



County Line

A Newsletter for Palm Beach County Employees

May 2009

County Line is a bi-weekly newsletter published by the Palm Beach County Public Affairs Department. It is distributed to approximately 6,500 Board of County Commissioners employees with their paychecks.

2009-10 Paid Advertising Policy

- Paid advertising in *County Line* is limited to consumer goods or services and expressly prohibits all political, religious, or sexually oriented advertisements.
- Appropriate advertising is accepted on a first-come, first-served basis, as space allows.
- Placement of advertising is at the discretion of the newsletter editor.
- **Payments for advertising must accompany ads according to advertising deadlines. Space is not reserved until payment is received with Space Contract.** Checks are the **only** form of payment.
- Make checks payable to **Board of County Commissioners** and mail to the *County Line*, Public Affairs Department, 301 N. Olive Ave., Suite 1102, West Palm Beach, FL 33401.
- **NOTE: PLEASE WRITE "COUNTY LINE" ON YOUR CHECK AND ENVELOPE!**
- Please mail contract with payment. Contracts can also be faxed to 561-355-3819.
- Advertisements requiring typesetting are due two business days before regular due dates and will be charged an initial fee of \$50 with customer changes billed at \$35 per hour. Additional charges will be quoted at the time of ad submission.
- When renewing ads, please fill out another space contract and send with payment.
- Submit ads as pdf, eps or tiff files. **ALL ADS ARE BLACK AND WHITE OR GRAYSCALE.**
- Advertising rates are based on one-time insertions and are subject to change. Discounts are available for repeat placement of the same advertisement (no copy change).

Contact Information

- Please call Pat Truscello, editor, before sending contract and ads: 561-355-4353, Mon. - Fri., 8:30 a.m. to 5 p.m.
- Ads should be e-mailed to ptruscel@co.palm-beach.fl.us.

Space Contract

Complete the contract below and submit this form with ad and payment.

Company/Organization: _____

Contact: _____

Street, City, State, Zip: _____

Phone: _____ Fax: _____

- 1 page (7.5"w x 9.25"h) \$500
- 1/4-page (3.75"w x 4.5"h) \$205
- Discount A: Pay in advance for 5 consecutive advertisements (no copy change) and receive the 6th free
- Discount B: Pay in advance for 9 consecutive advertisements (no copy change) and receive the 10th, 11th and 12th free
- Discount C: Pay in advance for 12 consecutive advertisements (no copy change) and receive the 13th, 14th, 15th and 16th free
- Discount D: Pay in advance for 18 consecutive advertisements (no copy change) and receive 8 free
- 1/2-page (7.5"w x 4.5"h or 9.25"h x 3.75"w) \$345
- 1/8-page (3.75"w x 2.25"h) \$105

Publish date(s): _____

Amount due: _____

Signature: _____ Date: _____



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2009 - 2010 Paid Ad Deadlines

Publish Date	Ad Due Date
May 15, 2009	April 27, 2009
May 29, 2009	May 8, 2009
June 12, 2009	May 22, 2009
June 26, 2009	June 8, 2009
July 10, 2009	June 19, 2009
July 24, 2009	July 6, 2009
Aug. 7, 2009	July 20, 2009
Aug. 21, 2009	Aug. 3, 2009
Sept. 4, 2009	Aug. 17, 2009
Sept. 18, 2009	Aug. 28, 2009
Oct. 2, 2009	Sept. 14, 2009
Oct. 16, 2009	Sept. 25, 2009
Oct. 30, 2009	Oct. 9, 2009
Nov. 13, 2009	Oct. 23, 2009
Nov. 25, 2009	Nov. 4, 2009
Dec. 11, 2009	Nov. 19, 2009
Dec. 23, 2009	Dec. 3, 2009
Jan. 8, 2010	Dec. 16, 2009
Jan. 22, 2010	Dec. 31, 2009
Feb. 5, 2010	Jan. 15, 2010
Feb. 19, 2010	Jan. 29, 2010
March 5, 2010	Feb. 12, 2010
March 19, 2010	March 1, 2010
April 2, 2010	March 15, 2010
April 16, 2010	March 29, 2010
April 30, 2010	April 12, 2010
May 14, 2010	April 26, 2010
May 28, 2010	May 10, 2010
June 11, 2010	May 21, 2010
June 25, 2010	June 7, 2010
July 9, 2010	June 18, 2010
July 23, 2010	July 2, 2010
Aug. 6, 2010	July 19, 2010
Aug. 20, 2010	Aug. 2, 2010
Sept. 3, 2010	Aug. 16, 2010
Sept 17, 2010	Aug. 27, 2010
Oct. 1, 2010	Sept. 13, 2010
Oct. 15, 2010	Sept. 24, 2010
Oct. 29, 2010	Oct. 8, 2010
Nov. 12, 2010	Oct. 22, 2010
Nov. 24, 2010	Nov. 3, 2010
Dec. 10, 2010	Nov. 18, 2010
Dec. 22, 2010	Dec. 2, 2010