

The Voice of the Arizona Celtic Community

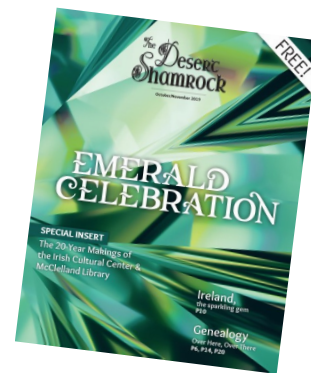
Desert Shamrock.com

Advertising Rates

Demographics: Wide range of readers among youth, students, professionals, families, and retired; educated, well-traveled; motivated buyers of Irish, Scottish, and Welsh products and services; topics of interest to nonCelts as well. Primarily Arizona with national and international readers. Print and digital e-Magazine formats.

Bi-Monthly • Full Color • Finished size 10.5" Wide x 13.375" Tall

Bleed or not	Full Page	\$775	\$1018 CAD	€694	£601
Horizontal or Vertical	Half Page	\$355	\$466 CAD	€318	£275
	Quarter	\$175	\$230 CAD	€157	£136
	Eighth	\$87	\$114 CAD	€78	£67
	Business Card	\$57	\$75 CAD	€51	£44
	Inside Front	\$875	\$1149 CAD	€784	£678
	Inside Back	\$875	\$1149 CAD	€784	£678
	Back Page	\$975	\$1280 CAD	€874	£756
	Double-Truck	\$1325	\$1740 CAD	€1187	£1027
	POWER STRIP	\$175	\$230 CAD	€157	£136
No Discount for These Items	Directory Listing	\$12 ea for six issues			
	Directory Listing with Narrative	\$20 ea for six issues			
	Celtic Pubs & Eateries	\$75 (set up) \$45 each for reprints			
	Social Media Promo	\$85 (with print ad)			



Advertising Rates effective October 20, 2019. Currency Exchange Rates shown as effective date.

Design work provided. Change size, content each edition as desired.

Nonprofits 25% Discount

Shamrock Partners 30% Discount (Celtic Owned and/or Themed Organizations, Businesses in Arizona)

Contact: Ann Niemann, Editor in Chief, info@desertshamrock.com, 602-568-3455 mobile, Phoenix, AZ USA

THE DESERT SHAMROCK Advertising Specifications

SEND TO: Ann Niemann, Editor in Chief, info@desertshamrock.com; 602-568-3455 mobile, Phoenix, Arizona USA

FULL PAGE AD (full bleed):

TRIM: 10.5" wide x 13.375" tall

LIVE: 9.75" wide x 12.625" tall

BLEED: Include .25 inches on all sides

(Final size including bleed: 11" wide x 13.875" tall)

Please provide a 300 dpi, CMYK, press-ready PDF file (with .25" bleeds on all sides). Please note if you include Printer Marks on your file, they must appear OUTSIDE of the bleed area.

DOUBLE TRUCK AD (full bleed):

TRIM: 21" wide x 13.375" tall

LIVE: 20" wide x 12.375" tall

BLEED: Include .25 inches on all sides

(Final size including bleed: 21.5" wide x 13.875" tall)

Please provide a 300 dpi, CMYK, press-ready PDF file (with .25" bleeds on all sides). Please note if you include Printer Marks on your file, they must appear OUTSIDE of the bleed area.

Please note: Do not run important information across the center of the ad. There will be a slight gutter in the middle.

HALF PAGE HORIZONTAL AD:

9.25" wide x 5.25" tall

Please provide a 300 dpi, CMYK, press-ready PDF file (no bleeds).

HALF PAGE VERTICAL AD:

4.53" wide x 10.69" tall

Please provide a 300 dpi, CMYK, press-ready PDF file (no bleeds).

QUARTER PAGE AD (Standard):

4.53" wide x 5.25" tall

Please provide a 300 dpi, CMYK, press-ready PDF file (no bleeds).

QUARTER PAGE HORIZONTAL AD:

9.25" wide x 2.53" tall

Please provide a 300 dpi, CMYK, press-ready PDF file (no bleeds).

EIGHTH PAGE HORIZONTAL AD:

4.53" wide x 2.53" tall

Please provide a 300 dpi, CMYK, press-ready PDF file (no bleeds).

EIGHTH PAGE VERTICAL AD:

2.17" wide x 5.25" tall

Please provide a 300 dpi, CMYK, press-ready PDF file (no bleeds).

BUSINESS CARD AD:

3" wide x 1.67" tall

Please provide a 300 dpi, CMYK, press-ready PDF file (no bleeds).

POWER STRIP:

9.25" wide x 1.5" tall

Please provide a 300 dpi, CMYK, press-ready PDF file (no bleeds).

POWER STRIP (DBL TRUCK):

TRIM: 21" wide x 1.5" tall

LIVE: 19.75" wide x 1.5" tall (please keep important information/text inside this live area)

BLEED: Include .25 inches extra on left and right sides only (top and bottom will not bleed)

(Final size including bleed: 21.5" wide x 1.5" tall)

Please provide a 300 dpi, CMYK, press-ready PDF file.

Please note: Do not run important information across the center of the ad. There will be a slight gutter in the middle.