

Advertising Policy for the *Serra Mesa Observer*

- **Approval and Cancellation Rights:** The *Serra Mesa Observer* editor or the Serra Mesa Community Council Board reserves the right to reject or cancel any advertisement for any reason at any time.
- **Restrictions:** No political advertisements or endorsements will be accepted.
- **Disclaimer:** Advertisements published in the *Serra Mesa Observer* in no way constitute an endorsement of a product or service by the Serra Mesa Community Council.
- **Advertising Position:** Placement is at the sole discretion of the *Serra Mesa Observer* editor.
- **Liability:** The *Serra Mesa Observer* is not responsible for any errors in copy or failure or delay in performance beyond the actual value of space occupied by such errors; nor is the *Serra Mesa Observer* responsible for the omission of advertising. In the event of errors, the Serra Mesa Community Council will refund the advertiser the cost of the advertisement.
- **Rates:** Rates are subject to change without notice. The Serra Mesa Community Council Board establishes the yearly rates. If no new rate has been established by the Board, the previous year's rate is in effect.
- **Payment:** Pricing for advertising in the *Serra Mesa Observer* is a one year commitment. Advertising for the calendar year is due no later than the deadline established by the editor for submission of articles for the January/February issue. New advertisers can subscribe for the year by paying the prorated cost for the remaining issues for that calendar year and submitting their advertisement. Payment must be remitted to the Serra Mesa Community Council.
- **Advertisement Size:** A business card size is the minimum advertisement size. Should a current advertiser wish to upgrade for one issue, the price difference must be received no later than the deadline established by the editor for submission of articles for that issue.
- **Advertisement Format:** Electronic copy will be accepted. The acceptable format is jpeg. If there is a duplicating issue, the editor will contact the advertiser.

The Serra Mesa Observer
Application for Advertisement

Date: _____

Name of Business or Organization: _____

Contact Name: _____

Street Address: _____

City, State, Zip: _____

Phone: (_____) _____

Email: _____

Select one option below:

	Duration	Cost	Deadline for Receipt of Payment and Business Card
	January-December (6 issues)	\$120.00	December 15
	March-December (5 issues)	\$100.00	February 15
	May-December (4 issues)	\$80.00	April 15
	July-December (3 issues)	\$60.00	June 15
	September-December (2 issues)	\$40.00	August 15
	November-December (1 issue)	\$20.00	October 15

Submit this application, a check for payment, payable to SMCC, and your business card to:

SMCC
PO Box 23315
San Diego, CA 92193

If you have questions, please contact SMCC at (858) 565-2473 or email communitycouncil@serramesa.org. Please note that the phone message line and email box are staffed by community volunteers and are not monitored daily, so please allow plenty of time for follow-up.

We will contact you approximately mid-November regarding renewal of your ad for the following calendar year.