ROBSON RANCH AD RATES

Robson Ranch Pioneer Press Newspaper, Source Book™ & Map Advertising

480-895-4506 • 800-470-0893 • www.robsonpublishing.com

MONTHLY NEWSPAPER RATES

*Rates are per month charge and black and white | * includes 4-color | All rates are non-commissionable*

AD SIZE	W x H (inches)	Base	3x	6x	9x	12x
2c x 2	4.875 x 2	$92.00	$87.40	$82.80	$80.96	$78.20
1c x 5	2.3125 x 5	$116.00	$110.20	$104.40	$102.08	$98.60
2c x 3	4.875 x 3	$133.00	$126.35	$119.70	$117.04	$113.05
2c x 4	4.875 x 4	$139.00	$132.05	$125.10	$122.32	$118.15
1c x 7.5	2.3125 x 7.5	$139.00	$132.05	$125.10	$122.32	$118.15
3c x 3	7.4375 x 3	$145.00	$137.75	$130.50	$127.60	$123.25
2c x 5	4.875 x 5	$157.00	$149.15	$141.30	$138.16	$133.45
Quarter Pg Horz	7.4375 x 5	$188.00	$178.60	$169.20	$165.44	$159.80
Quarter Pg Vert	4.875 x 7.5	$188.00	$178.60	$169.20	$165.44	$159.80
Quarter Pg Strip	2.3125 x 15.5	$188.00	$178.60	$169.20	$165.44	$159.80
4c x 4	10 x 4	$200.00	$190.00	$180.00	$176.00	$170.00
4c x 5	10 x 5	$243.00	$230.85	$218.70	$213.84	$206.55
Jr Half Pg	4.875 x 10	$243.00	$230.85	$218.70	$213.84	$206.55
3c x 7.5	7.4375 x 7.5	$281.00	$266.95	$252.90	$247.28	$238.85
Half Pg Horz	10 x 7.5	$390.00	$370.50	$351.00	$343.20	$331.50
Half Pg Vert	4.875 x 15.5	$390.00	$370.50	$351.00	$343.20	$331.50
3c x 10	7.4375 x 10	$390.00	$370.50	$351.00	$343.20	$331.50
3/4 Pg Horz	10 x 12	$613.00	$582.35	$551.70	$539.44	$521.05
3/4 Pg Vert	7.4375 x 15.5	$613.00	$582.35	$551.70	$539.44	$521.05
Full Page	10 x 15.5	$737.00	$700.15	$663.30	$648.56	$626.45
Back Page*	10 x 16	$1,017.00	$966.15	$915.30	$894.96	$864.45
Premium Pages 3-15 – Full page only		$812.00	$771.40	$730.80	$714.56	$690.20
Premium Rates for Centerfold*		$1,681.00	$1,596.95	$1,512.90	$1,479.28	$1,428.85

COLOR CHARGES

$25.00	$50.00	$100.00	$150.00	$175.00
2c x 2	2c x 3	Quarter Pg Horz	3c x 7.5	3/4 Pg Horz
1c x 5	2c x 4	Quarter Pg Vert	Half Pg Horz	3/4 Pg Vert
	1c x 7.5	Quarter Pg Strip	Half Pg Vert	Full Page
	3c x 3	4c x 4	3c x 10	
	2c x 5	4c x 5		
		Jr Half Pg		

PRE-PRINTED INSERT RATES*

Must be 8.5 x 11" or smaller, or pre-folded to that size. Circulation numbers include a mandatory overage. Consult your advertising rep for details.

Robson Ranch Pioneer Press:
Full Print Quantity: 3,600 = $300

*These rates are for single page inserts only. Consult your advertising representative for multiple page insert rates.

Circulation: 3,450 | Publication Date: 15th of Month | Deadline: 25th of Prior Month

ANNUAL SOURCE BOOK RATES

Premium Ad Space

Includes 1 Line Listing (3 Lines Maximum), and live link on website.

Full-Color (only)	
Outside Back Cover*	$1374
Inside Front Cover*	$1275
Inside Back Cover*	$1226
Insert Page (7.25 x 9.75" no bleeds)	$1226

***COVER PRINTING INFORMATION**
Cover Finish Size = 8 x 10.5"
(add .25" all the way around to accommodate for bleed)
Page Size including bleed = 8.5 x 11" • Live Area = 7.25 x 9.75"
(Anything outside this area could get cut off)

Display Ad Space

Includes 1 Line Listing (3 Lines Maximum), and live link on website.

DISPLAY	W & H in Inches	Black & White	Cyan	Full-Color
Full Page	7.25 x 9.75	$776	$863	$958
2/3 Page	4.75 x 9.75	$565	$628	$699
1/2 Page	7.25 x 4.825	$444	$494	$549
1/3 Page	4.75 x 4.825	$326	$360	$400
1/4 Page	7.25 x 2.375	$283	$315	$350
1/6 Page - Horz.	4.75 x 2.375	$243	$269	$300
1/6 Page - Vert.	2.25 x 4.825	$243	$269	$300
1/12 Page	2.25 x 2.375	$162	$180	$198

In-Column Boxed Listing

	BLACK & WHITE	CYAN
1 Column x 1.5"	$120	$133
1 Column x 1" (text only)	$104	$115
Logo/graphic charge (one per ad)	$15	

Line Listing

Regular Line Listing (3 lines - no color)	$94
Additional Classification	$30
Additional Line (maximum 4 lines)	$16

Circulation: 3,800 | Publication Date: June 2027 | Deadline: March 2027

ANNUAL MAP RATES

Robson Ranch Resort Community Street Map and Amenities Map
Map Size: 36"x 22.5"

AD PRICE	
1/4 Panel	$568
1/2 Panel	$860
Full Panel	$1217
Full Panel - Back Cover - 2	$1834
Full Panel - Back Cover	$2158
Premium Billboard (Full Size)	$4867

AD SIZES	(WIDTH x HEIGHT)
1/4 Panel	3.5" x 2"
1/2 Panel	3.5" x 4"
Full Panel	3.5" x 8.5"
Full Panel - Back Cover - 2	4" x 9"
Full Panel - Back Cover	4" x 9"
Billboard	31.25 x 4"

Circulation: 8,000
Publication Date: June 2027 | Deadline: March 2027

PAYMENT

Make checks payable to:
Robson Publishing

Mail checks to:
Robson Publishing
9532 E. Riggs Rd.
Sun Lakes, AZ 85248

We accept Visa, MasterCard, American Express and Discover

Discounts For Multiple Advertising Available

Robson Publishing will provide design assistance for any size ad (for use in this publication), if requested, at no additional cost.

Advertising canceled after space is reserved will be charged at regular space rates. See your advertising contract for details. 09/11/23