

# Oyster Pointer

739 Thimble Shoals Blvd., Suite 704, Newport News, VA 23606-3562  
(757) 873-4523, FAX (757) 873-0599  
E-mail: AdSalesOP@cox.net • EditorOP@aol.com

## Why Advertise in the Oyster Pointer?

**1. Target audience.** The Oyster Point business community is one of the top consumer groups. With more than 800 businesses comprising more than 18,000 business people, your message hits the Virginia Peninsula's most vital advertising and communications market.

**2. Areawide distribution.** The *Oyster Pointer*, a free monthly publication, is distributed not only throughout the Oyster Point business area but beyond the park as well. You will find copies from downtown Newport News City Hall up to Newport News-Williamsburg International Airport...and from the Virginia Peninsula Chamber of Commerce offices to restaurants in neighboring downtown Hampton.

**3. Fun-to-read features.** Our award-winning writers capture the human side of each business we feature, opening new doors in Oyster Point and neighboring Port Warwick. Plus, there are a wealth of business tips offered by regular and guest columnists in each issue, giving readers current information for the daily business environment.

**4. Reader friendly.** With an index on its front page, readers can find what's inside at a glance. This makes turning the pages of our tabloid-size paper easy and tempting.

**5. Eye appeal.** This is one publication you can judge by its cover. The *Oyster Pointer's* color cover is fresh and inviting to every reader. Its easy-to-read layout encourages readers to check out both editorial content and advertising messages.

**6. A read for everyone.** In a 2003 Readership Survey, we found a diversification of readers, from business people to homemakers, from teachers to students. Our readers are particularly interested in reading about health and fitness, employment and career issues, travel, legal

matters, the Internet, real estate, and working parents. Interestingly, while only 58% of respondents to the survey work in the Park area, 88% of the respondents eat and pick up the *Oyster Pointer* in restaurants and multi-story buildings in and around the Park area.

**7. Growing readership.** Since its first issue in 1987, our circulation has grown from 4,000 to 10,000. We mail copies to a subscription list as well as send complimentary issues to our local government leaders. We have also learned from our readers that the *Oyster Pointer* is shared with co-workers, giving advertisers greater visibility among our readership of more than 37,000 people.

**8. Keep reading.** We have grown from a bi-monthly publication to a monthly because our readers asked. As a monthly publication, we have a long shelf life, encouraging readers to keep copies for future reference. This means readers notice your ads each time they read and re-read the *Oyster Pointer*.

**9. Happy Advertisers.** Most of our advertisers stay with us! Our advertising rates are reasonable and our frequency discounts are very attractive. Plus, we offer a good advertising mix of sizes and costs. Let's face it—if it were not for our advertisers we would not be in business so we consciously set our rates and discounts affordable.

**10. Other opportunities for YOU, the advertiser.** Other opportunities for YOU, the advertiser. The *Oyster Pointer* publishes the most comprehensive directory of Oyster Point Business Park Area, including neighboring Port Warwick, listing alphabetically and categorically more than 800 businesses. Listings show contacts, addresses, phone and fax numbers, and email and web addresses. Included is a detailed street map of the park. Also available are address labels and an CD of printable labels of the Oyster Point businesses, offering another way to reach the largest business market on the Virginia Peninsula.

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Dana Mahnke, *Oyster Pointer* Advertising Sales Director  
(757) 291-7705, FAX (757) 220-5541, AdSalesOP@cox.net

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## Advertising Rates

The *Oyster Pointer*, a monthly newspaper with a circulation of 10,000, provides information about new and existing businesses, their products and services, and the people who run them. Into our 21st year, the *Oyster Pointer* has dedicated the paper to business coverage of the more than 900 businesses in the Oyster Point area of Newport News including neighboring Port Warwick.

The paper features human interest stories, regular columns from local business people, and information about activities in the Oyster Point area. The *Oyster Pointer* is available by subscription for \$25 per year. Though editorial content is focused on businesses located in the Oyster Point area, the *Oyster Pointer* welcomes advertising from all businesses.

### Display Ad Sizes, Rates, and Frequency Discounts *ALL RATES ARE NET* *(cost per insertion)*

<i>Rates and sizes effective March 1, 2007</i>		1x	6x*	12x* within 1 year
Full page	Back Cover 10" x 11-1/4"	\$1675.00	\$1505.00	\$1340.00
Full page	10" x 11-1/4"	1215.00	1090.00	970.00
3/4 page	7-7/16" x 11-1/4" (vertical)	960.00	865.00	765.00
1/2 page	10" x 5-1/2" (horizontal) 4-7/8" x 11-1/4" (vertical)	735.00	660.00	585.00
1/4 page	7-7/16" x 3-5/8" (horizontal) 4-7/8" x 5-1/2" (vertical)	550.00	495.00	440.00
1/8 page	4-7/8" x 2-5/8" (horizontal) 2-5/16" x 5-1/2" (vertical)	325.00	290.00	260.00

\*Runs will be consecutive, unless otherwise noted on ad agreement.

### Other Ads

**Shops and Services** 3-1/8" x 7/8" **\$320**  
 Three consecutive issues

**The Business Classifieds** Three lines of copy **\$65**  
 Each additional line: **\$2**

**Cancellation: Ads cancelled after reservation deadline will be billed at 100%.**

Free ad set-up and proofs are provided. The publisher has the right to refuse any advertising considered objectionable.

#### Color Charges:

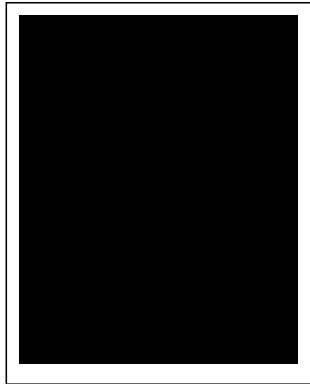
- Full color is available for an additional charge of \$390.00.
- Spot colors will be converted to CMYK.
- Ads provided electronically must be accompanied by a color proof.

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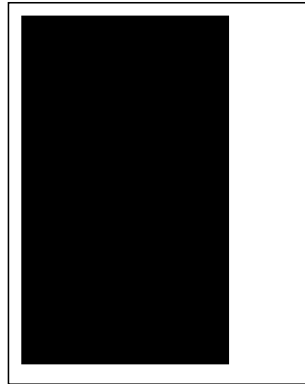
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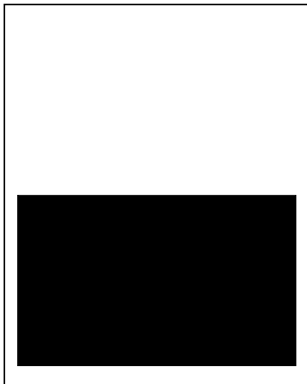
## Ad Sizes



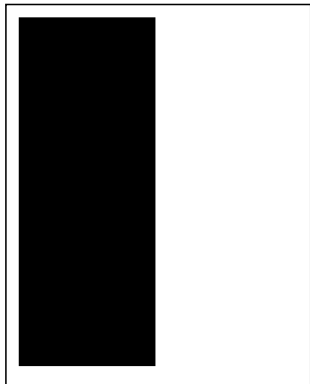
Full Page  
10" x 11-1/4"



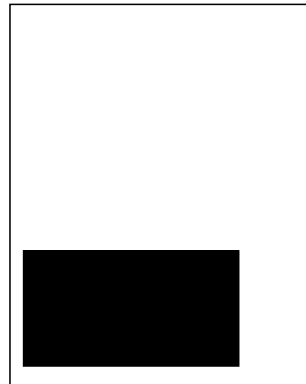
3/4 Page  
7-7/16" x 11-1/4" (vertical)



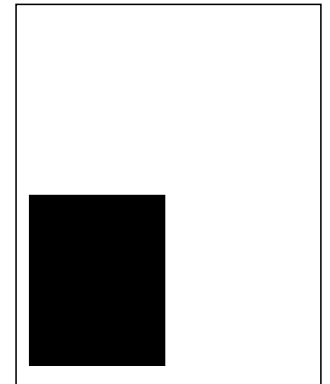
1/2 Page  
10" x 5-1/2" (horizontal)



1/2 Page  
4-7/8" x 11-1/4" (vertical)



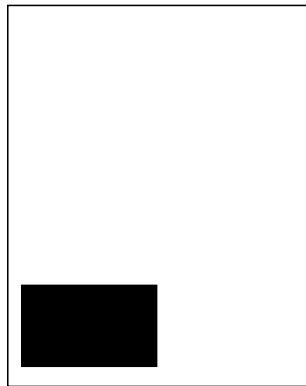
1/4 Page Horizontal  
7-7/16"(wide) x 3-5/8" (tall)



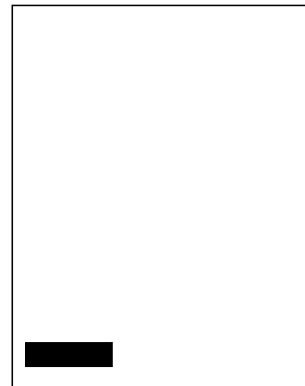
1/4 Page Vertical  
4-7/8" (wide) x 5-1/2" (tall)



1/8 Page  
2-5/16" x 5-1/2" (vertical)



1/8 Page  
4-7/8" x 2-5/8" (horizontal)



Shops & Services  
3-1/8" x 7/8"

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## Ad Submission Guidelines

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**In order to comply with printing standards, we are requesting that all ads be submitted either on disk or via e-mail. If there are NO SCREENS (photos or grays) in the ad, a velox or good quality laser print-out is acceptable for scanning. The *Oyster Pointer* staff can also lay out your ad, using your provided copy and graphics (company logo or other desired images). IMAGES EMBEDDED IN A WORD FILE DO NOT ALWAYS WORK. PLEASE SUBMIT GRAPHICS AS HIGH RESOLUTION TIFF OR EPS FILES (see below for details).**

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**When submitting your electronic files, please be certain that your ad is in one of the following formats:**

High resolution PDF  
Photoshop

Illustrator (saved as editable eps)  
Quark Xpress 6.5 or earlier or Adobe InDesign

**PDF:**

- Use the 300 dpi setting in the "Job Options" menu (under compression) for color or grayscale images, and the 600 dpi setting for bitmap images.
- **Select "include all fonts."**

**Illustrator:**

- Convert fonts to outline.

**Photoshop:**

- Line art (bitmap) ad resolution should be 600 dpi.
- Ads containing screens (grayscale) should have a resolution of at least 300 dpi. *Small text within screened areas is not recommended.*

**Quark Xpress or InDesign:**

- Include all links (photos, logos, etc.). All graphic links should be in eps or tiff format.
  - Include all fonts used in the ad (screen and printer fonts).  
IBM fonts will be substituted for the closest Macintosh match.
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**Other considerations for ads submitted in ANY of the before-mentioned formats:**

- Be sure that ad size complies with *Oyster Pointer* standards. See "Ad Sizes" page.
  - Check all colors used and verify that:  
Black-only ads contain no color data, including no RGB photos and no CMYK photos.  
Process-color ads contain only process colors, including color in eps files.
  - Halftone files (photos, screened logos, etc.) are set up at 300 dpi or higher at no larger than 100% output size.
  - Files under 10 megabytes can be e-mailed to **shs@nc.rr.com**  
Files containing links and fonts should be compressed using StuffIt.
  - Files can also be provided on Macintosh-compatible CD. (Include only required files. Avoid supplying files you don't want printed.)
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**Submitted ads not complying with the above specifications may not print properly.**

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## 2008 Ad Deadlines

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### **April 2008**

- M, Mar. 3: Reserve ad space and  
submit ad information  
W, Mar. 5: Submit camera-ready ad

### **May 2008**

- M, Apr. 7: Reserve ad space and  
submit ad information  
W, Apr. 9: Submit camera-ready ad

### **June 2008**

- M, May 5: Reserve ad space and  
submit ad information  
W, May 7: Submit camera-ready ad

### **July 2008**

- M, June 2: Reserve ad space and  
submit ad information  
W, June 4: Submit camera-ready ad

### **August 2008** (*altered for July 4 holiday*)

- M, June 23: Reserve ad space and  
submit ad information  
W, June 25: Submit camera-ready ad

### **September 2008**

- M, Aug. 4: Reserve ad space and  
submit ad information  
W, Aug. 6: Submit camera-ready ad

### **October 2008** (*altered for Labor Day*)

- M, Sept. 8: Reserve ad space and  
submit ad information  
W, Sept. 10: Submit camera-ready ad

### **November 2008**

- M, Oct. 6: Reserve ad space and  
submit ad information  
W, Oct. 8: Submit camera-ready ad

### **December 2008**

- M, Nov. 3: Reserve ad space and  
submit ad information  
W, Nov. 5: Submit camera-ready ad

### **January 2009**

- M, Dec. 1: Reserve ad space and  
submit ad information  
W, Dec. 3: Submit camera-ready ad

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## Advertising Agreement

Date: \_\_\_\_\_

Agreement between Mr./Mrs./Ms. \_\_\_\_\_

Advertiser/Agency, and the *Oyster Pointer* to publish advertising as specified below for:

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

This agreement is for \_\_\_\_\_ insertions to be placed in the following issues:

Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	_____
Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	_____

### Specifications

Ad Shape/Size:	Horiz.	Vert.	Full pg.	3/4 pg.	1/2 pg.	1/4 pg.	1/8 pg.	Shops & Services
Camera-ready artwork provided:			yes	no				
Artwork needs to be returned:			yes	no				
Proof required:			yes	no				
Special camera work required:			yes	no				
Special position required:			yes	no				

Comments or Provisions: \_\_\_\_\_

### Amount Due

\_\_\_\_\_ Rate

\_\_\_\_\_ Subtotal

\_\_\_\_\_ (additional charges)

\_\_\_\_\_ Total per insertion

I/We, the undersigned Advertiser, hereby acknowledge by signature that the provisions of this Advertising Agreement constitute a binding contract and that in exchange for the services set forth in the Agreement, I/We agree to the following terms: First time advertisers shall pay in advance prior to publication. Terms on accepted accounts: Net 15 days. Balances unpaid after 30 days from date of invoice are subject to a service charge of 2% per month or maximum allowed by law, if different, together with all reasonable expenses of collection, including any court costs and reasonable attorney's fees of 20% of the unpaid balance.

Advertiser/Agency has reviewed the terms of this agreement and the *Oyster Pointer* advertising rates and agrees to honor all terms as specified. Signature of Advertiser/Agent \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

### OFFICE USE ONLY

Sales representative \_\_\_\_\_

Add to mailing list  Add to distribution list (# \_\_\_\_\_)

### BILLING INFORMATION (IF DIFFERENT FROM ABOVE)

\_\_\_\_\_



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## Response Form

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- ▶ Do you have news about your company that you would like highlighted or featured in the *Oyster Pointer*?
- ▶ Do you know of a fellow Oyster Point business person who you would recommend featuring?
- ▶ Do you have an opinion you'd like to express in the *Oyster Pointer*?
- ▶ Would you like to write a column in one of our issues and share useful business information?

If you answer YES to any one of these questions, then mail, fax or e-mail us today!

Send information to:

***Oyster Pointer***

739 Thimble Shoals Boulevard, Suite 704  
Newport News, VA 23606  
or call: 873-4523; fax: 873-0599; or email: EditorOP@aol.com

**I'll get right to the Point:**

My name is \_\_\_\_\_

My phone number is \_\_\_\_\_

And yes, I am interested in \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_