

Why **Advertise** in *Oyster Pointer*?

1. Target audience. The Oyster Point business community is one of the top consumer groups. With more than 900 businesses comprising more than 22,000 business people, your message hits the Virginia Peninsula's most vital advertising and communications market.

2. Areawide distribution. *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 tempting.

5. Eye appeal. This is one publication you can judge by its cover. *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 recent 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 *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 *Oyster Pointer* is shared with co-workers, giving advertisers greater visibility among our readership of more than 40,000 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 *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. The *Oyster Pointer's* Area Business Directory, published every month in the *Oyster Pointer*, provides categorical listings of Oyster Point Business Park and Port Warwick businesses in the 10,000 papers circulated. For only \$325 annually, this directory will offer the following benefits:

- Categorical listing
- Contact information
- Most up-to-date information—*updated monthly*
- 12 months x 10,000 papers = 120,000 impressions
- 12 opportunities for readers to find you at different times of the year when a new need arises.
- Your listing is included in the online *Oyster Pointer* and links directly to your website.

Oyster Point and Port Warwick advertisers with a 12-month display advertising contract are included in the directory for free!

And—address labels and a CD of printable labels of Oyster Point businesses are other ways to reach the largest business market on the Virginia Peninsula.

Oyster Pointer

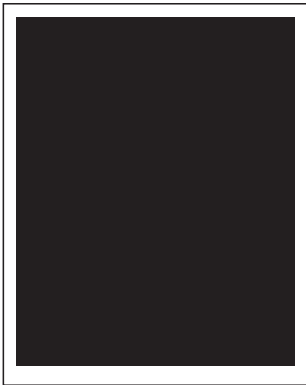
Brian DePrinzio, Business Development Specialist
757-404-1446, FAX: 757-873-0599
OPAdSales@gmail.com

YOUR OYSTER POINT AREA NEWS SOURCE FOR MORE THAN 25 YEARS!

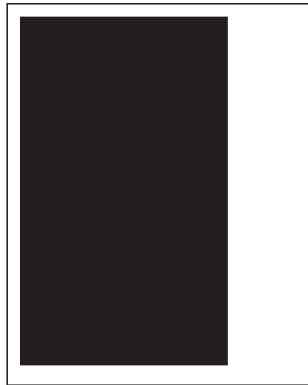
www.Oyster Pointer.net

739 Thimble Shoals Boulevard, Suite 704, Newport News, Virginia 23606-3562 • EditorOP@aol.com

Ad Sizes



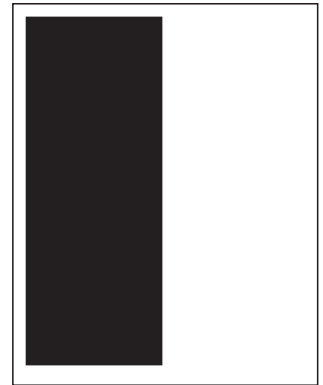
Full Page
10" x 11-1/4"



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



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



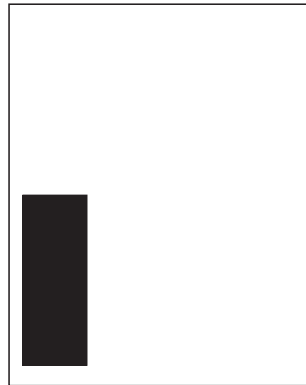
1/2 Page
4-7/8" x 11-1/4" (vertical)



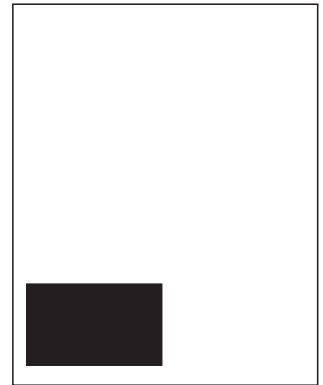
1/4 Page Horizontal
7-7/16"(wide) x 3-5/8" (tall)



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)

Oyster Pointer

YOUR OYSTER POINT AREA NEWS SOURCE FOR MORE THAN 25 YEARS!

739 Thimble Shoals Boulevard, Suite 704, Newport News, Virginia 23606-3562 • EditorOP@aol.com

Brian DePrinzio, Business Development Specialist
757-404-1446, FAX: 757-873-0599
OPAdSales@gmail.com

www.Oyster Pointer.net

Ad Submission Guidelines

In order to comply with printing standards, we request that ads be submitted electronically. 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, eps or jpeg files.*** (See below for details.)

Electronic files must be submitted in one of the following formats:

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.
- Save as an editable eps.

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.*

InDesign

- Include all links (photos, logos, etc.). All graphic links should be in tiff, eps or jpeg format.
 - Include all fonts used in the ad (screen and printer fonts).
IBM fonts will be substituted with the closest Macintosh match.
-

Images

Images provided or used in the above programs should meet the following specifications:

- Image files should be 300 dpi at print size.
 - Any jpeg images should be saved using maximum quality (minimal compression).
 - Images taken on camera phones rarely print well due to resolution and compression issues.
-

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.
 - Files under 10 megabytes can be e-mailed to **shs@nc.rr.com**
Files containing links and fonts should be compressed into .zip or .sit files.
-

Ads not complying with the above specifications may not print properly.

Oyster Pointer

Brian DePrinzio, Business Development Specialist
757-404-1446, FAX: 757-873-0599
OPAdSales@gmail.com

YOUR OYSTER POINT AREA NEWS SOURCE FOR MORE THAN 25 YEARS!

www.Oyster Pointer.net

739 Thimble Shoals Boulevard, Suite 704, Newport News, Virginia 23606-3562 • EditorOP@aol.com

Ad Deadlines

Reserve ad space by the first Monday of the month prior to publication. If we are creating your ad, submit ad information by that day. If you are providing a print-ready file, please send it to us by the Wednesday after the first Monday. The schedule below gives due dates for 2014. The only month that deviates from the First Monday format is September for the October issue.

May 2014 issue

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

June 2014 issue

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

July 2014 issue

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

August 2014 issue

M, July 7: Reserve ad space and
submit ad information
W, July 9: Submit print-ready file

September 2014 issue

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

October 2014 issue

M, Sept. 8: Reserve ad space and
(*2nd Monday*) submit ad information
W, Sept. 10: Submit print-ready file

November 2014 issue

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

December 2014 issue

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

January 2015 issue

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

Oyster Pointer

YOUR OYSTER POINT AREA NEWS SOURCE FOR MORE THAN 25 YEARS!

Brian DePrinzio, Business Development Specialist
757-404-1446, FAX: 757-873-0599
OPAdSales@gmail.com

www.Oyster Pointer.net

739 Thimble Shoals Boulevard, Suite 704, Newport News, Virginia 23606-3562 • EditorOP@aol.com

OysterPointer

739 Thimble Shoals Blvd., Suite 704, Newport News, VA 23606-3562
757-873-4523, FAX 757-873-0599
E-mail: EditorOP@aol.com • OPAdSales@gmail.com

Fax Cover Sheet

Number of pages, including this sheet _____ Date _____

To _____

Fax Number _____

From _____

Comments _____

