

Petaluma Mothers' Club

Digital Specs and Sizes

Thank you for your interest in advertising with the Nurtures' News, the Newsletter of the Petaluma Mothers' Club. The Nurtures' News is direct mailed to over 400 families each month. We would be delighted to have you among our advertisers.

1/8 Page Ad
3.75h x
2.25w

**1/2 page Ad
Vertical**
9.965h x
3.75w

Full Page Ad
9.965h x 7.75w

1/4 Page Ad
4.75h x
3.75w

1/2 page Ad Horizontal
4.75h x 7.5w

Ad Deadline: Press-ready display ad deadline is the 1st of each month for the following month's newsletter. For example, if you submit an ad on January 1st, it will be in February's newsletter. Ads submitted after the deadline will appear in the following month's newsletter.

Specifications: We accept .jpg, .tif, and .gif. Minimum 200dpi. Please do not send a .pdf, this file will not be used and you will still pay for your dedicated ad space. File must also be the exact specified dimensions above that you are paying for or the ad will not be used and you will still pay for your dedicated ad space. Thank you for your understanding.

FEES: Any display ad (by a member or a non-member) must be pre-paid at the rates listed below. There is no minimum run required. If you pre-pay 6 months, you will receive a 5% discount and if you pre-pay 12 months, you will receive a 10% discount (prices below reflect discounts on pre-paid months). Members may take 10% off any ad price. If Pre-paying for 6 months, you may change your ad one time. If pre-paying 12 months. You may change your ad 3 times. Please submit the new ad by the 1st of the prior month. If you choose to email your ad to pmcbusinessads@yahoo.com, we can not be responsible for blurry images. **Please submit display ads to on a CD along with pre-payment to:**

Petaluma Mothers' Club
Attn: Business Ads
P.O. Box 521
Petaluma, CA 94953-0521

Rates	Per Month	6 months	12 months
1/8 page	\$22.00	\$125.00	\$238.00
1/4 page	\$33.00	\$188.00	\$356.00
1/2 page	\$55.00	\$314.00	\$594.00
Full Page	\$99.00	\$564.00	\$1,069.00

Contact Information: For general questions about ads, contract information, referrals for help creating ads, or any administrative questions, please email: pmcbusinessads@yahoo.com

Sorry, No refunds. In the event that your ad was submitted in the proper format and size and the print quality was poor, we will run the ad for free.