

PULSE PUBLICATIONS



SENIORS, VETERANS, FAMILIES, COMMUNITIES

PULSE Publications is a division of Mother Road Enterprises, MRE



MEDIA

2023/24

KIT

www.issuu.com/pulsecustommagazines
www.motherroadenterprises.com



PULSE PUBLICATIONS



Your **marketing** partner

Strong media partners are the key to your success.

With *Pulse Publications*, you have the market leading medium currently covering the High Desert area of Southern California, expanding coverage as required by advertising partners. Whatever your idea of a good advertisement may be, together we will make it happen. And we will not be satisfied until your ad campaign has been successful – effective, on target and exactly the way you envisioned it.

Our TEAM at PULSE Publication are committed to providing our advertisers the window to their target markets, our readers the news that is entertaining, informative and interesting on topics that affect them. These topics run from medical/health-insurance-financial-lifestyle-social security-veterans/seniors and history/culture.

Hard copies of the PULSE are distributed at Seniors Centers-Veterans facilities-libraries-government offices and many other locations that cater to our target markets. We also use the USPS to mail copies to subscribers and target postal zip codes and routes, (this is a feature we work with our advertisers on their advertising campaigns). We print between 12,000 and 25,000 copies (quantities depends on advertising campaigns).

Being a resource for information that features news that is important in your life, we will feature articles/advertisements that promote your value to readers. Dealing in medical, financial, lifestyles, retirement, veterans, growing old, care givers, pet owners and many other areas of interest. Our stories will entertain, enlighten, amuse and educate you.

We listen to the needs of our readers, advertisers and dealers, addressing them to the best of our ability. After all YOU are our clients/customers. If you have a talent or expertise our readers would enjoy, have a story or history of our area or have a need we can assist you in receiving, contact us.

Are you a member of a service club, support group or other local entity that has a message to share or an event to promote? Get in touch with us. **Enjoy the PULSE in both print and digital formats. Your home town newspaper.**

Top-quality design with professional photography, carefully researched articles with high journalistic standards by well-versed, experienced and local authors, and a wide range of topics make *Pulse Publications* an indispensable source of information for readers interested in the the High Desert news and events.

PULSE readership in targeted mailing areas:
Male / Female split is:
37% Males & 63% Female to 42% Male to 58% Female

Average age of readers for the PULSE is -
55 and over % of readers over 65 is 83%

PULSE targeted mailing areas:
Average household income varies by zip code:
Low numbers are \$57,265 to \$61,758
High numbers are \$77,084 to \$82,589

SOURCE: USPS & US Census Bureau

1 760 617 3991
10405 Mountain Road, Pinon Hills, CA 92372



WORD COUNT for each format

Full page - 800-900 words with 2-3 photos

Half page with 2-3 photos, average 450-500 words

1/4 page, with 1-2 small photos 220 words

If we took out the photos, we can add 100-150 words for plain text.

PULSE Publications is proud to feature writers whose backgrounds and expertise cover topics that our target markets are interested in. Adding their talent to our TEAM insures that each issue has GREAT content.



Dictionary of terms

Trim Size: This refers to the dimensions of a document after it has been printed and cut down to its desired width and height from a larger sheet, prior to any folding. Paper is trimmed to remove any excess around its perimeter or to separate pieces that have been printed as multiple images per sheet.

Bleed: In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off.

Camera-ready ad: This is a common term used in the commercial printing industry meaning that a document is, from a technical standpoint, ready to "go to press", or be printed.

Deadline: the latest time or date by which something should be completed,

Font embedding is the inclusion of font files inside an electronic document. Font embedding is controversial because it allows licensed fonts to be freely distributed.

The **CMYK** color model (also known as process color, or four color) is a subtractive color model, based on the CMY color model, used in color printing, and is also used to describe the printing process itself. The abbreviation CMYK refers to the four ink plates used: cyan, magenta, yellow, and key (black).

DPI is used to describe the resolution number of dots per inch in a digital print and the printing resolution of a hard copy print dot gain, which is the increase in the size of the halftone dots during printing. This is caused by the spreading of ink on the surface of the media.

What Is Advertising?

Advertising is a promotional activity which aims to sell a product or service to a target audience

MEDIA FACTS

October 2023	March 2024	August 2024
November 2023	April 2024	September 2024
December 2023	May 2024	October 2024
January 2024	June 2024	November 2024
February 2024	July 2024	December 2024

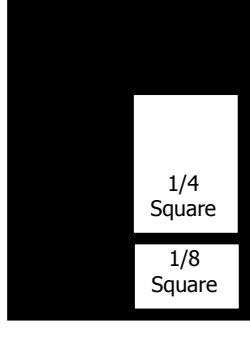
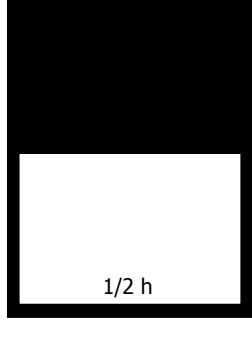
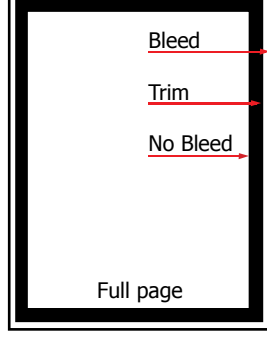
ADVERTISING DEADLINES 25th of the proceeding month
PUBLICATION DATES ON OR BEFORE THE 1ST OF EACH MONTH

Production material

All print ready ads need to be sent as PDF files by email and **must be high resolution, CMYK with fonts embedded.** It is the responsibility of the advertiser to notify of any ad changes or intent to provide a new print ready ad prior to the publication's deadline. Publisher will not be responsible for improperly prepared files. If print ready ads do not arrive on time, Spirit of the West Publishing LLC will automatically use the prior month's ad for publication, or, in case of first time advertising, either produce an ad or cancel insertion. No rebate will be given and ad payment is due in full. Publisher will not be responsible for any errors in a print ready ad received from advertiser. Due to printing and ink variances we cannot guarantee exact color matches. No rebate will be made in the event of color variances.

Pictures: CMYK mode at least 300 dpi.

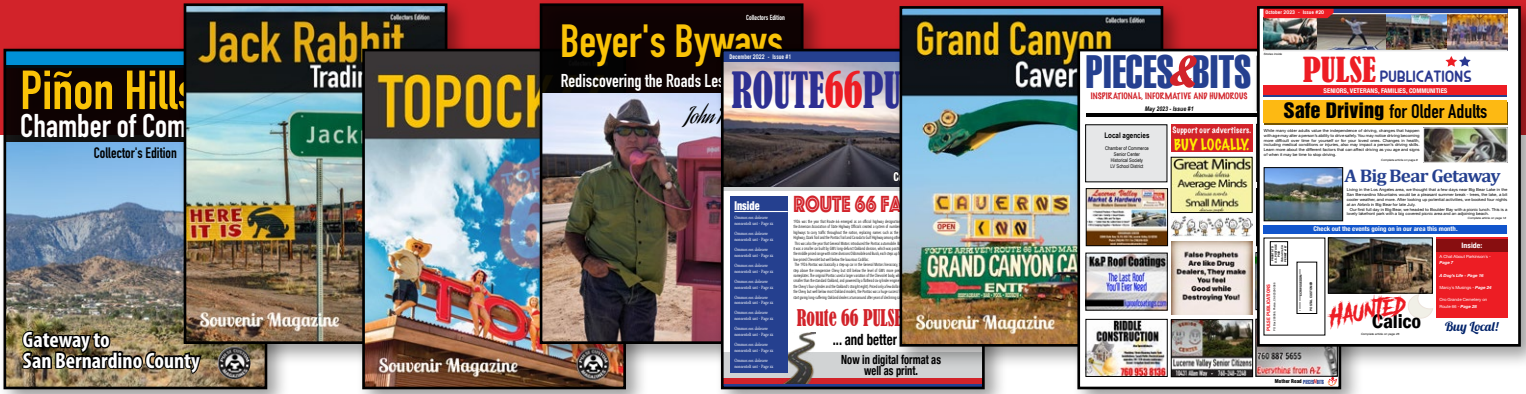
Document size: Ads not built to exact size will be adjusted and charged accordingly. All full page bleed ads must include 1/8" bleed on head, face, and foot dimensions. Final trim size is 14" x 10.25" so your document size should be 14" x 10.25" for a full page, Double page spreads should be built as two separate pages following production specifications for a full page.



Full Page:	14" High x 10.25" Wide
Half Page:	6.25" High x 10.25" Wide (Horizontal Ad) 14" High x 5" Wide (Vertical Ad)
1/4 Page:	6.25" High x 5" Wide
1/8 Page:	3" High x 5" Wide
Deadline is the 25th of each month	

Press Release space is offered to our advertisers and non-profits. With priority given to advertisers first and non-profits on a space availability basis. It is our intention to support our communities and at times become a sponsor of an event when applicabe.





Monthly publications featuring local events, resources and articles of interest for all ages in and around Southern California areas - available in both print and digital formats.

Advertising Rates

Full Color Ad Rates

Full Page ad	\$2,400.00
1/2 Page ad	\$1,200.00
1/4 Page ad	\$600.00
1/8 Page ad	\$300.00
Business Card*	\$270.00

*Special 3 month rate billed and due with 1st month advertising

If you need assistance in creating your ad, we provide graphic artists service at reasonable prices.

We have a program in mailing to your target markets.

Contact us for more details.

NOTE: Rates are net, and do not include agency commissions! Payment for first ad/issue is due with insertion order. Future payments are due at invoicing.

1. The printed and signed advertisement agreement contains all the agreements between either party. Pulse Publications (Publisher) is not responsible for any oral representations unless incorporated herein. The individual signing this contract is liable for the payment provided for herein. By submitting the signed ad agreement the advertiser or advertising agency represent that they are authorized to publish the entire content and subject matter of the insertion.
2. Advertisers and advertising agencies jointly and severally agree to be responsible for payment to the Publisher for all space purchased under this agreement. Disclaimers are not permitted. Sequential liability is not accepted.
3. Full payment is due upon signed advertisement agreement. If ad payment is late an interest charge of 15% will occur after 30 days, and thereafter every 30 days. In the event of non payment and an attorney or collection agency is required, all legal fees and collection costs become the responsibility of the advertiser or agency placing advertising. If advertiser does not meet payment requirements, Publisher reserves the right to drop the ad. No credit will be given on this occasion.
4. No adjustment will be given on corrections not marked by advertiser on the proof. Publisher is not responsible for errors.
5. Material needs to be supplied by email in high resolution pdf format with embedded files.
6. Acceptance of advertising is strictly subject to Publisher's approval and agreement.
7. Any file intervention required by the newspaper/magazine or the printer will be charged back to the advertiser at a minimum of \$75 an hour.
8. Advertisers/advertising agencies jointly and severally agree to protect, indemnify and hold harmless the Publisher from all third party claims or actions arising out of or based on advertising purchased according to the terms of the advertisement agreement, including but not limited to claims or actions alleging the unauthorized use of any person's name or photograph, or of any sketch, label, map, photograph, word, trademark, copyright or other matter or alleging any false, misleading or libelous statement or representation.
9. NO cancellations or changes in orders accepted after closing date. Those received before closing date may not be considered executed unless acknowledged by the Publisher.
10. If print ready does not arrive on time at closing date, Publisher will automatically use the prior ad for publication, or, in case of first time advertising, either produce an ad or cancel insertion. No credit will be given and ad payment is due in full. Potential placement in an upcoming issue is at the discretion of the Publisher.
11. Legal fulfillment of either party is Phelan, California.



Date

Stamp/Signature

Please email it to jim@motherroadenterprises.com or send signed agreement to the address below.

P O Box 290066 - Phelan, CA 92329-0066

TEAM

Together Everyone Achieves More



NEWSPAPERS



CUSTOM MAGAZINES

Piñon Hills home to Cottage Industries

Locate your business where you live, in Piñon Hills.

Add your talents, expertise and business together where you live.

Writers, photographers, artists, graphic designers, landscaping, ranching, trucking. An endless list of opportunities to establish your business and life in an area where you are appreciated and welcomed.

San Bernardino County High Desert area of Piñon Hills is a great place to live and work. Buy an existing home & property or develop vacant land to fit your needs.

Welcome to Piñon Hills
Where the Desert Meets the Mountains

CONTACT US
PO Box 72895
1842 Mountain Road
Piñon Hills, CA 92372

760-868-5801
info@PiñonHillsChamberInfo

Piñon Hills, CA
GEM of the High Desert

What is PIECES&BITS ??????

P&B is a publication that will make you laugh, think and locate businesses that offer their products and services in our area.

P&B will also have local events, service clubs and news you need to know about in your market areas.

A professional marketing/advertising way to grow your business.

Distributed in displays at businesses in the area.

PIECES&BITS

INSPIRATIONAL, INFORMATIVE AND HUMOROUS

info@piecesandbits.com
760-868-5800
PO Box 29066
Piñon Hills, CA 92328-2066

PIECES&BITS

PULSE CUSTOM MAGAZINES

Our mission is to provide custom and local news, marketing, information and entertainment to the community. By creating business magazines for your business.

When we say CUSTOM we mean the content and all of the other stuff that makes your magazine unique and special. We are committed to providing you with the highest quality professional magazines that are printed and delivered on time.

Customize your magazine with your own logo, photos and text.

Jim Conkle
Publisher
661-262-0100
1100 117 2991

John Kallies
Business Manager
661-262-0100
1100 117 2991

Jorge Llanusa Rodriguez
661-262-0100
jorge.lanusa@pccm.com

TRIFOLDS - BIZCARDS

Read it all, and much more!

issuu.com/pulsecustommagazines