



Desert Princess Royal Page Ad Rates & Specifications 2023 - 2024

AD SIZES/RATES

Ad Size	SEASON (7 Issues)	IN SEASON (1 ISSUE)	SUMMER MONTHS	Year paid
	October - April	October - April	May - September	in full
1/8 Page Business Card 3.6" x 2.3" (H)	\$228 (7 issues)	\$38 (1 issue)	\$25 (1 issue)	\$260
1/4 Page 7.5" x 2.3" (H) 3.75" x 4.75" (V)	\$450 (7 issues)	\$75 (1 issue)	\$49 (1 issue)	\$530
1/2 Page 7.5" x 4.75" (H) 3.75" x 9.5" (V)	\$900 (7 issues)	\$150 (1 issue)	\$98 (1 issue)	\$1,100
Full Page 7.5" x 9.5"	\$1800 (7 issues)	\$300 (1 issue)	\$195 (1 issue)	\$2,500

DEADLINES

Contracts, payment and artwork are due on the 20th of the month previous to the month of publication. (Example: December 20 for January's issue)

AD PAYMENT POLICY

Payment for ads must be paid in full, in advance. No agency discounts. Checks, MasterCard, Visa & American Express credit cards accepted. Desert Princess is not responsible for errors or omissions and reserves the right to reject and/or discontinue any ad at any time, for any reason whatsoever, in its unfettered discretion.

MATERIALS SPECIFICATIONS

Ad file formats accepted: JPG, PDF, BMP or TIFF files at 300 dpi resolution. Only digital format ads will be accepted. No guarantee of appearance of any ads that do not adhere to these specifications and exact ad size. Desert Princess cannot be responsible for emailed ads not received. All changes to ads must be made by advertiser and ads resubmitted.

28-555 Landau Blvd. Cathedral City, CA 92234
p: 760.322.1655 ♦ f: 760.322.2741

Contact: Diego Alcocer, Administrative Specialist

dalcocer@desertprincesscc.com

www.DesertPrincess.com

DESERT PRINCESS ROYAL PAGE ADVERTISING AGREEMENT



Please complete this Agreement and Credit Card Authorization form and fax to 760-322-2741, email to dalcocer@desertprincesscc.com, or drop off at the Country Club Front Desk.

Contact: _____	Company Name: _____					
Mailing Address: _____	City: _____					
State: _____	Zip: _____	Phone number: _____				
Fax: _____	Email address: _____					
Size: <input type="checkbox"/> 1/8 page (Business card)	<input type="checkbox"/> 1/4 page	<input type="checkbox"/> 1/2 page	<input type="checkbox"/> Full page			
Term: <input type="checkbox"/> 7 issues (Season, October – April) OR						
*Issue(s): <input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December	<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March	<input type="checkbox"/> April
<input type="checkbox"/> May	<input type="checkbox"/> June	<input type="checkbox"/> July	<input type="checkbox"/> August	<input type="checkbox"/> September		
Amount paid: \$ _____	Payment Type: _____					
Notes: _____						

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CANCELLATION: Desert Princess Country Club may cancel the contact on 10 days written notice to Company, due to printing deadlines. Company may only cancel the contract with 30 days written notice to DPCC. If there is such cancellation, your ad will not be published in the next scheduled issue. The refund amount will be calculated by considering the length of time the ad was printed. The term of the recalculated amount will be based on the time frames listed above or a portion thereof.

Printed Name: _____

Authorized Signature: _____ Date: _____



CREDIT CARD AUTHORIZATION FORM

Name(As it appears on card): _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Billing Address (if different than business address): _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

E-mail Address: _____

VISA

MASTERCARD

AMERICAN EXPRESS

Card Number: _____ Exp. Date: _____

CVC Code: _____ (3 or 4 digit security code on back or front of card)

Payment Amount: \$ _____

I authorize Desert Princess HOA to charge the aforementioned card for "Payment Amount" listed above.

Printed Name: _____ Date: _____

Signature: _____

Fax to: 760.322.2741 or email to dalcocer@desertprincesscc.com