

# 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 15th of the month prior to publication for inserts. Flyers for inserts must be delivered to the Clubhouse no later than the 23<sup>rd</sup> of the month prior to publication.

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

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 2020 W. Horizon Ridge Parkway  
 Henderson, NV 89012  
 702-270-7054

## SUNDIAL ADVERTISING RATES

Updated May 2017

AD SIZES	TOTAL COST FOR TERM				
	Width	Height	3 Months	6 Months	12 Months
<b>Eighth Page</b> Black & White	3 5/8	2 5/16	\$200	\$330	\$600
Color			\$300	\$495	\$900
<b>Quarter Page</b> Black & White	3 5/8	4 7/8	\$400	\$660	\$1,200
Color			\$600	\$990	\$1,800
<b>Half Page</b> Black & White	7 1/2	4 7/8	\$900	\$1,320	\$2,400
Color			\$1,350	\$1,980	\$3,600
Half Page Inside Back Cover COLOR ONLY	7 1/2	4 7/8	N/A	\$2,475	\$4,250
<b>Full Page</b> Black & White	7 1/2	10	\$1,600	\$2,640	\$4,800
Color			\$2,400	\$3,960	\$7,200
Full Page COLOR ONLY Inside Front or Inside Back Cover	7 1/2	10	N/A	\$4,950	\$8,500
Full Page Back Cover COLOR ONLY	7 1/2	10	N/A	\$5,500	\$9,000

### Flyer Inserts

Advertiser provides 1900 printed copies One page 8 1/2 X 11	1 Month	3 Months	6 Months	12 Months
	\$500	\$1,425	\$2,700	\$5,100
Additional attached pages	\$50 per page			

### SERVICE DIRECTORY

Number of Lines	Number of Characters per Line	TOTAL COST FOR TERM		
		3 Months	6 Months	12 Months
One Line	60	\$75	\$137	\$250
Two Lines	120	\$150	\$274	\$500
Three Lines	180	\$225	\$410	\$750

**CONTRACTS FOR DISPLAY AND SERVICE DIRECTORY ADVERTISEMENTS MUST BE COMPLETED BY THE FIRST OF THE MONTH PRIOR TO PUBLICATION.**

**CONTRACTS FOR INSERTS MUST BE COMPLETED BY THE 15<sup>th</sup> OF THE MONTH PRIOR TO PUBLICATION, AND THE FLYERS DELIVERED TO THE CLUBHOUSE BY 23<sup>rd</sup>.**

