

*Asociación de Artes del Mar de Cortez A.C.*

# East Capers Periodical Advertising Kit

A community news and information publication

**For Season 2023 - 2024**

**Effective July 13, 2023**

## **Editorial Profile**

*East Capers* is a bi-monthly periodical published by the Asociación de Artes del Mar de Cortez A.C., Los Barriles, B. C. Sur, Mexico. *East Capers* started out as a six-page newsletter in 2000. Today it is a growing, thirty-six page community news and information publication. Local residents, visitors and advertisers have enjoyed the periodical and made it part of their life in Baja California, Mexico. One of the objectives of the *East Capers* is to provide a showcase for local writers. All of the proceeds raised by advertisement donations are used to support the Asociación programs in the community. *East Capers* will continue to grow and support the needs of the region. *East Capers* comes out 4 times a year - October – May.

## **Circulation**

Geographic distribution: Los Barriles, La Ribera, Buena Vista, El Cardinal and San Antonio. A color digital image of the periodical is available at the Asociación's website: [www.eastcapearts.com](http://www.eastcapearts.com).

The Asociación de Artes del Mar de Cortez A.C., Los Barriles, B.C. Sur, Mexico is a Mexican Asociacion Civil corporation not affiliated with any other organization, association, club or business.

## East Caper Staff

The entire staff at East Capers Magazine is volunteer. From our editor, copy editor, circulation to advertising and marketing. We have a dedicated staff who put hours into making the magazine a top notch magazine that will benefit all who read.

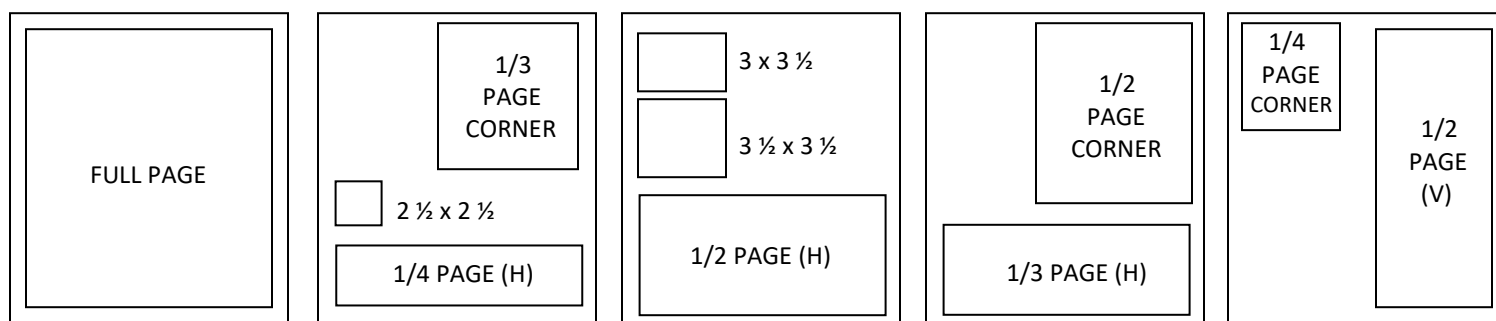
## PRICES ARE PESO

Ad Size (width/height)	1 Issue	2 Issues	4 Issues	15% Discount**
2.5 x 2.5 inches (6.4 x 6.4 centimeters)	\$500	\$900	\$1600	
Business Card 2.0 x 3.5 (5.0 x 8.8 centimeters)	\$550	\$975	\$1700	
3.0 x 3.5 inches (7.6 x 8.9 centimeters)	\$600	\$1100	\$1800	
3.5 x 3.5 inches (8.9 x 8.9 centimeters)	\$625	\$1200	\$2000	
1/4 page (H) (7.25 x 2.25 in.) (18.4 x 5.7 cm.) or (4.5 x 3.5 in.) (11.4 x 8.9 cm.) Corner ad	\$775	\$1,400	\$2300	
1/3 page (H) (7.25 x 3.0 in.) (18.4 x 7.6 cm.) or (4.25 x 4.75 in.) (10.8 x 12.1 cm.) Corner ad	\$950	\$1,750	\$2800	
1/2 page (H or V) (7.25 x 4.5 in.) (18.4 x 11.4 cm.) or (4.75 x 6.5 in.) (12.1 x 16.51 cm) Corner ad	\$1075	\$2000	\$3200	
1 full page (7.5 x 9.5 in.) (19.1 x 24.1 cm.)	\$1,275	\$2,400	\$3975	
Center fold full page (pg 18 or 19) (7.5 x 9.5in)	\$1,625	\$3050	\$4900	
Back cover (7.5 x 9.5 in.) (19.1 x 24.1 cm.) (Color)	\$2,150	\$3,950	\$6800	

**\*\* In order to receive discount, the total amount is due BEFORE January 5, 2024**

<sup>1</sup>/<sub>2</sub> issues do not have to be consecutive – but must be reserved at time of purchase.

## AD Size Formats (Non-bleed dimensions)



## Issue and Closing Dates

<u>Edition #</u>	<u>Issue</u>	<u>Deadline for ads/articles</u>	<u>To Printer</u>	<u>Publication Date</u>
104	Oct/Nov	9/15/23	10/7/23	10/15/23
105	Dec/Jan	11/15/23	11/22/22	12/01/23
106	Feb/Mar	01/17/24	01/22/24	02/01/24
107	Apr/May	03/15/24	03/22/24	04/01/24

## Payment of Advertising

Payment for all advertising is due no later than the due date for each issue (See Issue and Closing Dates). **Ads will not run if payment is not received by the due date.**

## **Submitting Advertising Art**

### ***Image Format and Resolution.***

All images in the East Capers are printed in grayscale. For your image to print clearly with enough detail, the original file resolution needs to be at least 300 dpi. The greater number of squares or pixels per square inch of your image, the more detail or resolution your image has. Web site will be in full color.

### ***Preferred file types.***

- MS Word saved as .doc or .docx.
- **JPEG high resolution flattened transparencies.**
- PhotoShop --- Save as a TIFF or EPS file.
- **MS Publisher --- Save in Content Library.**

### ***Accepted file types.***

- It is harder to work with PDF files. Please save your PDF file as a JPG file.
- Illustrator --- Send original file with type converted to outlines and high resolution transparencies flattened. Save as an EPS file

***Sending your file.*** Email your ad file to ***eastcapersmagazine@gmail.com***

### ***Making Changes to Your Ad.***

You may make changes to your ad each issue – even if you bought multi-issues. You must have the new ad in by the issue deadline. Email ***eastcapersmagazine@gmail.com*** with your changed ad by the issue deadline.

### ***Help Creating or Changing an Ad-***

If you need help creating or changing your ad, contact us and we will put you in contact with someone that can do that for you. We are unable to create or change existing ads.  
Email ***eastcapersmagazine@gmail.com***

## **Payment Processing**

### ***Pay In Person Method***

1. Email you ad file to ***eastcapersmagazine@gmail.com*** or include your camera-ready art or changes with your payment.
2. Take your payment to the Wolf Management office in Plaza Libertad, Los Barriles by the due date.
3. If a Factura is required: Your Factura will be issued at time of payment.

### ***Bank Transfer Method***

*It is very important that you take a picture of your receipt or scan it and send it to Wolf Property Management so we can track your deposit and be able to display your Ad in time. Failing to do so could make your Ad not showing on time as expected. Please help us get your ad in the issue you paid for.*

1. Email your ad file and EC Form 1 to ***eastcapersmagazine@gmail.com*** by the due date.
2. Transfer the appropriate funds to: BANCOMER, Asociación de Artes del Mar de Cortez AC, PESOS – **Numero de cuenta 0198503265** (when deposit is in BANCOMER bank).
3. CLABE: (for pesos only) **012041001985032657** (when depositing in different bank than BANCOMER).
4. If a Factura is required: Once payment is received, the Factura will be mailed to the address on EC Form 1 or you may pick it up at the Wolf Management office in Plaza Libertad, Los Barriles. Indicate on the EC Form 1 if you will pick it up or if you want it mailed.

### ***Pay Pal Payments***

If you cannot make a payment by the above methods, contact us for pay pal payment Instructions and details.