Pacifica Community Television
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Pacifica, CA 94044

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[f] 650.355.6467
[e]   PacificaCommunityTelevision@gmail.com
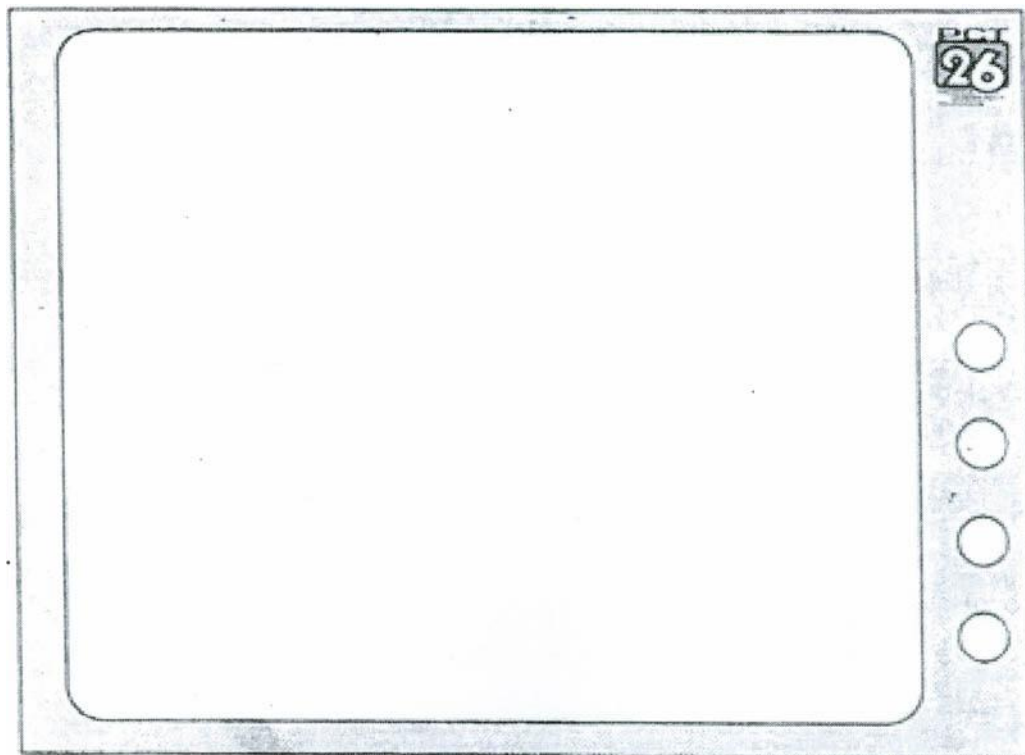[url] www.PCT26.com

Community Message Board
Advertising Rates and Agreement

RATES

30 Days - $100

- Your ad can contain up to 8 lines of copy, no more than 20 words
- You can turn in your ad as a Power Point slide, or an image file 800x600 pixels (jpg, gif, psd, pdf)
- We can create and design your ad
- Non-profit free for one month (please provide tax id#)

□ New ad

□ Renewal

Starting date:

_____ / _____ / _____

Ending date:

_____ / _____ / _____

Total days:

_____

(PLEASE PRINT)
Business: _____   **Contact Name:**_____

Address:_____

Phone: _____   **Email:** _____

Signature: _____

If you are a non-profit organization, please provide your Tax ID# _____

Community Message Board Design Rules

If you wish to design your own ad, please keep these rules in mind.

1. **Image size: 800x600**… that's 800 pixels long, 600 pixels high.
2. **Never use dark font over bright backgrounds**… too hard on eyes, particularly smaller font sizes and for older viewers who make up much of our audience.
3. **Avoid "scripty" complex looking fonts**… the text becomes too difficult to read on TV. Sans serif type fonts work best. For example, Arial Narrow would be better than using Old English.
4. **Never include over 8 lines of text**… the text becomes too small, too difficult to read.
5. **Use yellow font instead of white font over darker backgrounds**… it's easier on the eyes.
6. **Always use the largest text size possible**… of course all font sizes are not equal and headers are usually bigger than body, but please try to keep font size up as possible to ensure readability.
7. **Always leave room at top and sides for "safe area"**… at least 15% clear on top and bottom, and 5% on sides – this is your text safe zone. Not all TVs will see text at edges of the screen.
8. **Always make phone numbers and websites as big as possible**… to easily and quickly read… make them separate and stand out from other info on slide.
9. **Use attractive backgrounds and pictures**… where possible interesting graphics over static colors. Pictures, whether as background or as a picture in a box almost always improve the look of your slide.
10. **Be creative and have fun!**

We at PCT realize that all rules are from time to time broken. There are times for instance when a mix of darker and lighter fonts works well. That said, by and large, these rules of composition should guide you to making consistently good slides.