



# GET NOTICED

## BECOME FRONT-PAGE NEWS!

- 7 DAYS MAIN
  - DAY \_\_\_\_\_
- 7 DAYS SPORTS
  - DAY \_\_\_\_\_
- MONDAY HEALTH & FITNESS
  -
- TUESDAY HOME & GARDEN
  -
- WEDNESDAY FOOD & WINE
  -
- THURSDAY TRAVEL & RECREATION
  -
- FRIDAY GO & DO
  -
- SATURDAY FAMILY & COMMUNITY
  -
- SUNDAY PEOPLE & CULTURE
  -

Get your message in front of **112,000\*** daily Record readers with an ad on the front page!

We're offering front-page advertising on A1, SPORTS and our **NEW** weekly themed section fronts.



front of thousands of eyes.

6X2 ROP ad size.

Days are subject to availability - Please select 2nd choice.



Sign up early and **SAVE!**

- 13 Weeks - **SAVE 10%**
- 26 Weeks - **SAVE 15%**
- 52 Weeks - **SAVE 20%**

\* Source: 2012 Clark, Martire & Bartolomeo, Inc. Market Study

## FRONT PAGE A1

	DAILY	SUNDAY
OPEN DAILY	\$785.00	\$830.00
13 WEEKS	\$805.00	\$850.00
26 WEEKS	\$765.00	\$810.00
52 WEEKS	\$685.00	\$725.00

## SECTION FRONT

	DAILY	SUNDAY
OPEN DAILY	\$670.00	\$710.00
13 WEEKS	\$695.00	\$735.00
26 WEEKS	\$665.00	\$700.00
52 WEEKS	\$600.00	\$630.00



All rates are based on consecutive runs. Prices effective with signed agreement. Front-page advertising agreements require a minimum 30-day notice of cancellation. Contract prices listed include color + 40,000 monthly Recordnet online impressions.

### Front-page advertising guidelines

In order to maintain the integrity and quality of our product, please adhere to the following guidelines when selling front-page advertising.

- Ad cannot appear to look like an editorial – “paid advertisement” is not an acceptable solution.
- Ad cannot contain bursts, coupons, or any other distracting symbols.
- No khaki-colored backgrounds.
- No political advertising.
- One illustration per ad (house, car, phone, etc).
- All advertising must be approved prior to publication by the ad director or publisher.

*Advertiser agrees to run a minimum of \_\_\_\_\_ weeks in The Record/Recordnet.com at the above rates and specifications. Additional discounts do not apply. If advertiser does not fulfill the selected agreement level, all ads will be re-rated to the appropriate rate level. Advertiser agrees all invoices are due and payable within 30 days of invoice date, excluding advertisers that must pay in advance.*

Advertiser (Name of Business) \_\_\_\_\_ Account Number \_\_\_\_\_

Printed Name of Authorized Representative \_\_\_\_\_ Title \_\_\_\_\_

Signature of Authorized Representative \_\_\_\_\_ Date Signed \_\_\_\_\_

Street Address \_\_\_\_\_ Billing Address (if different) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_ E-Mail \_\_\_\_\_

**The Record**  
RECORDNET.COM



For more information contact your Record account executive or call:

**(209) 546-8200**

This agreement is not valid without an authorized Record representative signature. All other terms and conditions shown on The Record's current rate card apply. Upon review, the publisher reserves the right to reject this agreement.

Date: \_\_\_\_\_ Record Representative's Signature \_\_\_\_\_

Date: \_\_\_\_\_ Record Manager's Signature \_\_\_\_\_

To reach a Record advertising executive, call 209-546-8200, 1-800-606-9744 or e-mail [advertising@recordnet.com](mailto:advertising@recordnet.com)