

# THE SUNDIAL

**Sun City MacDonald Ranch Community Association  
2020 W. Horizon Ridge Parkway  
Henderson, NV 89012  
702-270-7054**

Dear Prospective Advertiser:

Enclosed please find our rate sheet for THE SUNDIAL, the monthly magazine for Sun City MacDonald Ranch Community Association, Inc.

THE SUNDIAL serves a community of 2,513 homes with a population of approximately 4,200 senior citizens. In addition, the Sundial is now viewable on the Sun City MacDonald Ranch website, SCMRonline.com. It is on the public page, where anyone visiting our website can see the full magazine, including ads.

We have three (3) forms of advertising: Ads from 1/8 page to a full page (black & white or color), Inserts and a Service Directory.

Deadline for contracts for all display ads and service directory is the 1<sup>st</sup> of the month prior to publication and the 23<sup>rd</sup> of the month prior to publication for inserts.

For further information, please feel free to contact the Communications office at (702)270-7054. Please leave a message as this phone is not manned and someone will get back to you within 48 hours.

Thank you for considering advertising in THE SUNDIAL.

Sincerely,

COMMUNICATIONS COMMITTEE  
SUN CITY MACDONALD RANCH

(updated 8/4/2016)

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Sun City MacDonald Ranch Community Center  
 2020 W. Horizon Ridge Parkway  
 Henderson, NV 89012  
 702-270-7054 Fax: 702-270-7044

## THE SUNDIAL ADVERTISING RATES Updated August 2016

AD SIZES			1 Month	3 Months	6 Months	12 Months
SIZE	Width	Height				
Eighth Page, Black & White Color	3 5/8	2 5/16	N/A	\$200 \$300	\$330 \$495	\$600 \$900
Quarter Page, Black & White Color	3 5/8	4 7/8	N/A	\$400 \$600	\$660 \$990	\$1,200 \$1,800
Half Page, Black & White Color	7.5	4 7/8	N/A	\$900 \$1,350	\$1,320 \$1,980	\$2,400 \$3,600
Full Page, Black & White Color	7.5	10	N/A	\$1,600 \$2,400	\$2,640 \$3,960	\$4,800 \$7,200
Inside Front or Inside Back Cover Full Page (Color)	7.5	10	N/A	N/A	\$4,950	\$8,500
Inside Back Cover, Half Page (Color)	7.5	4 7/8	N/A	N/A	\$2,475	\$4,250
Back Cover – Full Page (Color)	7.5	10	N/A	N/A	\$5,500	\$9,000
INSERT (One Page – (8 ½ X 11) You provide 2200 copies - Multiple pages - \$50 for each additional attached page			\$500	\$1,425	\$2,700	\$5,100

## SERVICE DIRECTORY

Number of lines	Number of Characters Per Line	3 Months	6 Months	12 Months
One Line	60 characters	\$75	\$137	\$250
Two Lines	120 characters	\$150	\$274	\$500
Three Lines	180 characters	\$225	\$410	\$750

**ALL CONTRACTS FOR DISPLAY ADS AND SERVICE DIRECTORY MUST BE COMPLETED BY THE 1<sup>ST</sup> OF THE MONTH PRIOR TO PUBLICATION AND INSERTS BY THE 23<sup>RD</sup> OF THE MONTH PRIOR TO PUBLICATION**

