

Sun Day

Advertising

Contact us:

Sun Day

PO Box 761

Huntley, IL 60142

815-347-4621

advertise@mysundaynews.com

WHAT IS THE SUN DAY?

The Sun Day is a highly loved and respected newspaper in the active-adult community of Sun City Huntley.

We are a standard biweekly paper, offering readers news, sports, A&E, features, business profiles, people profiles, preview stories, and extra features like event listings, news updates, and columnists.

Every page (except full-page ads) runs editorial content 100% specific to the readership. We're the only newspaper specifically devoted to this community.

The attention the Sun Day receives makes us the best advertising venue to reach thousands in the 55+ market!

- Thank you for your consideration -

View the Sun Day online at
www.MySunDayNews.com

Circulation: 6,100

Readers: 15,500 (approx.)

PUBLISHES EVERY OTHER THURSDAY

- Mailed **FREE** biweekly to every home in the Sun City Huntley and the Heritage Woods community, with hundreds of additional copies bulk-delivered to local businesses and high-traffic areas in and around Sun City.

- Flexible advertising schedule.

- Target audience 100% for most advertisers.

- **FREE** ad production for two proofs. (Each additional proof is \$15.)



OFFERING
**PRINT &
 ONLINE
 EDITIONS**

Newspaper Dimensions

Print Area.....10-in.W x 12.5-in.H

Paper size.....11-in.W x 13.5-in.H

Display Ad Specs

- Accepted Formats: PDF, PSD, JPEG, TIFF.
- 100 Line Screen. 30% Dot Gain.
- Digital files only.
- Prepare color ads in CMYK color format.
- Prepare BW ads using 100% black.
- Artwork and photos submitted for ad building must be 300 dpi minimum and scaled to 100% size to appear in ad.

Insert Specs

- Inserts must fit inside the paper dimensions (11-in.Wx13.5-in.H), otherwise they need to be half-folded.

TERMS

Property of White Silo Media, Co.

- Advertising rates are subject to change without notice.
- Expected payment of invoices is NET 15 from the date of the invoice.
- Contracted ads must be published within a minimum of 25 consecutive editions. All publication dates must be stated in the contract, unless otherwise agreed to by the Sun Day.
- Client is responsible for submitting all ads by the appropriate edition deadlines. If no ad is received by ad deadline, the most recent ad will run.
- Postponement of scheduled ads must be made by noon of the Friday prior to the publication date. A postponed ad will appear in the next available edition.
- Client will be charged 35% of the remaining contract dollars for early cancellation of a contract.
- A refund of no more than 65% of the value of the remaining contracted ads will be allowed for early cancellation of a prepaid contract.
- No refunds or adjustments due to copy errors will be made for published ads that have been previously approved by the client.
- Accounts more than 30 days in arrears will be charged 3% compounding interest per month until payment is made, and may be subject to collection procedures.
- Digital tear sheets will be sent via e-mail as proof of publication.
- The advertising contract commences, and is binding, when the first scheduled ad is published, and the Sun Day Advertising Agreement is considered signed.

ALL RATES ARE PER EDITION

(black-and-white)

PRINT

AD SIZE	OPEN	6 EDITIONS	13 EDITIONS	25 EDITIONS
1/8 Page	\$133	\$115	\$101	\$95
1/4 Page	\$265	\$230	\$205	\$190
1/3 Page	\$355	\$304	\$275	\$252
1/2 Page	\$526	\$453	\$406	\$380
2/3 Page	\$710	\$605	\$540	\$510
3/4 Page	\$790	\$680	\$605	\$570
FULL Page* Includes full color	\$885	\$800	\$705	\$655
Business Card BW only	\$70	\$65	\$60	\$55
Back Page Includes full color	\$985	\$895	\$800	\$755

PRIMARY POSITIONS (Front Banner, Back Banner, Cover Box).....\$400/Ed. (Includes full color)

Color

COLOR TYPE	SIZE RANGE	CHARGE per edition
FULL	1/8 to 1/3	\$85
FULL	1/2 to 55 Ci.	\$110
SPOT	1/8 to 1/3	\$45
SPOT	1/2 to 55 Ci.	\$60



INSERTION

5800 copies

Preprinted inserts supplied by client
\$495.00/Ed.*

Design supplied by client, printed by Sun Day \$595.00/Ed.*
(black or blue ink, single-sided only)

Designed and printed by Sun Day
\$650.00/Ed.*
(black or blue ink, single-sided only)

Additional color and paper rates upon request.

Copy Policies:

- The Sun Day reserves the right to revise or reject any advertisement it finds unacceptable or inappropriate for its readers. This includes alterations or rejection of copy and/or illustrated/photographic content.
- The Sun Day will take great care in detecting ad errors but does not assume liability for errors in submitted ads.

Placement:

- The Sun Day will try to adhere to ad placement requests but does not guarantee location of any ad besides PRIMARY POSITION ads.

* Two sheets bound/folded considered single sheet. Three or more add \$200 per sheet.

* Pricing for stock paper only (white, pastel pink, green, yellow, blue).

STANDARD PRINT MECHANICALS

Custom ad sizing and pricing available

PRIMARY POSITIONS

1/2 Page Vertical
4.875-in.W x
12.25-in.H

Full Page
10-in.W x
12.125-in.H

1/8 Page
4.875-in.W x
3.125-in.H

Back Banner
6.1875-in.W x
2.5-in.H

Front Box
2.65in.W x
2.25-in.H

Back Box
10-in.W x 9.5-in.H

Front Banner
8-in.W x 1.75-in.H

1/4 Page
4.875-in.W x
6.125-in.H

Business Card
3.875-in.W x
2.125-in.H

1/2 Page Horizontal
10-in.W x 6.125-in.H

1/4 Page Horizontal
10-in.W x 3.125-in.H

2/3 Page Horizontal
10-in.W x 8.125-in.H

1/3 Page Horizontal
10-in.W x 4.125-in.H

2022 MHN Publication/Ad Deadline Schedule

(Publishes biweekly every other Thursday)

Publication Date 2022	Ad Deadline 2022 Ad copy or finished ads due 5 p.m.
January 13	January 3
January 27	January 17
February 10 (Valentine's Edition)	January 31
February 24	February 14
March 10 (St. Patrick's Day Edition)	February 28
March 24	March 14
April 7 (Easter Edition)	March 28
April 21	April 11
May 5	April 25
May 19 (Memorial Day Edition)	May 9
June 2	May 23
June 16	June 6
June 30 (July 4 Edition)	June 20
July 14	July 1 (Early Deadline for Holiday)
July 28	July 18
August 11	August 1
August 25 (Labor Day Edition)	August 15
September 8	August 29
September 22	September 12
October 6	September 26
October 20 (Halloween Edition)	October 10
November 3 (Veterans Day Edition)	October 24
November 17 (Thanksgiving Edition)	November 7
NO EDITION ON DECEMBER 1	
December 8	November 28
December 15 (Holiday Edition / Final 2022 Edition)	December 5