

2012 Local Ad Rates (NET)



Cost per ISSUE (per paper) for consecutive issues				
AD SIZES	OPEN	13x(3X)	26x(6X)	52x(12X)
Full Page	1,480	1,184	1,101	1,046
	1,780	1,484	1,401	1,346
4/5	1,200	960	893	848
	1,500	1,260	1,193	1,148
3/5	940	752	699	644
	1,240	1,052	999	944
1/2	820	656	610	580
	1,020	856	810	780
2/5	685	548	510	484
	885	748	710	684
3/10	550	440	409	389
	700	590	559	539
1/5	440	352	327	311
	590	502	477	461
3/20	370	296	275	262
	520	446	425	412
1/10	270	216	201	191
	370	316	301	291
1/20	145	116	108	102
	370	316	301	291
Coupon	120	96	89	85
	220	196	189	185
1/40	80	64	60	57
	180	164	160	157

WEEKLY: La Jolla Village News BI-WEEKLY: Beach & Bay Press, Peninsula Beacon

Add-On Pick Up Rate --2nd Paper Save 35%				
AD SIZES	OPEN	13x	26x	52x
Full Page	962	770	716	680
	1,112	920	866	830
4/5	780	624	580	551
	930	774	730	701
3/5	611	489	454	419
	761	639	604	569
1/2	533	426	397	377
	683	576	547	527
2/5	445	356	332	315
	595	506	482	465
3/10	358	286	266	253
	508	436	416	403
1/5	286	229	213	202
	411	354	338	327
3/20	241	192	179	170
	366	317	304	295
1/10	176	140	131	124
	276	240	231	224
1/20	94	75	70	66
	194	175	170	166
Coupon	78	62	58	55
	178	162	158	155
1/40	52	42	39	37
	152	142	139	137

Pre-Print Marketing Opportunities	
Pre-Print Rates* (Minimum charge \$120)	
1,000-5,000:	\$45/M
5,001-16,000:	\$40/M
16,001 & over:	\$35/M
*Pricing is for single sheet only. Call for larger/heavier insert prices.	

Custom Insert Printing & Inserting Program	
20,000 copies	\$1,495
Full Color / 2 Sided / 8.5 x 11 / Glossy Stock	
Inserted into the publication of your choice	
For additional quantities call for a price quote	

Mechanical Specs			
AD SIZE	COLUMNS	WIDTH	DEPTH
Full	5	10.5"	15.25"
4/5	4	8.375"	14.875"
3/5	3	6.25"	14.875"
1/2 vert.	3	6.25"	13"
1/2 horz.	5	10.5"	7.375"
1/2	4	8.375"	9.25"
2/5 vert.	2	4.125"	14.875"
2/5 horz.	4	8.375"	7.375"
3/10	3	6.25"	7.375"
1/5 vert.	1	2"	14.875"
1/5 horz.	4	8.375"	3.625"
1/5 vert.	2	4.125"	7.375"
3/20 vert.	2	4.125"	5.5"
3/20 horz.	3	6.25"	3.625"
1/10 vert.	1	2"	7.375"
1/10 horz.	2	4.125"	3.625"
1/20 vert.	1	2"	3.625"
1/20 horz.	2	4.125"	1.75"
1/40	1	2"	1.75"

AGENCY RATES: All Open Rates are commissionable to recognized advertising agencies submitting camera-ready copy and with pre-payment.

DEADLINE: Deadline for all advertising is 4 p.m. Thursday (Wednesday for La Jolla) preceding the date of publication.

ACCEPTANCE: The publisher reserves the right to reject or cancel any advertising at any time, which does not conform to the standards of the publication.

PAYMENT: Payment for all advertising is due upon proof. A monthly billing account is available with approved credit. Payment terms are net 10 days. Payments not received 30 days after billing are subject to a 1.5% (18% per annum) service charge. We reserve the right to revise the advertising rates at any time upon 30 days notice.

ARTWORK: Normal layout costs are included in our advertising rates. Camera work, photos and special creative artwork will be charged at reasonable rates. Proofs are not for making design changes; they are intended for information checking only. Additional proofs or rebuilds may be subject to extra charges.

CANCELLATIONS: Advertisers will be billed 50% of ad cost for cancellations after 4 p.m. Thursday (4 p.m. Wed. for La Jolla).

TEARSHEETS/INVOICES: Tearsheets and invoices are available upon request. Tearsheets also available on www.sdnews.com.

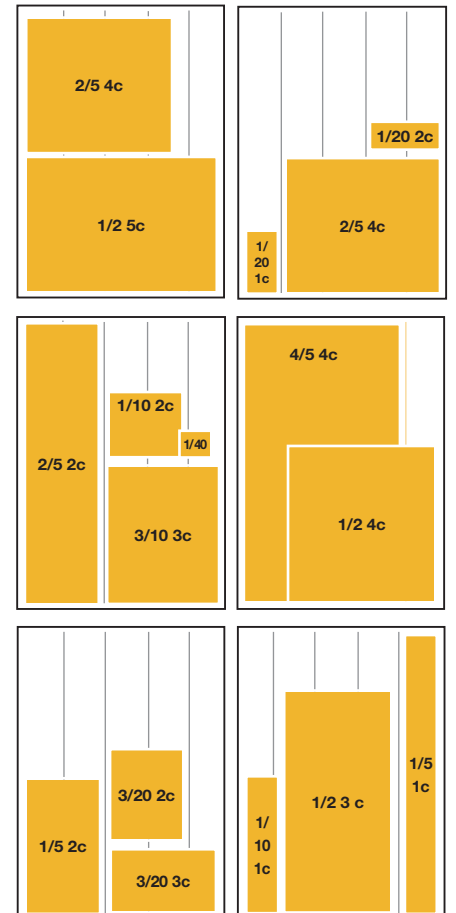
ERRORS: Liability of the publisher for errors is limited to the cost of the space containing the error and limited to the first insertion. Notification of error must be made within 5 days of publication.

GUARANTEED POSITIONS: Any advertiser requesting special placement shall be given every consideration but will not be guaranteed. The surcharge for placement is an additional 15% upon availability. If position is unavailable, the ad will not be charged the 15% charge.

ADVERTORIAL: Advertorial is paid advertising designed to read like editorial. The word "Advertorial" must be stated in ad and must have a minimum hairline border.

MECHANICAL INFORMATION: Ads are built in modular sizes (fractional). This allows attractive page layout and assures the advertiser economical pricing. Sizes conform to 5 col. x 16" tabloid. Standard Advertising Units (S.A.U.) will float. For color ads please call.

FTP INFORMATION: Large filesize ads that our too big to be sent via email can be uploaded our ftp at: webftp.sdnews.com. Username is "sdcnngads" and the password (case sensitive) is "BIGfile4u"



SAN DIEGO COMMUNITY NEWSPAPER GROUP
 1621 GRAND AVE., 2ND FLOOR, SAN DIEGO, CA 92109
 PHONE 858.270.3103 • FAX 858.713.0095
www.sdnews.com • sales@sdnews.com

Call for our website rates



2012 National Ad Rates



Cost per ISSUE (per paper) for consecutive issues				
AD SIZES	OPEN	13x(3X)	26x(6X)	52x(12X)
Full Page	2,035	1,628	1,514	1,438
	2,485	2,078	1,964	1,888
4/5	1,650	1,320	1,228	1,166
	2,100	1,770	1,678	1,616
3/5	1,293	1,034	961	896
	1,743	1,484	1,411	1,336
1/2	1,128	902	839	798
	1,578	1,352	1,289	1,248
2/5	942	754	702	666
	1,392	1,204	1,152	1,116
3/10	756	605	562	535
	1,131	980	937	910
1/5	605	484	450	428
	980	859	825	803
3/20	509	407	379	360
	884	782	754	735
1/10	372	297	277	263
	672	597	577	563
1/20	200	160	149	140
	500	460	449	440
1/40	110	88	83	79
	410	388	383	379

COLOR PRICES : B/W PRICES

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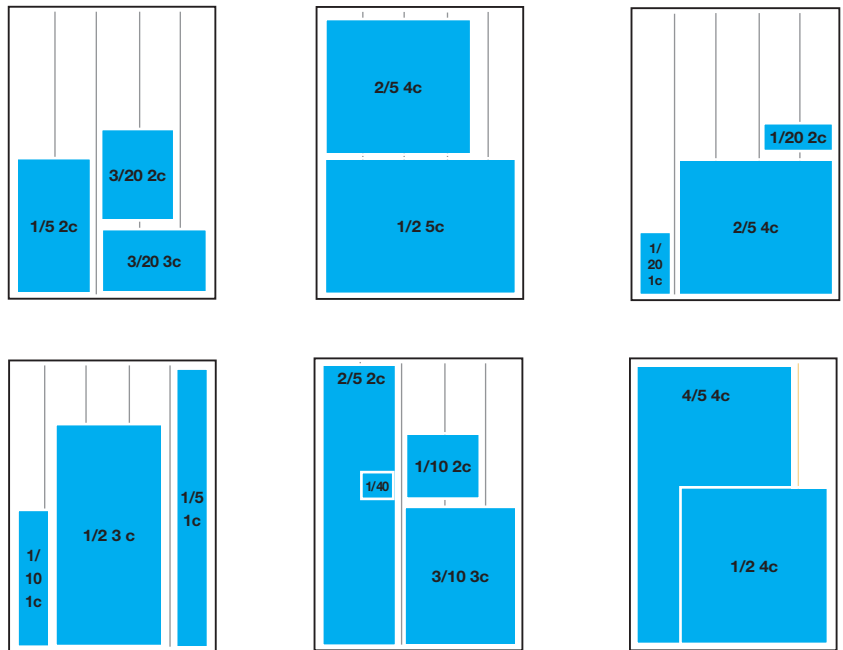
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Contact Julie at: **858.3103 x106**



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Classified Advertising Rates

Remember, when a reader turns to classified they're already 50% sold!

Your advertisement placed in The San Diego Community Newspaper Group classified section will appear in the *Beach & Bay Press*, *The Peninsula Beacon*, and *La Jolla Village News*. Over 62,000 copies are delivered to affluent coastal homes and businesses. Your ad will be read by over 160,000 people from La Jolla through Ocean Beach. Publishing 100% local news, our papers enjoy an average readership of 93%. Printing each Thursday, your advertisement will remain in homes, businesses and on newsstands for up to seven days.

CLASSIFIED LINE AD RATES

Open Rate: Weekly /per line
Based on 3-line min.
1 week\$8.50

Frequency Rates:

Consecutive insertions – based on 3-line min.
..... Weekly /per line
2 weeks\$8.00
3 weeks\$7.00
6 weeks\$6.50
13 weeks\$6.00
26 weeks\$5.50
52 weeks\$5.00

Bargain Bin:

Private party – \$500 or less
Based on 3-line min. **FREE***
*Ad must be submitted on-line. We do not accept FREE ads by mail or phone. Go to www.sdnews.com to place your FREE ad.

Garage Sales:

4 lines\$17.50
each additional line\$ 3.00
Place your ad via the website, www.sdnews.com **FREE***

Lost & Found: **FREE***

*Ad must be submitted on-line. We do not accept FREE ads by mail or phone. Go to www.sdnews.com to place your FREE ad.

Service/Professional Directory Listings

	Small Ad (1.5"x1")
4 week contract\$55.00 per week
8 week contract\$45.00 per week
13 week contract\$35.00 per week
	Large Ad (1.5"x2.25")
4 week contract\$95.00 per week
8 week contract\$75.00 per week
13 week contract\$65.00 per week

**Place classified ads on line at: www.sdnews.com
or call (858) 270-3103 x140**

CLASSIFIED DISPLAY RATES

Classified display advertisements are boxed and can include artwork.
Minimum size is 1". Sizes based on a 6-column x 15.5 tabloid format.

Contract:

1-2 Insertions	3-8 Insertions	9-16 Insertions	17-25 Insertions	26+ Insertions
\$33.00 per col/inch	\$28.00 per col/inch	\$26.00 per col/inch	\$23.00 per col/inch	\$21.00 per col/inch

Marketplace Ads:

Small 1 col. x 2.25"	4 weeks \$75	13 or more weeks \$55
Med. 2 col. x 2.25"	4 weeks \$130	13 or more weeks \$110
Lg. 2col. x 3"	4 weeks \$175	13 or more weeks \$165

CadNet

Publish your classified ad in over 120 publications in U.S. & Canada with a combined circulation of over 10 million or 1.6 million households. Publications have a two week window to run your ad.

15 words \$595.00 per insert/per week
\$15 each additional word. First time advertisers, **BUY 1 GET 1 FREE.**

Real Estate Directory: (2col x 1.75" ad)

2 insertions (total) \$150.00
4 insertions (total) \$250.00
6 insertions + (total) \$350.00
Open House Directory \$5.00 per listing*
Rental Hotsheet \$5.00 per listing*

*Ad must be submitted on-line. We do not accept FREE ads by mail or phone. Go to www.sdnews.com to place your FREE ad.

Legal Ads:*

Personal Name Change (4 weeks) (total) \$88.00
Fictitious Business Name (4 weeks) (total) \$44.00
Per col/inch (1 issue) \$17.00

*Abandonment of Fictitious Name, Withdrawal From A Partnership, Operation Under Fictitious Business Name, Dissolution of Partnership, Notice of Trustee Sale. Legal ads may not necessarily run full circulation, but will be published in the La Jolla Village News to be legal.

Deadlines:

Classified Display Friday 5 p.m.
Line ads Monday 12 p.m.
Cancellation Monday 12 p.m.

Mechanical Specifications:

6-Column Format Page: 10" wide x 15.5" deep.

No. of Columns Col. Width
1 col. 1.43"
2 col. 2.94"
3 col. 4.45"
4 col. 5.96"
5 col. 7.47"
6 col. 8.89"
7 col. 10.5"

*We do not accept FREE ads by mail or phone. Go to www.sdnews.com to place your FREE ad.



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DIGITAL FILE SPECIFICATIONS

Applications Supported:

QuarkXpress 6-7.5
Illustrator
Photoshop

File Formats Supported:

QXD, AI, TIFF, EPS,
JPEG, PDF

Media Supported:

DVD, CD-ROM, FTP*

*FTP LOGIN

HOST: webftp.sdnews.com

USER: sdcngads

*PASSWORD: BIGfile4u

*Case sensitive.

We prefer ads sent digitally via email or FTP. We accept files condensed with **Stuffit** or **Zip**. PDF files are fine as long as b/w ads are 600 dpi, color 300 dpi. **Please make sure all art and fonts are embedded.** All Illustrator files **must have all fonts outlined (converted to art) and all images embedded or include all linked artwork/photos.** Photos should be set to **200+ dpi**. Keep in mind that photos taken from the internet usually are 72 dpi and do not print well. When sending Quark files, be sure to include **all images** and **all fonts** with your layout file. We cannot be held responsible for incomplete files.

We cannot accept b/w or color ads as **Microsoft Word, Excel, Office, Publisher, Pagemaker or any other PC word processing format.** All ads sent in Word will be treated as roughs only, but any & all art/photos etc. still need to be supplied on CD or via email. **"Advertorials" in Word format are acceptable.** Include a printed proof (B&W or Color Laser) with your disc so we can make any corrections necessary. All colors used in your layout should be converted to CMYK. **We strongly suggest saving your ad as a PDF before you send it.**

Files sent via email must be sent to your Sales Representative.

Please include the name of the advertiser and the Advertising Consultant's name in the subject field.

For more information, call the Art Dept. at:

(858) 270-3103 x107

LA JOLLA VILLAGE NEWS, BEACH & BAY PRESS & PENINSULA BEACON

Newspaper Mechanical Specifications

Ad Size	Columns	Width	Depth
Full	5	10.5"	15.25"
4/5	4	8.375"	14.875"
3/5	3	6.25"	14.875"
1/2 vertical	3	6.25"	13"
1/2 horizontal	5	10.5"	7.375"
1/2 square	4	8.375"	9.25"
2/5 vertical	2	4.125"	14.875"
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