



2021 My Communicator Media Kit Advertising Creative Specifications

CIRCULATION AND DISTRIBUTION

My Communicator is a 32-page, full-color newspaper targeted at Delaware County adults ages 55 and older, as well as their families. It boasts a wide circulation of about 46,000 issues in Delaware County, and is:

- Delivered via bag to households in Delaware (43015), Lewis Center (43035), and Powell (43065).
- Available at more than 50 locations throughout the county, including SourcePoint, libraries, senior living communities, health care facilities, and other nonprofit organizations.
- Available online at MySourcePoint.org and Issuu.com and promoted via social media and e-newsletters.

2021 DEADLINES AND DISTRIBUTION DATES

Issue	Ad Artwork Due	Distribution Begins
Q1 Winter (January-March)	Nov. 23, 2020	Dec. 26, 2020
Q2 Spring (April-June)	Feb. 22, 2021	March 27, 2021
Q3 Summer (July-September)	May 24, 2021	June 26, 2021
Q4 Fall (October-December)	Aug. 23, 2021	Sept. 25, 2021

AD SIZES AND RATES

Ad Size	Dimensions	Per-Issue Rate
Full-Page	9.25" w x 12.25" h	\$1,100
Half-Page (Horizontal)	9.25" w x 6" h	\$650
Half-Page (Vertical)	4.5" w x 12.25" h	\$650
Quarter-Page	4.5" w x 6" h	\$400
Eighth-Page	4.5" w x 3" h	\$250

ARTWORK

File: Press-quality PDF or EPS preferred. Please outline all text and embed graphics. A JPG is acceptable, but not recommended. JPG artwork must meet all specifications. All graphics should be minimum 300 dpi.

Color: Four-color CMYK process. All black elements should be adjusted accordingly: C0 M0 Y0 K100.

PLACEMENT

Requesting placement on a specific page or section will be considered, but cannot be guaranteed. Placement is randomly assigned and rotated throughout the year to remain fair to all advertisers.

BILLING

Payment must be made in advance for unestablished accounts and political advertisements. Others will be invoiced after the distribution date of each issue. We will contact you if advance payment is required.

CONTENT

SourcePoint reserves the right to refuse advertising from any entity whose mission may conflict with our own or whose message is deemed inappropriate for the publication.



2021 My Communicator Advertising Order Form

Advertiser _____

Address _____

Billing Address (if different) _____

City _____ State _____ Zip Code _____

Contact Name _____ Email _____

Phone _____ Fax _____

Please indicate the issue(s) in which you want to advertise, as well as the size of your ad:

ISSUE	FULL PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
Q1 Winter	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$650	<input type="checkbox"/> \$400	<input type="checkbox"/> \$250
Q2 Spring	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$650	<input type="checkbox"/> \$400	<input type="checkbox"/> \$250
Q3 Summer	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$650	<input type="checkbox"/> \$400	<input type="checkbox"/> \$250
Q4 Fall	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$650	<input type="checkbox"/> \$400	<input type="checkbox"/> \$250

If your ad is running in multiple issues, content can be changed prior to each deadline, as noted in the media kit. Materials received after the deadline will be inserted if time allows, but publication cannot be guaranteed.

Thank you for your order! Your advertising fees help support *My Communicator*, which provides a valuable service to Delaware County older adults. Please sign and date below to complete your order.

Signature: _____ Date: _____

Please email completed order form and ad artwork to alison@MySourcePoint.org or travis@MySourcePoint.org