

SHASTA PUBLICATIONS

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Full Color Property Guides for Shasta County & Siskiyou County

South Siskiyou Property Guide

The South Siskiyou Property Guide is a full-color tabloid with comprehensive property listings from real estate offices, brokers and agents, and mortgage companies. Our commitment is to provide a complete source of information about properties in the North State. We are also excited about the possibility of developing a long-term business relationship with you and your company. As one of our clients, we will take special satisfaction in providing you with experienced, honest, and professional services and a proven quality publication.

Photo Tips...

A pre-requisite for good photo reproduction is the photograph's resolution. With this in mind, the best bet is to shoot photos at the highest resolution your camera can capture. The resolution can easily be adjusted downward on your computer. However, there is a limit to how effectively photo resolution can be adjusted upward. You can always make a sharp, clear, small print from a high-resolution photo, but you can't make a good detailed print from a low-resolution one.

Ad Composition

Though the headline may be the "stopper", the illustration is the most critical element in the ad's success.

Practice economy of language. If you cannot describe the home in less than 120 words then it is likely that people will not completely read your ad. This means they may miss a vital piece of information in advertisement that could have singled your listing out.

Personal branding is important, but nothing makes the phone ring like a well priced house.

Distribution

We print and distribute 13,000 copies each month. We deliver from the Oregon border to Redding. We distribute heavily in Siskiyou County and each month the paper is inserted in the area newspapers: Mt. Shasta Herald, Weed Press & Dunsmuir News.

Paper Stock

We use 70% recovered paper that is manufactured in the Pacific Northwest. It is newsprint stock that is bleached using hydrogen peroxide rather than chlorine; the ink is heat-set and will not rub off onto your fingers or clothes. Each month we pick up and recycle our prior month's edition.

Other Services

Visit our website is at: mtshastapropertyguide.com We will have the complete Property Guide online along with additional exposure in the search engines. Our goal is to give your company the most visibility possible. We maintain a subscription list of prospective buyers who receive the Shasta County Property Guide each month as well.

Ad Copy Guidelines

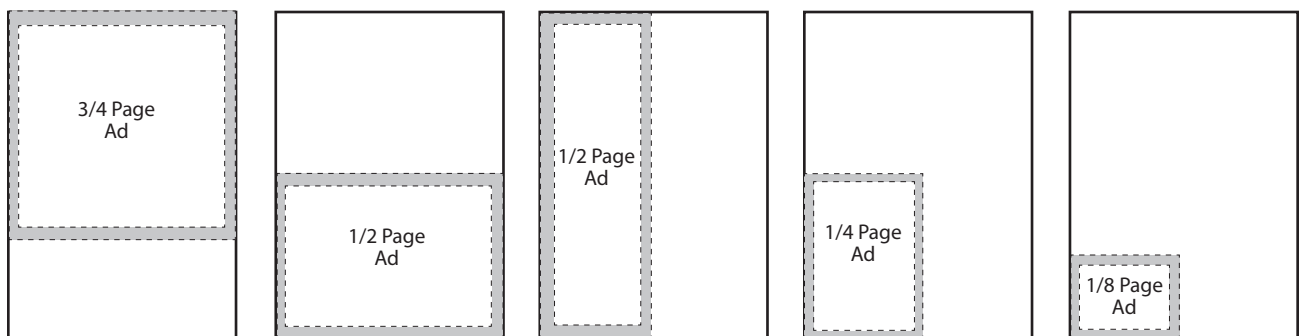
We are happy to compose your ad to your specifications. You may submit your ad copy to us via e-mail with JPEG photos attached. Your JPEG photos should be high-resolution. Camera-ready copy is also acceptable – please submit a PDF in high-resolution format. Full color ads must be CMYK. Spot colors may require special formatting.

RATES & SIZES

Ad Sizes	Ad Dimensions	Cost B&W w/Spot Color	Cost Full Color
Color Pic Ad	*	N/A	\$35
1/8 Page Ad	5" x 3¾"	\$115	\$160
1/4 Page Ad	5" x 7½"	\$170	\$215
3/8 Page Ad	5" x 11¼"	\$210	\$255
1/2 Page-Horizontal	7½" x 10¼"	\$300	\$350
1/2 Page-Vertical	5" x 15⅞"	\$300	\$350
3/4 Page Ad	10¼" x 11¼"	\$395	\$445
Full Page Ad	10¼" x 15⅞"	\$475	\$525

* Color Pic Ads run on cover, inside of cover, back and inside back pages. Position rotates each month. Agent or agent's broker is required to have at least 1/8 page ad in order to run a Color Pic Ad.

Full Page Size - 10¼"W x 15⅞"H



	3/4 Page Ad	1/2 Page-Horizontal Ad	1/2 Page-Vertical Ad	1/4 Page Ad	1/8 Page Ad
Dimensions	10¼" x 11¼"	7½" x 10¼"	5" x 15⅞"	5" x 7½"	5" x 3¾"

These examples show ad shapes in relation to a full page. We offer other sizes as well – see chart above.