

The Public Record

DISPLAY ADVERTISING

The public has a right to know. About your business.

Editorial Mission

The editorial mission of The Public Record is to bring its readers the most important news and issues of business, government, and public policy affecting the Coachella Valley. We firmly believe that the economy in the Coachella Valley has evolved to a point that a serious weekly business and public affairs newspaper is needed, one that understands the complexity of the issues and is dedicated to excellence in journalism

Readership

The readership of The Public Record includes many of the Coachella Valley's business, legal, and governmental leaders – the area's most influential and affluent year-round residents. Unlike most local publications, we are not a tourist publication. Our readers live here; they run our cities, law firms, civic organizations, and large local businesses. When you want your message to be seen by the Coachella Valley's opinion leaders and decision makers, advertise in The Public Record.

Adjudication

The Public Record is one of the few adjudicated publications in the Coachella Valley, which means we are officially authorized to run legal notices. Compare our rates; they are the lowest in the area. Each week dozens of courts, law offices, and individuals save money by running their legal notices in The Public Record. Call 760-771-1155 and we'll fax or email you our surprisingly low legal notice rates today.

Display Advertising Rates

	1X	13X	26X	52X
BACK PAGE	\$1,100	\$1,080	\$1,020	\$900
INSIDE FRONT PAGE	\$1,000	\$900	\$850	\$750
FULL PAGE	\$800	\$720	\$680	\$600
JUNIOR PAGE	\$560	\$505	\$475	\$420
1/2 PAGE	\$440	\$395	\$375	\$330
1/3 PAGE	\$300	\$270	\$255	\$225
1/4 PAGE	\$260	\$235	\$220	\$195

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Standard Display Advertising Policies

Color. The Public Record is published in black & white. Additional charge for one color: \$100.

Rateholder. Minimum size to maintain frequency discount is 1/4 page.

Inserts. A limited number of special units are available per issue. Rates and specifications provided upon request.

Guaranteed Position. The Public Record does not guarantee position.

Cancellations. Advertisers who do not fulfill a contracted frequency schedule will be short-rated to the 1x rate for all advertising inserted under the frequency schedule.

Credit. Advertisers or agencies are required to fill out a credit application. Full payment is due within 30 days of invoicing. No credit will be extended to an advertiser with a balance due over 45 days. A service charge of 1.5% per month will accrue on all account balances over 60 days.

Commissions. Advertising placed on behalf of a client by an advertising agency and billed to the agency is commissionable; advertising placed by an agency and billed direct to a client is not commissionable.

Deadline. The Public Record is published weekly on Tuesday.

Space reservations Prior Wednesday, 5:00 p.m. Materials Prior Thursday, 12:00 noon

Special Advertising Rates

Political Campaigns. Candidates for public office and political groups registered with the California Secretary of State receive a 25% discount off published advertising rates. Payment must be received five (5) business days prior to publication.

Not-for-Profit Advertising. Confirmed 501(c) 3 organizations receive a 25% discount off published rates. Payment must be received five (5) business days prior to publication.

Business. The Public Record offers a number of special advertising opportunities, including our Business Profile, Tour of New Homes, or Business Card advertisements. Call 760-771-1155 for information.

Bob Marra, Publisher	760-771-1130
Bruce Bonafede, Co-Publisher & Editor	760-831-5080
Administrative Office	760-771-1155