



# PDCCA

**Palm Desert Country Club Association**  
77-800 California Drive • Palm Desert, CA 92211

## ADVERTISING CONTRACT 760-345-2331

DATE: \_\_\_\_\_ COMPANY NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ SUITE #: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ EMAIL: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ TITLE: \_\_\_\_\_

<input type="checkbox"/> <b>BI-MONTHLY</b> Number of insertions: _____ Cost per ad: _____ Total: _____ Begins with _____ issue Ends with _____ issue For _____ issues  <b>MUST NOTIFY THIS OFFICE          BY THE 10TH OF EACH MONTH          TO CONTINUE AD</b>	<input type="checkbox"/> <b>YEARLY</b> <b>6 issues total per year</b> Number of insertions _____ 6 Total due _____ Begins with _____ issue Ends with _____ issue For _____ issues  <b>SPECIAL PRICING</b> <b>3 ISSUES PREPAID - LESS 15%</b> <b>6 ISSUES PREPAID - LESS 25%</b>
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<input type="checkbox"/> FULL PAGE INSIDE	\$ 225.00 per issue
<input type="checkbox"/> FULL PAGE INSIDE FRONT	\$ 260.00 per issue
<input type="checkbox"/> FULL PAGE INSIDE BACK	\$ 260.00 per issue
<input type="checkbox"/> BACK PAGE (3/4 SIZE)	\$ 260.00 per issue
<input type="checkbox"/> HALF PAGE	\$ 120.00 per issue
<input type="checkbox"/> QUARTER PAGE	\$ 75.00 per issue
<input type="checkbox"/> BUSINESS CARD	\$ 40.00 per issue
<input type="checkbox"/> SPECIFY PAGE LOCATION	8% surcharge
<input type="checkbox"/> CLASSIFIED AD	\$ 3.00 per line
\$2.00 per line with 3 month contract	

**FULL PAGE With Bleed**  
8.5" Wide X 11" Tall  
Plus .125" Bleed

**Without Bleed**  
7.5" Wide X 10" Tall

**HALF PAGE**  
7.5" Wide X 4.875" Tall

**QUARTER PAGE**  
3.625" Wide X 4.875" Tall

**BUSINESS CARD (Horizontal Only)**  
3.625" Wide X 2.25" Tall

### AD SUBMISSION SPECS

All ads must be created at full size according to the specs above. Images from the internet are not acceptable as their resolution is not high enough. Images should be 300 dpi. Adobe PDF files are preferred but fonts must be outlined. Other formats that are acceptable are JPEG, TIFF, and PSD files. For ad assistance, call Dove Printing at (760) 360-8341.

### PDCCA NEWSLETTER ADVERTISING POLICY

The Palm Desert Country Club Association ("PDCCA") newsletter is published for PDCCA with content that the PDCCA Board considers to be of general interest to the PDCCA community. Contained within this newsletter are advertisements ("ads") for various goods and service providers, contractors, and vendors. The publication of any ad in the PDCCA newsletter does not constitute an endorsement of the advertiser by PDCCA; these ads are paid promotions offered as reference sources for readers. PDCCA has not verified the business license, contractor's license or any other governmental or trade organization license or certification for advertisers appearing in the PDCCA newsletter. It is the obligation of the readers of the PDCCA newsletter to verify the business license, contractor's license or any other governmental or trade organization license or certification prior to contracting for any goods or services provided by any advertiser. The funds collected from advertisers are used to offset newsletter printing costs.

In addition, the following advertising policies are in place for all advertisers who wish to place an ad in the PDCCA newsletter:

PDCCA has the right to refuse to publish any ad that is deemed inappropriate for its publication.

Newsletter ads cannot promote illegal products, services or activities.

Newsletter ads cannot advertise any alcohol, drugs, tobacco products, or weapons.

PDCCA reserves the right to cancel an advertiser's ad if the PDCCA office receives three or more written complaints about a newsletter advertiser within a twelve (12) month time period. Any prepaid ad revenue will be refunded to the advertiser at the time of cancellation. After cancellation, PDCCA reserves the right to no longer accept ads from the cancelled advertiser.

*Advertising Policy approved  
by Association board of directors  
at its open board meeting  
on 12/1/15.*