

San Diego EarthWorks and Earth Media present ...

# The San Diego Earth Times EarthFair 2008



## Special Edition – EarthFair Program Guide

### About the Newspaper

The special April 2008 edition of the *San Diego Earth Times* provides a premier opportunity to reach an audience with a demonstrated concern for the environment – EarthFair attendees. In addition, advertisers directly show their support for the environment by supporting EarthFair and other San Diego Earth Day activities.

Now in its 15th year of publication, each issue of *SDET* contains a wide variety of articles and editorials highlighting issues of concern about our environment, nature and health. In addition, this issue will contain the EarthFair Program Guide, with a map of the Park listing the exhibitors and events planned for the day.

**If you would like a review copy of last year's issue, please call and we will mail you one.**

**Or, you can download a PDF copy from: [http://earthdayweb.org/SDEW\\_Download/EarthTimes0407.pdf](http://earthdayweb.org/SDEW_Download/EarthTimes0407.pdf)**

### Circulation and Distribution

The newspaper will be distributed for free. The April issue will have a press run of 25,000 copies. Approximately 17,000 of these will be distributed through local San Diego retail businesses and service organizations two weeks prior to EarthFair 2008. The remaining 8,000 will be distributed at EarthFair 2008. Each year, EarthFair draws an average of 50,000 – 60,000 visitors.

### Production

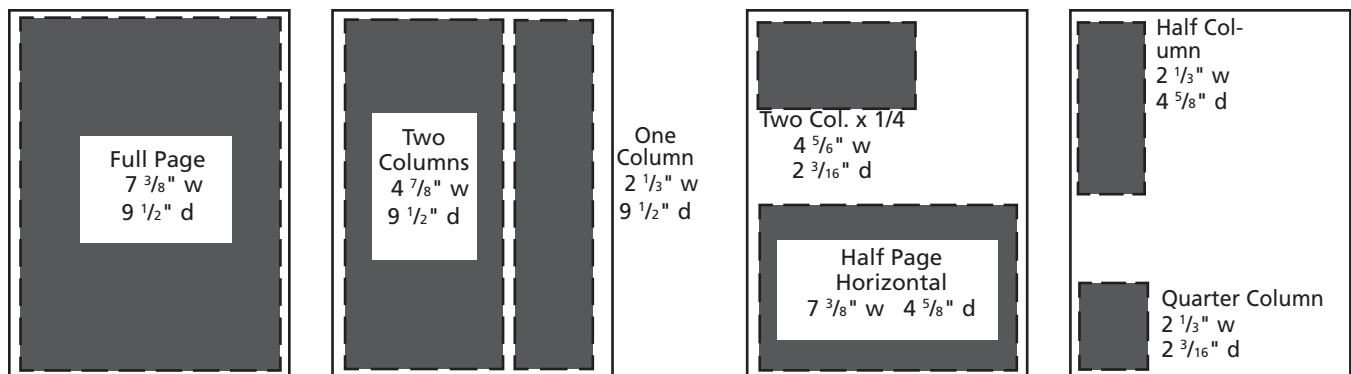
The April edition will be printed in “flexy” format (8.1" x 10.7"). The interior page will be printed on recycled newsprint using soy-based ink. The cover (and certain interior pages) will be printed on hi-brite and feature brilliant 4-color artwork.

A wide variety of ad sizes are available to meet your needs. We can provide custom design and layout services to communicate your message and help maximize reader response. Spot color, 4-color and special placements are available for an additional charge; call for a quote.

**Deadline for ad reservations: March 15, 2008**

### Ad Sizes and Rates

Ad Type	Width	Depth	Price – you do layout	Price – we do layout	Ad Type	Width	Depth	Price – you do layout	Price – we do layout
Full Page	7 3/8"	9 1/2"	\$550	\$660	2 Column x 1/4	4 5/6"	2 3/16"	\$120	\$160
Two Columns	4 7/8"	9 1/2"	\$375	\$455	Half Column	2 1/3"	4 5/8"	\$120	\$160
Half Page Horiz.	7 3/8"	4 5/8"	\$315	\$395	Quarter Column	2 1/3"	2 3/16"	\$75	\$105
One Column	2 1/3"	9 1/2"	\$215	\$265					



## Ad Submission

Advertisers may provide camera-ready art. Alternatively, for an additional fee we will set your ad for you.

### **If you provide camera-ready art:**

All line art must be delivered sized to fit the selected ad size. Please submit ads in digital format: on a CD, DVD, or via email. Preferred formats are: TIFF, EPS, PDF, PageMaker or InDesign. (Please contact us if you need to submit hard-copy originals instead of digital versions).

Comps for color ads will help ensure accurate reproduction.

All ads must be boxed; we will box unboxed ads. We are not responsible for any errors in submitted artwork; corrections will be charged.

### **If you want us to typeset your ad:**

Please provide us with your ad copy, your ad artwork, if any, and a sketch of the desired layout

- Copy must be delivered completely edited and type written, OR electronically as plain text.
- Graphics (Line Art) should be delivered in the same size as will appear in the ad. If the artwork must be enlarged or reduced in size, please provide the largest size artwork you have for electronically scanning. Alternatively, the artwork may be submitted on a CD, DVD, or via email, in TIFF, EPS or PDF format.
- Photos (halftones) should be delivered EITHER (1) as an 85-line halftone in the same size as will appear in the ad, OR (2) as a continuous tone photo that will be electronically scanned. For scanning, please provide artwork as large as possible.
- All ad work will be FAXed to advertiser for approval.

## Color

- Color ads are limited to certain pages in the publication.
- A charge of \$170 will be made for process color.
- A charge of \$85 will be made for each spot color.
- Call for quotes for your specific job.

## Advertising Content Policy

The *San Diego Earth Times* reserves the right to refuse any ads. Providers of products or services are solely responsible for providing services or products as advertised. Earth Media assumes no liability for improper or negligent business practices.

Credit for errors is limited to cost of the space in which the error occurs. No allowance will be given for errors that do not materially affect the advertisement's value.

## Terms and Conditions

The deadline for space reservation is March 15, 2008. Full payment must accompany the reservation. Please make checks payable to: Earth Media. No ad cancellations refunds will be issued after March 15, 2008.

The deadline for submission of art and edited copy to be set by Earth Media is March 10, 2008. All camera-ready art must be received by March 20, 2008.

Art is accepted at the advertiser's risk and will be retained unless accompanied by a self addressed/stamped envelope for return.

## Questions?

Please feel free to contact us at Earth Media with your questions, or if you would like a special quote:

email: [sdet08@sdearthtimes.com](mailto:sdet08@sdearthtimes.com)

Phone: (858) 272-7423

Fax: (858) 272-2933

web: [EarthDayWeb.org](http://EarthDayWeb.org)

Mail: Earth Media Inc. / PO Box 99179 / San Diego, CA 92169