friday of the month.

**645-0634**

*prepared 1-1-2012*

**Now you can e-mail us at ranchosnews @ yahoo.com**