



SUNBIRD

SunBird News Newspaper and Source Book™ Advertising

AD RATES

MONTHLY NEWSPAPER RATES

| AD SIZE | W x H (inches) | Base | 3x | 6x | 9x | 12x |
|-------------------------------------|----------------|------------|------------|------------|------------|------------|
| 2c x 2 | 4.875 x 2 | \$72.00 | \$68.40 | \$64.80 | \$63.36 | \$61.20 |
| 1c x 5 | 2.3125 x 5 | \$90.00 | \$85.50 | \$81.00 | \$79.20 | \$76.50 |
| 2c x 3 | 4.875 x 3 | \$102.00 | \$96.90 | \$91.80 | \$89.76 | \$86.70 |
| 2c x 4 | 4.875 x 4 | \$108.00 | \$102.60 | \$97.20 | \$95.04 | \$91.80 |
| 1c x 7.5 | 2.3125 x 7.5 | \$108.00 | \$102.60 | \$97.20 | \$95.04 | \$91.80 |
| 3c x 3 | 7.4375 x 3 | \$112.00 | \$106.40 | \$100.80 | \$98.56 | \$95.20 |
| 2c x 5 | 4.875 x 5 | \$122.00 | \$115.90 | \$109.80 | \$107.36 | \$103.70 |
| Quarter Pg Horz | 7.4375 x 5 | \$142.00 | \$134.90 | \$127.80 | \$124.96 | \$120.70 |
| Quarter Pg Vert | 4.875 x 7.5 | \$142.00 | \$134.90 | \$127.80 | \$124.96 | \$120.70 |
| Quarter Pg Strip | 2.3125 x 15.5 | \$142.00 | \$134.90 | \$127.80 | \$124.96 | \$120.70 |
| 4c x 4 | 10 x 4 | \$155.00 | \$147.25 | \$139.50 | \$136.40 | \$131.75 |
| 4c x 5 | 10 x 5 | \$187.00 | \$177.65 | \$168.30 | \$164.56 | \$158.95 |
| Jr Half Pg | 4.875 x 10 | \$187.00 | \$177.65 | \$168.30 | \$164.56 | \$158.95 |
| 3c x 7.5 | 7.4375 x 7.5 | \$219.00 | \$208.05 | \$197.10 | \$192.72 | \$186.15 |
| Half Pg Horz | 10 x 7.5 | \$297.00 | \$282.15 | \$267.30 | \$261.36 | \$252.45 |
| Half Pg Vert | 4.875 x 15.5 | \$297.00 | \$282.15 | \$267.30 | \$261.36 | \$252.45 |
| 3c x 10 | 7.4375 x 10 | \$297.00 | \$282.15 | \$267.30 | \$261.36 | \$252.45 |
| 3/4 Pg Horz | 10 x 12 | \$465.00 | \$441.75 | \$418.50 | \$409.20 | \$395.25 |
| 3/4 Pg Vert | 7.4375 x 15.5 | \$465.00 | \$441.75 | \$418.50 | \$409.20 | \$395.25 |
| Full Page | 10 x 15.5 | \$564.00 | \$535.80 | \$507.60 | \$496.32 | \$479.40 |
| Back Page* | 10 x 16 | \$802.00 | \$761.90 | \$721.80 | \$705.76 | \$681.70 |
| Premium Pages 3-15 — Full page only | | \$620.00 | \$589.00 | \$558.00 | \$545.60 | \$527.00 |
| Premium Rates for Centerfold* | | \$1,309.00 | \$1,243.55 | \$1,178.10 | \$1,151.92 | \$1,112.65 |

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 |
| | 3c x 3 | Quarter Pg Strip | Half Pg Vert | Full Page |
| | 2c x 5 | 4c x 4 | 3c x 10 | |
| | | 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.

SunBird News:
Full Print Quantity: 2,500 = \$220

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

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* | \$1319 |
| Inside Front Cover* | \$1198 |
| Inside Back Cover* | \$1152 |
| Insert Page (7.25 x 9.75" no bleeds) | \$1047 |

*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 | \$677 | \$745 | \$818 |
| 2/3 Page | 4.75 x 9.75 | \$490 | \$540 | \$594 |
| 1/2 Page | 7.25 x 4.825 | \$390 | \$430 | \$472 |
| 1/3 Page | 4.75 x 4.825 | \$281 | \$309 | \$341 |
| 1/4 Page | 7.25 x 2.375 | \$249 | \$274 | \$301 |
| 1/6 Page - Horz. | 4.75 x 2.375 | \$215 | \$236 | \$260 |
| 1/6 Page - Vert. | 2.25 x 4.825 | \$215 | \$236 | \$260 |
| 1/12 Page | 2.25 x 2.375 | \$181 | \$199 | \$219 |

In-Column Boxed Listing

| | BLACK & WHITE | CYAN |
|----------------------------------|---------------|-------|
| 1 Column x 2" | \$124 | \$136 |
| 1 Column x 1.5" | \$110 | \$121 |
| 1 Column x 1" (text only) | \$98 | \$108 |
| Logo/graphic charge (one per ad) | \$15 | |

Line Listing

| | |
|---|------|
| Regular Line Listing (3 lines - no color) | \$84 |
| Additional Classification | \$31 |
| Additional Line (maximum 4 lines) | \$10 |

Circulation: 2,000 | Publication Date: February 2025 | Deadline: October 2024

CONTACT

Robson Publishing

480-895-4506

800-470-0893

robsonpublishing.com

**9532 E. Riggs Road
Sun Lakes, AZ 85248**

**Other products we offer:
Magnets, Stickers, Post Cards,
Large Community Maps, and Etc.**

Call for more details.

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.

Circulation: 2,300 | Publication Date: 1st of Month | Deadline: 12th of Prior Month