

# The CORONADO DISPATCH

THANK YOU FOR TAKING THE TIME TO CONSIDER ADVERTISING IN THE CORONADO DISPATCH. We know that as a local business owner or organization, there are any number of media outlets available to you, but we believe that the *Dispatch* offers a unique opportunity for you to connect with the residents of one of the most vibrant, culturally diverse neighborhoods in Phoenix. To put it simply, the people of the Coronado care about their community, a spirit that is reflected in the evolution of the *Dispatch* from a humble neighborhood newsletter into a bimonthly magazine. They welcome the *Dispatch* into their homes and even receive it with enthusiasm—you can't say that about a lot of what comes in the mail these days.

Advertising in the *Dispatch* isn't just a smart, cost-effective way to get your message out to more than 4,000 area households; it's also a way for you to demonstrate your commitment to our local community. By supporting our neighborhood efforts, you show that you share in the spirit of pride and community-building that makes the Coronado such a great place to live, work and play. We hope you'll join us in continuing to make this unique local voice possible for our readers. Our volunteer staff is happy to answer any questions you might have.

We look forward to working with you.

Best wishes,

The Editors

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# The CORONADO DISPATCH

## Frequency

The *Dispatch* is published six times a year.

January/February  
March/April  
May/June  
July/August  
September/October  
November/December

## Distribution

The *Dispatch* is delivered via mail to the more than 4,000 households that comprise the Greater Coronado Neighborhood, an area that extends south from Thomas Road to the I-10, and east from 7<sup>th</sup> Street to SR-51. Copies are also distributed at neighborhood businesses, including Sunshine Market, Virginia Market, MacAlpine's, Drip Coffee Lounge, Ladybug House of Sandwiches and the Tuck Shop.

## Advertising Deadlines

The Advertising Deadlines for upcoming issues are:

	<u>RESERVE SPACE</u>	<u>FINAL AD DUE</u>
March/April	Jan. 23	Jan. 30
May/June	Mar. 23	Mar. 30
July/August	May 22	May 29
Sept/Oct	July 27	Aug. 3
Nov/Dec	Sep. 23	Sep. 30

## Submitting Your Ad

For the best reproduction of your ad, please submit it as an electronic high-resolution (300 dpi) file at 100% print-size. Files must be in either CMYK (for color) or grayscale composite (for black and white). Preferred file formats are Adobe Acrobat PDF (save as PDF/x-la:2001) or Adobe Photoshop.

## Discounts

We are please to offer the following discounts to our advertisers. All discounts require that the balance be paid prior to publication of the first ad.

10% discount for three ads in three consecutive issues

20% discount for six ads in six consecutive issues

## Payment

Advertisers are invoiced immediately after an issue goes to press, and the balance is due within 30 days from the date of the invoice. Please note that we are unable to accept advertising from accounts with past-due balances.

## Flyers

In addition to ads published in the *Dispatch* itself, we are also able to print, insert and mail a limited number of loose flyers with the magazine. Please inquire for specific rates and other information.

the CORONADO  
**DISPATCH**



**1/4 Page Rates**

B&W **\$150**

COLOR **\$275**

3.833 x 5.083  
(inches)

**Business Card Rate**

B&W ONLY **\$80**

3.833 x 2.431  
(inches)

**Back Page Rate**

COLOR ONLY **\$625**

7.958 X 8.472  
(inches)

**Full Page Rates**

B&W **\$450**

COLOR **\$575**

7.958 X 10.472  
(inches)

**Half Page Rates**

B&W **\$250**

COLOR **\$375**

7.958 x 5.083  
(inches)