

Reach one of the most sought after groups of consumers in the Reno area with an ad in the *Caughlin Rancher*.

This upscale full color glossy magazine is the official newsletter of the Caughlin Ranch Homeowners Association (CRHA). Each quarter we will feature a cover story about an interesting area resident or business owner to draw the reader in. Other content may include area school news, recipes and timely information from the CRHA that is pertinent to every resident. The CRHA has stated that the *Caughlin Rancher* is their best resource for getting information out to the residents and has found that because it contains timely news about the community, it is very well-read.

The magazine will be mailed bi-monthly to every resident of Caughlin Ranch and will also be available for free pick-up at area businesses. Total distribution: 3,000.

2017 PUBLICATION DATES AND DEADLINES

PUBLICATION DATE	SPACE DEADLINE	PRINTER-READY DEADLINE
January 19th	12/16	12/21
March 16th	2/17	2/24
May 18th	4/21	4/28
July 20th	6/23	6/30
September 21st	8/25	9/1
November 9th	10/13	10/20

AD SIZES & RATES

AD SIZE	1X RATE	3X RATE*	6X RATE*
Full Page	\$1,750	\$1,300	\$1,000
Inside Cover (front or back)	\$2,000	\$1,500	\$1,200
Back Cover	\$2,200	\$1,700	\$1,300
2/3-page-V (masthead position)	\$1,500	\$1,000	\$750
½-page-H	\$1,000	\$800	\$600
1/3-page-H	\$750	\$500	\$450
1/4-page-V	\$600	\$450	\$350
1/6-page V or H	\$450	\$275	\$200

* Price per insertion

SOMERSETTLIVING

Pick up your *Caughlin Rancher* ad into *Somerset Living* and get 15% off!

The Somerset community in NW Reno, also a very upscale neighborhood, publishes a similar bi-monthly HOA magazine that is mailed to all of its residents. About 2,700 copies are mailed while an additional 3,300 copies are distributed to area Scolari's, CVS, and Safeway stores for free pick-up. **Contact Kathy Hess at (775) 846-5656 or kathy@justimaginektg.com.**



To advertise in the *Caughlin Rancher*, contact **Lisa Ericson** at (775) 223-0008 or lisa.cpm services@gmail.com.

The *Caughlin Rancher* is published by



in cooperation with CRHOA

Caughlin

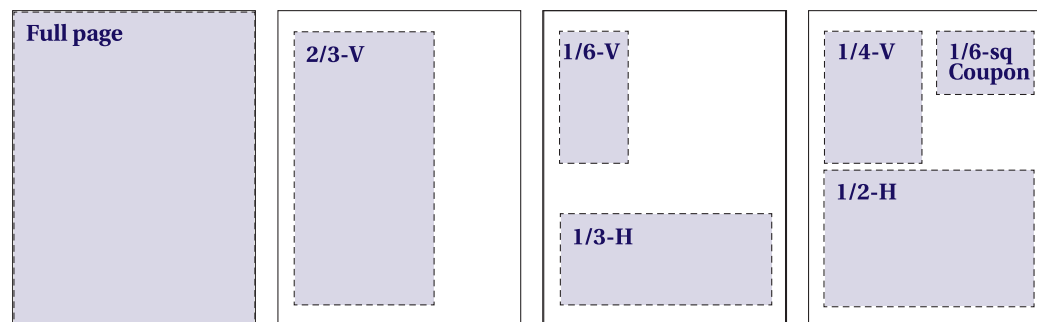
RANCHER

The Official Magazine of the Homeowners Association



Production Specifications

AD SIZES			
		width	height
Full Page	trim	8.375"	10.875"
	bleed	8.625"	11.125"
	live area	8.125"	10.675"
2/3-page-V (masthead position)		4.953"	10"
1/2-page-H		7.5"	4.9125"
1/3-page-H		7.5"	3.216"
1/4-page-V		3.6625"	4.9125"
1/6-page-V		2.35"	4.8747"
1/6-page-SQ		3.6625"	3.216"



SUBMISSION OF ADS

Ads are accepted in the following format: High resolution PDF with fonts embedded preferred. No WORD documents accepted. Photos and artwork should be high resolution (300 dpi). No web-based art (72 dpi). All files should be CMYK.



Submit ads via email to:

Lisa Ericson

CPM Services

lisa.CPMservices@gmail.com

*Please, no email attachments
over 10 MB.*