

LOCAL AD RATES (NET)



SINGLE NEWSPAPER - COST PER CONSECUTIVE ISSUES

Ad Sizes	1x	8x	13x	26x	4-Color
Full Page	1880	1598	1358	1046	250
4/5	1358	1154	1035	948	250
3/5	1128	1015	862	735	250
1/2	940	846	761	647	150
2/5	880	792	680	544	150
3/10	660	594	504	390	150
1/5	528	475	403	311	125
3/20	370	296	275	262	125
1/10	270	216	201	191	125
1/20	145	116	108	102	75
1/40	80	64	60	57	75

PICK UP RATES -2ND PAPER ADD ON RATE - SAVE 15%

Ad Sizes	1x	8x	13x	26x	4-Color
Full Page	1598	1358	1154	889	200
4/5	1154	980	879	805	200
3/5	958	862	732	624	200
1/2	799	719	646	549	150
2/5	748	673	578	462	150
3/10	561	504	428	331	150
1/5	448	403	342	264	100
3/20	314	251	233	222	100
1/10	229	183	170	143	100
1/20	123	98	91	86	75
1/40	68	54	51	48	75

TWO NEWSPAPERS COMBINED TOTAL (TOP TWO)

Sizes	1x	8x	13x	26x	4-Color
Full Page	3478	2956	2512	1935	400
4/5	2512	2134	1914	1753	400
3/5	2086	1877	1594	1359	400
1/2	1739	1565	1407	1196	300
2/5	1628	1465	1258	1006	300
3/10	1221	1098	932	721	300
1/5	976	923	745	575	225
3/20	684	547	508	484	225
1/10	499	399	371	353	225
1/20	268	214	199	188	150
1/40	148	118	111	105	150

THREE NEWSPAPERS COMBINED TOTAL -SAVE 20%

Sizes	1x	8x	13x	26x	4-Color
Full Page	4982	4234	3598	2771	500
4/5	3598	3057	2742	2511	500
3/5	2988	2689	2283	1947	500
1/2	2504	2241	2015	1713	450
2/5	2332	2098	1802	1441	450
3/10	1749	1573	1337	1033	450
1/5	1398	1303	1067	823	300
3/20	980	783	728	693	300
1/10	715	615	531	505	300
1/20	384	306	285	296	200
1/40	212	169	159	150	200

Call for our website rates



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

PRE-PRINT RATES* (Minimum charge \$150)

1,000-5,000 inserts:	\$75/M
5,001-16,000 inserts:	\$60/M
16,001 & 20,000:	\$50/M
21,000 +:	\$40/M

*Pricing is for single sheet only. Call for larger/heavier insert prices.

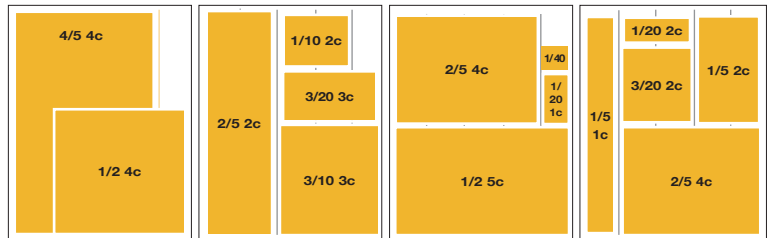
CUSTOM INSERT PRINTING & INSERTING PROGRAM

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 or custom orders, call for a price quote.



MECHANICAL SPECS

AD SIZE	COL	WIDTH	DEPTH	AD SIZE	COL	WIDTH	DEPTH
Full	5	10.5"	14.125"	1/5 vert.	1	1.9"	13.687"
4/5	4	8.35"	13.687"	1/5 horz.	4	8.35"	3.283"
3/5	3	6.2"	14.687"	1/5 vert.	2	4.05"	6.75"
1/2 vert.	3	6.2"	11.958"	3/20 vert.	2	4.05"	5.01"
1/2 horz.	5	10.5"	6.75"	3/20 horz.	3	6.2"	3.283"
1/2	4	8.35"	8.486"	1/10 vert.	1	1.9"	6.75"
2/5 vert.	2	4.05"	13.687"	1/10 horz.	2	4.05"	3.283"
2/5 horz.	4	8.35"	6.75"	1/20 vert.	1	1.9"	3.283"
3/10	3	6.2"	6.75"	1/20 horz.	2	4.05"	1.546"
				1/40	1	1.9"	1.546"

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

DEADLINE: Deadline is 4 p.m. Friday 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. A 1.5% (18% per annum) service charge will be added after 30 days. 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 5 p.m. Friday.

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

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: Advertiser requesting special placement shall be given every consideration but will not be guaranteed. The surcharge for placement is an additional 20% upon availability. If position is unavailable, the ad will not be charged the 20% charge.

ADVERTORIAL: or NATIVE advertising 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 15" tabloid. Standard Advertising Units (S.A.U.) will float. Additional mechanical specifications are available.

