



COMMUNITY NEWS • GENERAL ADVERTISING INFORMATION

Delivered to 58,000 Homes and Businesses Each Week

EFFECTIVE MARCH 1, 2010

ROP

Open Rate: \$25.00 Per Column Inch

(4 Column x 16" Page Size)

Contract Rate - Annual Bulk - Additional Discounts

<u>INCHES</u>	<u>DISCOUNT</u>	<u>COL INCH</u>
258	7%	\$23.00
387	15%	\$21.00
516	25%	\$19.00

INSERTS

Open Rate: \$45.00 Per Thousand (8.5" x 11, min. 10,000)

Contract Rate - Annual Bulk - Additional Discounts

<u>INSERTS</u>	<u>DISCOUNT</u>	<u>PER/M</u>
40,000	7%	\$41.85
40,001-80,000	15%	\$38.25
80,001+	25%	\$33.75

GENERAL ADVERTISING RATE CATEGORIES

Any product or service may be designated by the publisher to receive the general rate including the following:

- Educational institutions outside California.
- Financial institutions including banks, savings and loans, mortgage companies, title and trust companies, public service corporations, offerings and stocks, bond and other securities, stockbrokers, security firms, loans and investments and insurance companies.
- Media Advertising including radio, television, cable, programmers, magazines, print and electronic media, directories, mail order, etc.
- New automotive including manufacturers and association advertising, passenger cars and trucks, trailer, tractor, airplane, boat, water sport and motorcycles.
 - Political and advocacy advertising.
 - Public utility advertising.
- Retail outlet - outside of market manufacturer or wholesaler.
- Tobacco, liquor, health and beauty aids, food products and packaged goods such as soap, paper goods, etc.
 - Transitory seminars, lectures and conventions headquartered out of market.
- Transportation and travel advertising hotels and resorts, airlines, cruise lines, tour operators, bus lines, railroads, taxi cabs, vehicle rentals and automotive leasing.

DEADLINES

Thursday Publication

SPACE RESERVATIONS DUE BY FRIDAY 5:00 PM

CAMERA READY DUE BY TUESDAY, NOON

Digital files may be submitted. Pdf, eps or tiff files are acceptable. Documents can be prepared in InDesign, QuarkExpress, Photoshop or Adobe Illustrator. Include all fonts, imported files etc. Line Screen: 85 Line.

Color charges: 1 Color - \$100 • 2 Color - \$300 • 3 Color - \$450 • 4 Color - \$600

Publisher reserves the right to revise advertising rates upon 30-day notice and all contracts are subject to this revision.