

Downtown Athletic Club

2011 NEWSLETTER ADVERTISING RATES

effective January 1, 2011

GENERAL INFORMATION

The DAC Newsletter is a monthly membership publication produced by the Downtown Athletic Club and distributed to members of the Downtown Athletic Club. It is available in the Club to potential members and visitors at www.downtownac.com. Approximately 2000 members receive the newsletter with their electronic Club billing statement each month.

PUBLICATION SCHEDULE

Advertising is accepted every month on a first-come, first-served basis.

FOR MORE INFORMATION...

Please contact Director of Marketing & Graphic Design, Claudia Schouten for more information at (541) 484-4011 x256 or at cschouten@downtownac.com.

ADVERTISING SPECIFICATIONS

PRICE	INCHES WIDE	INCHES TALL
\$64	1.85"	3"
\$128	3.8"	3"
\$192	5.75"	3"
\$256	7.7"	3"

DAC Members receive a 10% discount on newsletter advertising.

Advertisements are placed on the bottom of pages 2, 3 & 4.

Advertising content is at the discretion of the management of the Downtown Athletic Club.

ADVERTISING DEADLINES

Advertising is available on a first-come, first-served basis until spaces designated for advertising are filled. No contracts or minimum/maximum months are required.

Space reservations must be made by the **5th of the month** prior to publication and camera-ready art is due by the **12th of the month** prior to publication.

The Newsletter is produced using InDesign on the PC platform. Acceptable files are those in InDesign, PDF, JPG, EPS or TIFF format at 300 dpi. If ads are submitted in InDesign or PDF, all fonts must be included with the file. The DAC accepts files on CD or by e-mail.

