

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

**1. Target audience.** The Oyster Point area business community is one of the top consumer groups. With more than 1,500 businesses, 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 businesses in Hampton and York County.

**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 and Tech Center. 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 color 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 500 to 9,000. 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 26,000 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 neighboring businesses in the 9,000 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 9,000 papers = 108,000 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.

*Advertisers with a 12-month display advertising contract are included in the directory for free!*

## OysterPointer

Brian DePrinzio, Business Manager  
757-404-1446, FAX: 757-534-9188  
OPAdSales@gmail.com

YOUR OYSTER POINT AREA NEWS SOURCE FOR MORE THAN **30** YEARS!

[www.OysterPointer.net](http://www.OysterPointer.net)

733 Thimble Shoals Boulevard, Suite 170, Newport News, Virginia 23606 • Editor@OysterPointer.net

# Advertising Rates

*Oyster Pointer*, a monthly newspaper with a circulation of 9,000, provides information about new and existing businesses, their products, services and the people who run them. Now in our 30th year, *Oyster Pointer* is dedicated to business coverage of the more than 1,500 businesses in the Oyster Point area of Newport News including neighboring Port Warwick and Tech Center.

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

## Display Ad Sizes, Rates, and Frequency Discounts ALL RATES ARE NET

### (COST PER INSERTION)

Rates and sizes effective September 1, 2008

|           |   | 1x<br>(with color*) | 6x**<br>(with color) | 12x** within 1 year<br>(with color) |
|-----------|---|---------------------|----------------------|-------------------------------------|
| Full page | Back Cover 10" x 11-1/4"                                    | \$1,800 (\$2,070)   | \$1,625 (\$1,870)    | \$1,445 (\$1,660)                   |
| Full page | 10" x 11-1/4"   | \$1,315 (\$1,510)   | \$1,175 (\$1,350)    | \$1,045 (\$1,200)                   |
| 3/4 page  | 7-7/16" x 11-1/4" (vertical)                                | \$1,040 (\$1,195)   | \$935 (\$1,075)      | \$825 (\$950)                       |
| 1/2 page  | 10" x 5-1/2" (horizontal)<br>4-7/8" x 11-1/4" (vertical)    | \$795 (\$915)       | \$715 (\$820)        | \$630 (\$725)                       |
| 1/4 page  | 7-7/16" x 3-5/8" (horizontal)<br>4-7/8" x 5-1/2" (vertical) | \$595 (\$685)       | \$535 (\$615)        | \$475 (\$545)                       |
| 1/8 page  | 4-7/8" x 2-5/8" (horizontal)<br>2-5/16" x 5-1/2" (vertical) | \$350 (\$400)       | \$315 (\$360)        | \$280 (\$320)                       |

\*Spot colors will be converted to CMYK.

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

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

**All ads must be pre-paid before publication.**

Free ad set-up and proofs are provided.

The publisher has the right to refuse any advertising considered objectionable.

# OysterPointer

Brian DePrinzio, Business Manager  
757-404-1446, FAX: 757-534-9188  
OPAdSales@gmail.com

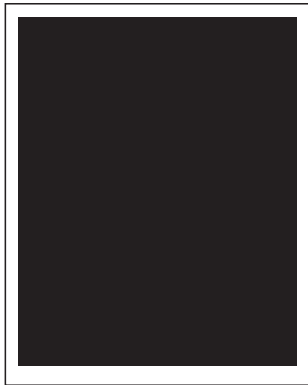
YOUR OYSTER POINT AREA NEWS SOURCE FOR MORE THAN **30** YEARS!

[www.OysterPointer.net](http://www.OysterPointer.net)

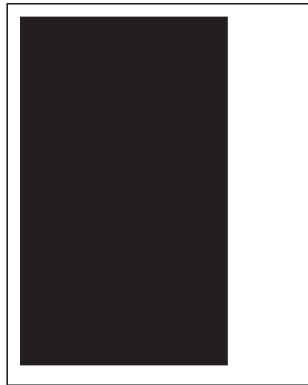
733 Thimble Shoals Boulevard, Suite 170, Newport News, Virginia 23606 • Editor@OysterPointer.net

# Ad Sizes

---



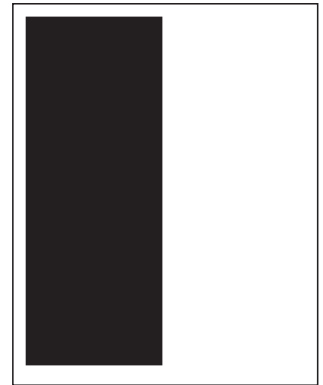
Full Page  
10" (wide) x 11-1/4" (tall)



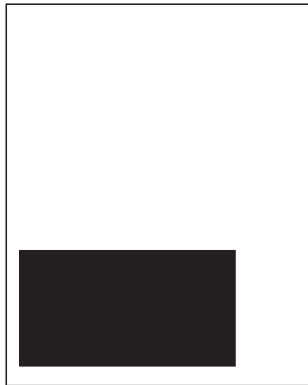
3/4 Page  
7-7/16" (wide) x 11-1/4" (tall)



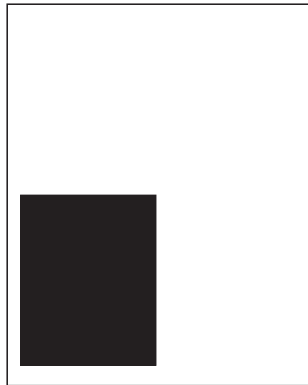
1/2 Page Horizontal  
10" (wide) x 5-1/2" (tall)



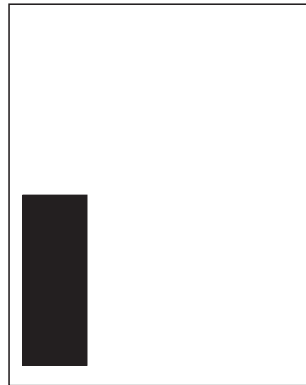
1/2 Page Vertical  
4-7/8" (wide) x 11-1/4" (tall)



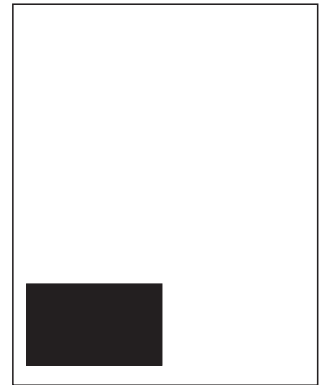
1/4 Page Horizontal  
7-7/16" (wide) x 3-5/8" (tall)



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



1/8 Page Vertical  
2-5/16" (wide) x 5-1/2" (tall)



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

# OysterPointer

Brian DePrinzio, Business Manager  
757-404-1446, FAX: 757-534-9188  
OPAdSales@gmail.com

YOUR OYSTER POINT AREA NEWS SOURCE FOR MORE THAN **30** YEARS!

[www.OysterPointer.net](http://www.OysterPointer.net)

733 Thimble Shoals Boulevard, Suite 170, Newport News, Virginia 23606 • [Editor@OysterPointer.net](mailto:Editor@OysterPointer.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.) ***Small text reversing out of a color or textured background is not recommended.***

---

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

### **PDF**

- Use the 300 dpi setting and “maximum quality” in the “Job Options” menu 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.
  - Grayscale and full color ads should have a resolution of at least 300 dpi. *Small text within screened areas is not recommended.*
- 

## **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 often do not print well due to compression and lighting 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.
    - Color ads contain only four-color-process colors, including color in eps files.
  - Files under 10 megabytes can be e-mailed to **shs@shsdesign.net**.
  - To submit larger files, go to **OysterPointer.net** and click on “Advertisers.”
- 

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

# OysterPointer

Brian DePrinzio, Business Manager  
757-404-1446, FAX: 757-534-9188  
OPAdSales@gmail.com

YOUR OYSTER POINT AREA NEWS SOURCE FOR MORE THAN **30** YEARS! [www.OysterPointer.net](http://www.OysterPointer.net)

733 Thimble Shoals Boulevard, Suite 170, Newport News, Virginia 23606 • Editor@OysterPointer.net

# 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 through early 2019. Months that deviate from the first Monday format are July for the August issue and September for the October issue.

## **April 2018 issue**

M, Mar. 5: Reserve ad space and submit ad information

W, Mar. 7: Submit print-ready file

## **May 2018 issue**

M, Apr. 2: Reserve ad space and submit ad information

W, Apr. 4: Submit print-ready file

## **June 2018 issue**

M, May 7: Reserve ad space and submit ad information

W, May 9: Submit print-ready file

## **July 2018 issue**

M, June 4: Reserve ad space and submit ad information

W, June 6: Submit print-ready file

## **August 2018 issue**

M, July 9: Reserve ad space and submit ad information

W, July 11: Submit print-ready file

## **September 2018 issue**

M, Aug. 6: Reserve ad space and submit ad information

W, Aug. 8: Submit print-ready file

## **October 2018 issue**

T, Sept. 4: Reserve ad space and submit ad information

W, Sept. 5: Submit print-ready file

## **November 2018 issue**

M, Oct. 1: Reserve ad space and submit ad information

W, Oct. 3: Submit print-ready file

## **December 2018 issue**

M, Nov. 5: Reserve ad space and submit ad information

W, Nov. 7: Submit print-ready file

## **January 2019 issue**

M, Dec. 3: Reserve ad space and submit ad information

W, Dec. 5: Submit print-ready file

## **February 2019 issue**

M, Jan. 7: Reserve ad space and submit ad information

W, Jan. 9: Submit print-ready file

# OysterPointer

Brian DePrinzio, Business Manager  
757-404-1446, FAX: 757-534-9188  
OPAdSales@gmail.com

YOUR OYSTER POINT AREA NEWS SOURCE FOR MORE THAN **30** YEARS!

[www.OysterPointer.net](http://www.OysterPointer.net)

733 Thimble Shoals Boulevard, Suite 170, Newport News, Virginia 23606 • [Editor@OysterPointer.net](mailto:Editor@OysterPointer.net)

# Advertising Agreement

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

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 Orientation:** Horiz. Vert. **Ad Size:** Full pg. 3/4 pg. 1/2 pg. 1/4 pg. 1/8 pg.

Print-ready file provided: yes no

Proof required: yes no

Special position required: yes no

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

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

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 \_\_\_\_\_

## AMOUNT DUE

\_\_\_\_\_ Rate  
\_\_\_\_\_ Subtotal  
\_\_\_\_\_ (additional charges)  
\_\_\_\_\_ Total per insertion

## OFFICE USE ONLY

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

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

## BILLING INFORMATION (IF DIFFERENT FROM ABOVE)

\_\_\_\_\_

\_\_\_\_\_

# OysterPointer

Brian DePrinzio, Business Manager  
757-404-1446, FAX: 757-534-9188  
OPAdSales@gmail.com

YOUR OYSTER POINT AREA NEWS SOURCE FOR MORE THAN **30** YEARS!

[www.OysterPointer.net](http://www.OysterPointer.net)

733 Thimble Shoals Boulevard, Suite 170, Newport News, Virginia 23606 • Editor@OysterPointer.net