Advertising that Reaches Your Target Audience!

OVER 360,000+ READERS!
GUARANTEED DISTRIBUTION!
PROVEN RESULTS!

Map of Distribution

Direct Delivery to San Diego’s Affluent Communities

DISTRIBUTION:

<table>
<thead>
<tr>
<th>Paper/Zip</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Jolla Village News 92037, 92122 (Bi-Weekly)</td>
<td>23,000</td>
</tr>
<tr>
<td>Beach &amp; Bay Press 92109 (Bi-Weekly)</td>
<td>18,000</td>
</tr>
<tr>
<td>The Peninsula Beacon 92106, 92107 (Bi-Weekly)</td>
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</tr>
<tr>
<td>Uptown News 92103, 92104, 92105, 92116 (Bi-Weekly)</td>
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<td>Downtown News 92101, 92102 (Monthly)</td>
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<td>Mission Times Courier 92119, 92120 (Monthly)</td>
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<td>La Mesa Courier 91941, 91942 (Monthly)</td>
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<td>College Times Courier 92115 (Monthly)</td>
<td>10,000</td>
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<td>Mission Valley News Online Only 92108</td>
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<tr>
<td>Total Circulation</td>
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96% Market Saturation
We deliver to virtually every home and business in our distribution area.* Verified by CVC (Circulation Verification Council).

100% “Community News”
Our professionally staffed editorial department specializes in community news, business briefs, opinion, calendar of events, entertainment, area sports and much more - making our content appealing to people of all age groups and personal interests.

Audited Circulation (CVC)
Door-to-Door Paid Distribution

SAN DIEGO COMMUNITY NEWSPAPER GROUP
1621 Grand Ave., 2nd Floor, Ste. C, San Diego, CA 92109
858-270-3103 • sdnews.com
Cost per issue, price per page for consecutive issues. Color rates are in blue and B&W rates are in black.

### Advertising Rates

**DEADLINE:** Deadline for all advertising is one week prior to publication.

**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.

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

**PAYMENT:** Payment for all advertising is due upon receipt of the proofs or rebuilds. Monthly billing account is available with approved credit. Payment terms are net 10 days. Advertisers will be billed 50% of the ad cost for cancellations after 5p.m. Monday for the following Friday's issue.

**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:** Advertisements will be given every consideration subject to a 1.5% (18% per annum) finance charge. We reserve the right to reject or cancel any advertising which does not conform to the standards of the publication at any time. The publisher reserves the right to reject or cancel any advertising which does not conform to the standards of the publication at any time.

**PAGE FRACTION**
- **Full Page**
- **1/20**
- **1/10**
- **1/5**
- **1/2**
- **3/5**
- **4/5**

**WIDTH (INCHES)**
- **10.5**
- **9.25**
- **8.35**
- **7.375**
- **6.2**
- **5.5**
- **5.25**

**DEPTH (INCHES)**
- **15.125**
- **9.25**
- **9.25**
- **7.375**
- **7.375**
- **5.25**
- **5.25**

**AD SIZES**
- **OPEN**
- **6X**
- **13X**
- **26X**

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<th>6X</th>
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**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.

**ERRORS:** If an error is spotted in proofing, a situation which does not conform to the standards of the publication at any time. The publisher reserves the right to reject or cancel any advertising which does not conform to the standards of the publication at any time.

**NUMBER OF INSERTS**

- **Under 10,000:**
  - 10,000 to 19,000: $60/Thousand
  - 20,000 and over: $50/Thousand

**CUSTOM INSERT PRINTING & INSERTING PROGRAM**

- **20,000 copies**
  - Full Color / 2 Sided / 8.5 x 11 / Glossy Stock Inserted into the publication of your choice.

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**Mechanical Specifications**

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<td>8.35&quot;</td>
<td>7.375&quot;</td>
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<td>3/10</td>
<td>3</td>
<td>6.2&quot;</td>
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<td>1</td>
<td>1.9&quot;</td>
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**CUSTOM INSERT PRINTING & INSERTING PROGRAM**

- **20,000 copies**
  - Full Color / 2 Sided / 8.5 x 11 / Glossy Stock Inserted into the publication of your choice.

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**Additional Quantities or Custom Orders**

**Pricing is for single sheet only; call for larger/heavier insert prices. Ask about our special "print and deliver" rates.**
Cost per issue, per paper for consecutive issues. Color rates are in blue and B&W rates are in black.

PICK UP RATE: Refer to pickup rates on rate card for other zones. For more information, ask your Sales Representative.

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**Mechanical Specifications**

- **PAGE FRACTION**: All Open Rates are commissionable to recognize advertising agencies submitting camera-ready copy and with pre-payment.
- **DEADLINE**: Deadline for all advertising is one week prior to publication.
- **ACCEPTANCE**: The publisher reserves the right to reject or cancel any advertising which does not conform to the standards of the publication at any time.
- **PAYMENT**: Payment for all advertising is due upon proof. A monthly billing account is available with approved credit. Payment terms are net 30 days. Payments not received 30 days after billing are subject to a 1.5% (18% per annum) finance charge. We reserve the right to raise the advertising rates at any time upon 30 days notice.
- **ADVERTISEMENTS**: Advertisers will be billed 50% of ad cost for cancellations after 5p.m. Monday for the following Friday's issue.
- **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**: Advertisers requesting special placement will be given every consideration but will not be guaranteed. The surcharge for placement is an additional 20%.
- **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.
- **PRE-PRINTED INSERT RATES**: 5000-10,000 $75/thousand; 10,001-20,000 $60/thousand; 20,001 and over $50/thousand. Pricing is for single sheet only; call for larger/heavier insert prices. Ask about our special "print and deliver" rates.

**NUMBER OF INSERTS**

<table>
<thead>
<tr>
<th>Pricing</th>
<th>Under 10,000*</th>
<th>10,000 to 19,000:</th>
<th>20,000 and over:</th>
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<tr>
<td>$75/thousand</td>
<td>$60/thousand</td>
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*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.

**SAN DIEGO COMMUNITY NEWSPAPER GROUP**

- **1621 Grand Ave., 2nd Floor, San Diego, CA 92109**
- **858-270-3103 • sdnews.com**

**MECHANICAL INFORMATION**:

Ads are built in modular sizes (fractional). This allows attractive page layout and assures the advertiser economical pricing. Standard Advertising Units (S.A.U.) will float. Please call for more detailed specifications and file formats.
# 2020 Publishing Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Newspaper 1</th>
<th>Newspaper 2</th>
<th>Newspaper 3</th>
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<td>JANUARY 3</td>
<td>PENINSULA BEACON</td>
<td>DOWNTOWN NEWS</td>
<td>BEACH &amp; BAY PRESS</td>
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What’s Your Marketing Mixology?

Print Products & Special Sections
- Direct Delivery Distribution
- Special Themed Sections
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- Annual Readers Choice

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Discover the diversity of the Peninsula

Where else can you have suburban-like living with easy access to the airport, downtown, Mission Bay, Sea World and the world-famous San Diego Zoo!

The quaint community of Point Loma is located on the east side of the peninsula overlooking downtown and Coronado. This conservative community has an extensive Naval history and large Portuguese fishing community. With Liberty Station (previously military housing) completed, the combination of a place to live, work and play among the beautiful historic homes and buildings will be the destination point for the entire region.

Ocean Beach is located on the west side of the peninsula overlooking the Pacific Ocean and is home to the world famous fishing pier. The white sand beach is a favorite location for beach goers and surfers. Ocean Beach is known for its pro-active residents, strong merchants association and laid back atmosphere.

Cabrillo National Monument recently completed an extensive upgrade of the area around the lighthouse. On a clear day, the views are breathtaking, from the second “most visited” National park in the U.S. (behind only the Statue of Liberty). It also features one of the most interesting tide-pools on the West Coast and boasts the best place to watch the migration of the gray whales.

Who lives on the Peninsula?

Population:
- Total: 23,667
- Male: 49.81 percent
- Female: 50.19 percent
- Median Age: 45

Households:
- Total: 10,179
- With Children: 21.4 percent
- Without Children: 79 percent

Marital status:
- Single: 7,517
- Married: 7,612
- Divorced: 3,905
- Widowed: 1,330

Family annual income:
- Average income: $65,692

Race:
- White: 85.4 percent
- Black: 3.4 percent
- Hispanic: 8.4 percent
- Asian: 2.2 percent
- Other: 6 percent

Education:
- College degree: 57.53 percent
- High school graduate/some college/other schooling: 28.33 percent

Employment:
- White Collar: 79 percent
- Blue Collar: 21 percent

Real Estate:
- Median Home Sale: $631,200

Voting:
- Democrat: 49.4 percent
- Republican: 48.5 percent
- Other: 2 percent

Source: Media Audit and online demographics
La Jolla:
A Jewel by the sea

La Jolla is truly the jewel of Southern California’s coastline. This charming picturesque seaside village resort is just 20 minutes from downtown San Diego.

It has wonderful beaches, cultural activities and fine restaurants. La Jolla is an exquisite combination of a southern European resort atmosphere and Southern California fun.

While La Jolla is known to be one of the most affluent communities in the United States, it has a down to earth feel due to the beautiful natural scenery and the helpfulness of its residents.

In addition to fine restaurants, beautiful beaches, hotels and art galleries, La Jolla is home to renowned institutions, such as the Scripps Institution of Oceanography and the Stephen Birch Aquarium & Museum. This is in addition to the University of California, San Diego.

Furthermore, La Jolla is home to many Bio-Tech and software companies. In short, La Jolla is a great place to live in, visit, or do business.
Solid residential neighborhoods compliment young beach town

Pacific Beach, divided into alphabetical streets of gems and mineral, is very much a grid. The lower end is much like Mission Beach, with a blend of college-goers, and singles.

Garnet Avenue harbors many local beach-goers attracted by trendy clothing boutiques, a plethora of restaurants, resorts, clubs and nightlife.

Apart from the casual beach town atmosphere, a strong community base exists. Residential neighborhoods mixed with condos and single family homes create a strong sense of community. Multiple generations of families, active in the community still reside and are raising their families here.

Mission Beach is essentially a narrow peninsula surrounded by the bay to the east and the Pacific Ocean to the west. The atmosphere is much like a resort with wide beaches and busy boardwalk on both sides. Many Mission Beach homes are rentals attracting a younger crowd. The boardwalk on the ocean side is nearly 3 miles long, running the length of Mission Beach and Pacific Beach. A popular amusement park with a vintage roller coaster, fun shops and restaurants is a favorite among locals and visitors. Sea World is nestled in the bay to the south drawing thousands of annual visitors to the area.

Who lives in Pacific Beach/Mission Bay?

Population:
- Total: 43,586
- Male: 23,416 (53.72%)
- Female: 20,170 (46.28%)
- Median Age: 33.4

Age:
- 18-24 - 16.49%
- 25-34 - 52.39%
- 35-44 - 12.77%
- 45-54 - 7.95%
- 55+ - 16.49%

Households:
- Total: 22,747
- With Children: 2,756
- Without Children: 19,989

Marital status:
- Single: 54 percent
- Married: 28 percent
- Separated/divorced: 18 percent

Family annual income:
- $75,000+: 61.3 percent
- Average income: $73,428

Race:
- White: 84.9 percent
- Black: 1.1 percent
- Hispanic: 11.4 percent
- Asian: 2.1 percent
- Other: .5 percent

Education:
- College degree: 50 percent
- High school graduate/some college/other schooling: 95 percent

Employment:
- White Collar: 15,290
- Blue Collar: 4,673

Real Estate:
- Median Home Sale: $630,000

Spending:
- Total Average Spending: $56,538

Source: Media Audit and on-line demographics
Developers group surveys residents of Downtown San Diego

Results of the downtown survey suggest one-fourth of downtown residents, both renters and homeowners, are age 35 to 49 and another quarter are age 50 to 64 while the rest are youngsters (18 percent are 18-34) and seniors (31 percent are older than 65).

The study shows that about approximately one in ten downtown residents has children living with them. Two-thirds hold college or post graduate degrees. Most residents still drive to work and more than half are white and about half reported a family income topping $50,000 annual income.

The survey was commissioned by the Downtown Residential Marketing Alliance, a group of 18 builders, shopping center giant Westfield Corp., the city’s downtown redevelopment arm.

The redevelopment board paid $20,000 of the surveys $45,000 cost.

The fact finding mission was to determine out who is buying downtown and why.
Everyone is welcome to Uptown

Located only a few miles north of San Diego's bustling downtown, the vibrant uptown neighborhood of Hillcrest stands as San Diego's LGBTQ+ central hub, offering an array of bars, restaurants, coffee houses, boutiques and unique shops.

University Avenue leads into the neighborhood's "village" area designated by the historic, neon "Hillcrest" sign. On intersecting Fifth Avenue, you'll find a concentration of new and established restaurants, as well as a few dessert-centric eateries. Thrown into the mix are vintage clothing shops, book outlets and the multiplex Landmark Cinemas for taking in independent and foreign films. Lauded for its welcoming vibe and pedestrian-friendly streets and sidewalk patios, the area's east end is marked by a towering rainbow Pride flag just off Hillcrest's main thoroughfare of University Avenue, at the corner of Normal Street. The landmark serves as the starting point for San Diego LGBTQ+ Pride's annual mile-long parade held each July. A block away, down Harvey Milk Street, is where the San Diego LGBTQ+ Community Center resides. You'll also discover home decor shops, distinctive boutiques, the Uptown District shopping plaza and the country's only openly gay brewery, Hillcrest Brewing Company. This lively stretch also hosts one of the largest farmers markets in San Diego from 9AM – 2PM on Sunday. A great place to shop for local produce, arts and crafts, the market also offers a wide range of gourmet stalls with hot and cold cuisine.

Just south of Hillcrest sits Balboa Park, the largest urban cultural park in North America and a hub for recreation, arts and culture, and community gatherings. The park is home to 16 museums and performing arts venues, ornate Spanish-Renaissance architecture, 1,200 acres of beautiful gardens and the world-famous San Diego Zoo.

Hillcrest is the center of San Diego’s LGBT scene, with buzzing gay bars and the city’s massive annual Pride parade. University Avenue is lined with restaurants serving global cuisines like Vietnamese, Himalayan and Thai, while the mix of cafes, brunch spots and second-hand clothes shops on Fifth Avenue make it a popular weekend destination. The weekly Hillcrest Farmers Market sells produce, flowers and cooked food.

Mission Hills is an upscale affluent neighborhood of San Diego, California, USA. It is located on hills just south of the San Diego River valley and north of downtown San Diego, overlooking Old Town, Downtown San Diego, and San Diego Bay. The area is primarily residential, with boutique shops and restaurants along Washington Blvd. and in other clusters. The oldest parts of the neighborhood were subdivided according to George Marston's 1908 plan, and still consist mainly of houses from the 1908-1930 period, in vernacular, Craftsman, Prairie School, Spanish Colonial Revival and other styles.
College Area, San Diego

The College Area is a neighborhood of the Mid-City region of San Diego. The college area lies on a plateau which overlooks Interstate 8. The neighborhood's borders are defined by Montezuma Road/Collwood Boulevard to the southwest, Interstate 8 to the north, 73rd Street to the east, and El Cajon Boulevard to the south. The College Area is dominated by San Diego State University. The first neighborhoods in the College Area were developed in the 1930s, while the rest of the area became established in the post-war period. The College Area is bordered on the west by Kensington and Talmadge, and on the east by the city of La Mesa. El Cajon Boulevard is a busy shopping district; additional retail locations are in development near SDSU.

In recent decades the area has increasingly become a multicultural commercial district like no other in San Diego. Plans of further development in the area have already been set in place.

The College Area includes the neighborhoods of the Catoctin Area, Dennstedt Point, East Falls View Drive, Saranac-Mohawk, and an Orthodox Jewish neighborhood in the area near Congregation Beth Jacob Orthodox Synagogue on College Avenue.
Navajo Area of San Diego

Navajo is a neighborhood in San Diego, California with a population of 62,418. Navajo is in San Diego County and is one of the best places to live in California. Living in Navajo offers residents a suburban feel and most residents own their homes. In Navajo there are a lot of restaurants, coffee shops, and parks. Many young professionals and retirees live in Navajo and residents tend to have moderate political views. The public schools in Navajo are highly rated. Adjacent communities include Del Cerro Del Cerro (Spanish for "of the hill") is a wealthy hilly residential neighborhood of approximately 2,300 residents in the eastern part of San Diego. Del Cerro borders the communities of San Carlos, Allied Gardens, College Area, Grantville, and the city of La Mesa, and San Diego State University. For planning purposes the city includes it in the Navajo community planning area. These are some of the older more established communities.
La Mesa, California

La Mesa is a city in Southern California, located 9 miles (14 km) east of Downtown San Diego in San Diego County. The population was 57,065 at the 2010 census, up from 54,749 at the 2000 census. Its civic motto is "the Jewel of the Hills."

La Mesa in Spanish means "the table", or alternately "the plateau", relating to its geography. La Mesa was part of a larger tract, Mission San Diego de Alcalá, and was used by Spanish Missionaries.

La Mesa was founded in 1869 and The City of La Mesa was incorporated on February 16, 1912, under the general laws of the state of California. As such, it does not have a city charter but operates under the laws of the state of California in all respects not specifically covered by any city ordinance.

Its official flower is the bougainvillea.

Who lives in the College Area?

Population:
- Total: 59,556
- Male: 49%
- Female: 51%
- Median Age: 36.7

Households:
- Total: 25,954
- Family: 55.54%
- Non-Family: 44.46%

Marital status:
- Single: 32%
- Married: 43.7%
- Divorced: 15%
- Widowed: 6.8%

Family annual income:
- Median income: $60,353

Race:
- White: 62%
- Black: 7%
- Hispanic: 20%
- Asian: 6%
- Other: 3%

Education:
- College degree: 44%
- High school graduate/some college/other schooling: 55.95%

Employment:
- White Collar: 85%
- Blue Collar: 14%

Real Estate:
- Median Home Sale: $455,800

Source: Sandag/Census/Other
# Editorial Calendar 2020

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Yes, on a number of occasions.
KINCAID,
Yes.
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Local surgeon chats about the challenges in providing perfection

Here, Dr. Stuart Kincaid, an award-winning plastic surgeon in San Diego,
answers some up-close and personal questions about the evolving practice
that can change both lives and appearances.

Question:
With the rise of plastic surgery-related—background from Duke and fellowships
from Stanford, Harvard and the University of California, San Francisco. What
made you want to get into this profession in the first place?

SK:
I try to share each of

You've received your medical
You mentioned your mother
I had two older sisters who were destined
to become schoolteachers, and I guess

Dr. Stuart Kincaid
Can you estimate what per-
centage of your clients is female versus
male?

SK:
and 10-15 percent male, and the male
sector is growing proportionately faster
than females. Approximately 50 percent
of marriages have ended in divorce, and
we as a nation are struggling with that
issue. We are faced with retiring at a
later age, we are very competitive, and
now that we are in a global marketplace,
psychologists have done studies to prove
that people who are youthful in appear-
ance are generally more productive and
achieve more in life.

Question:
the medical field by personal experience?

SK:
For instance, the American Society of Plastic Surgeons (ASPS) says the average
household income of people seeking plastic surgery today is $50,000 to
$100,000. It's not just for the millionaires and the billionaires. The challenge
is, along with more people embracing plastic surgery, it's becoming increas-
ingly difficult to meet people's expectations. Through talk shows and the
Internet and neighbors, I think many people have been led to believe they can
achieve perfection and they can achieve

Question:
progression and no risks, which obvious-
lly is not true.

Question:
percentage of your clients is female versus
male?

SK:
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For only $75
per week/ per publications
Double size/single zone $150/week
Includes color.

Call Tim Tusa!
17 Years Experience You Can Trust!
La Jolla and Pacific Beach Offices
Sellers/Buyers/Property Mgmt
(619) 822-0093

Real Estate Showcase Program

Choose your Zone(s):

- La Jolla Village News
  La Jolla 92037 | University City 92121

- Beach & Bay Press
  Pacific Beach/Mission Beach 92109

- Peninsula Beacon
  Ocean Beach 92107 | Point Loma 92106

- Uptown News
  92103 | 92104 | 92105 | 92116

- Downtown News
  92101 | 92102

- La Mesa Courier
  91941 | 91942

- College Times Courier
  92115

- Mission Times Courier
  92115 | 92119 | 92120

SAN DIEGO COMMUNITY NEWSPAPER GROUP
1621 Grand Ave., 2nd Floor, Ste. C, San Diego, CA 92109
858-270-3103 • sdnews.com
REAL ESTATE DISPLAY AD RATES

Ad Rates are per insertion, per zone and include full color in the Real Estate section

Full Page
- 26x.............. $975
- 12x................ $1,000
- 6x..................... $1,125
- 1x...................... $1,250

Half Page
- 26x.............. $550
- 12x................ $640
- 6x..................... $720
- 1x...................... $800

3/10 Page
- 26x.............. $400
- 12x................ $550
- 6x..................... $625
- 1x...................... $700

1/4 Page
- 26x.............. $350
- 12x................ $445
- 6x..................... $505
- 1x...................... $550

1/5 Page
- 26x.............. $300
- 12x................ $340
- 6x..................... $380
- 1x...................... $400

3/20 Page
- 26x.............. $190
- 12x................ $220
- 6x..................... $250
- 1x...................... $285

3/10 Page
- 26x.............. $400
- 12x................ $550
- 6x..................... $625
- 1x...................... $700

1/10 Page
- 26x.............. $150
- 12x................ $185
- 6x..................... $195
- 1x...................... $220

BEST DEAL! $75 per publication

REAL ESTATE SHOWCASE*
(5.125x2.375") *Prices include color.

INCREASE YOUR COVERAGE THROUGHOUT SAN DIEGO!

Zone 1: La Jolla Village News
- Distribution: 23,000 | Readership: 55,000
- La Jolla 92037 | University City 92121

Zone 2: Beach & Bay Press
- Distribution: 18,000 | Readership: 47,500
- Pacific Beach/Mission Beach 92109

Zone 3: The Peninsula Beacon
- Distribution: 18,500 | Readership: 50,000
- Ocean Beach 92107 | Point Loma 92106

Zone 4: Uptown News
- Distribution: 20,000
- 92103 | 92104 | 92105 | 92106

Zone 5: Downtown News
- Distribution: 18,000
- 92101 | 92102

Zone 6: Mission Times Courier
- Distribution: 25,000
- 92115 | 92119 | 92120

Zone 7: La Mesa Courier
- Distribution: 20,000
- 91941 | 91942

Zone 8: College Times Courier
- Distribution: 10,000
- 92115

Contact us today! 858.270.3103

SAN DIEGO COMMUNITY NEWSPAPER GROUP
1621 Grand Ave., 2nd Floor, Ste. C, San Diego, CA 92109
858-270-3103 • sdnews.com
Dining Budget Program

Bi-Weekly Rate Maximizer Program*

This attractive, full-color page is our entry level program with maximum exposure at minimum pricing!

Showcase your establishment to the most affluent communities in San Diego!

Want a bigger ad? No problem. Call for a quote.

Group Pricing • Free Color • Ad Size 3.25” x 3”

Single zone - $150/ad
Save approx. $75 per ad!

Add’l paper only $100/ad
Published the same week

Single zone - $125/ad
13 week program rate

Single zone - $100/ad
26 week program rate

Call today to reserve your space:
(858) 270-3103

Average household eats out on an average of 3-4 times per week!
Coastal Dining Guide

Lupi Italian Restaurant

Lupi Italian restaurant and wine bar have been serving the La Jolla community for over 20 years. Enjoy the finest in delicious Italian food and fine wine in a modern, comfortable atmosphere. Whether you need a romantic spot for dinner, a place to enjoy a special occasion or simply the best comfort food in town, Lupi Italian Restaurant has what you need.

Nautilus Tavern

Nautilus Tavern answers Windansea’s call for a lively bar to pair the beach vibe with a place to quench thirsts and rising the tide on flavor. Their forward-thinking cocktail collection is complemented by a diverse list of wines. Their beer list adds to what makes them unique, featuring many local brews. They even source some of the best homemade food that some may consider gourmet. Their menu offers something for everyone, from delectable seafood and hearty sandwiches to authentic Italian pastas. You’re invited to sip, savor, and share the experience with others.

Mandarin House

Mandarin House specializes in classic Chinese cuisine. Their battered chicken, crispy beef, spicy chicken and beef teriyaki plates are a few of their most popular dishes. They also have Specials for the dinner, lunch and brunch! The most popular dish is the Kung Pao Chicken, which is popular among both locals and visitors. Their specialties include their Handmade Egg Rolls and Dumplings. From healthy and vegetarian to Seafood and La Jolla, they have something for everyone. You can find them on La Jolla Blvd. at Windansea Beach.

Donovan’s Steak & Chop House

Donovan’s Steak & Chop House embodies the distinctive fine dining experience of historic downtown La Jolla with steaks and chops, fresh seafood, fresh pasta and authentic Italian. Donovan’s offers an extensive wine list and an in-house cured sushi program. From the moment you step into the warm and welcoming environment, you know you’ll be in for a special dining experience. Donovan’s is the perfect choice for a variety of special occasions or a casual dinner.

San Diego Community Newspaper Group

1621 Grand Ave., 2nd Floor, Ste. C, San Diego, CA 92109
858-270-3103 • sdnews.com
Restaurant Profile

GET GREAT EXPOSURE WITH A RESTAURANT PROFILE!

Perfect for...
- New Restaurants
- New Restaurant Concepts
- New Menus
- Restaurant Expansions
- Anniversary
- Getting Great Exposure!

JUST $950*
Introductory Rate

Additional Papers
Just $850 Each

Call Sales Department to Reserve your Spot!
(858) 270-3103

* Professionally written by a renowned food critic
* Formatted in a style unique to your business
* Includes photos of exterior, interior, menu items, staff and more
* FULL PAGE to tell our readers about your restaurant and its offerings!

SAN DIEGO COMMUNITY NEWSPAPER GROUP
1621 Grand Ave., 2nd Floor, Ste. C, San Diego, CA 92109
858-270-3103 • sdnews.com
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**

<table>
<thead>
<tr>
<th>Open Rate:</th>
<th>Weekly /per line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Based on 3-line min.</td>
<td>$8.50</td>
</tr>
<tr>
<td>1 week</td>
<td></td>
</tr>
</tbody>
</table>

**Frequency Rates:**

Consecutive insertions – based on 3-line min.
- 2 weeks | Weekly /per line | $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”)
- 13 week contract | $55.00 per week
- 26 week contract | $45.00 per week

Large Ad (1.5”x2.25”)
- 13 week contract | $75.00 per week
- 26 week contract | $65.00 per week

Classified display advertisements are boxed and can include artwork.

**CLASSIFIED DISPLAY RATES**

| Minimum size is 1”. Sizes based on a 7-column x 15.5 tabloid format. |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Contract: | 1-2 Insertions | 3-8 Insertions | 9-16 Insertions | 17-25 Insertions | 26+ Insertions |
| 1-2 Insertions | $33.00 per col/inch |
| 3-8 Insertions | $28.00 per col/inch |
| 9-16 Insertions | $26.00 per col/inch |
| 17-25 Insertions | $23.00 per col/inch |
| 26+ Insertions | $21.00 per col/inch |

**Marketplace Ads:**

| Small 1 col. x 2.25” | 4 weeks | $75 |
| Med. 2 col. x 2.25” | 4 weeks | $130 |
| Lg. 2 col. x 3” | 4 weeks | $175 |

**Real Estate Directory:** (2col x 1.75” ad)

2 insertions | $150.00
4 insertions | $250.00
6 insertions | $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) $125.00
Fictitious Business Name (4 weeks) | (total) $45.00
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:**

13-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”

*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.
PROFESSIONAL SERVICE DIRECTORY & MARKETPLACE ADS

1. Get all 3 Zones at wholesale rates
2. FREE On-Line Version
3. Low Color Rates
4. Reach Thousands Of Readers!

Coastal Zone - Total 59,500

<table>
<thead>
<tr>
<th>Publication</th>
<th>Frequency</th>
<th>Zone Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Jolla Village News</td>
<td>Bi-Weekly</td>
<td>La Jolla 92037</td>
</tr>
<tr>
<td>Beach &amp; Bay Press</td>
<td>Bi-Weekly</td>
<td>Pacific Beach/Mission Beach 92109</td>
</tr>
<tr>
<td>The Peninsula Beacon</td>
<td>Bi-Weekly</td>
<td>Ocean Beach 92107</td>
</tr>
</tbody>
</table>

Central Zone - Total 38,000

<table>
<thead>
<tr>
<th>Publication</th>
<th>Frequency</th>
<th>Zone Codes</th>
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</thead>
<tbody>
<tr>
<td>SD Uptown News</td>
<td>Bi-Weekly</td>
<td>92103</td>
</tr>
<tr>
<td>SD Downtown News</td>
<td>Monthly</td>
<td>92101</td>
</tr>
</tbody>
</table>

East Zone - Total 55,000

<table>
<thead>
<tr>
<th>Publication</th>
<th>Frequency</th>
<th>Zone Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Mesa Courier</td>
<td>Monthly</td>
<td>91941</td>
</tr>
<tr>
<td>Mission Times Courier</td>
<td>Monthly</td>
<td>92115</td>
</tr>
<tr>
<td>College Times Courier</td>
<td>Monthly</td>
<td>92115</td>
</tr>
</tbody>
</table>

SERVICE DIRECTORY RATES (PER ZONE)

<table>
<thead>
<tr>
<th>Size</th>
<th>Duration</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMALL AD</td>
<td>26 week</td>
<td>$45 per week</td>
</tr>
<tr>
<td></td>
<td>13 week</td>
<td>$55 per week</td>
</tr>
<tr>
<td>LARGE AD</td>
<td>26 week</td>
<td>$125 per week</td>
</tr>
<tr>
<td></td>
<td>13 week</td>
<td>$150 per week</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>Duration</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIUM AD</td>
<td>26 week</td>
<td>$75 per week</td>
</tr>
<tr>
<td></td>
<td>13 week</td>
<td>$85 per week</td>
</tr>
<tr>
<td>X-LARGE AD</td>
<td>26 week</td>
<td>$175 per week</td>
</tr>
<tr>
<td></td>
<td>13 week</td>
<td>$210 per week</td>
</tr>
</tbody>
</table>

Minimum 13 week agreement. Add Color - $20 add’l/ per paper

Call TODAY to reserve your space!
858-270-3103 | sdnews.com

SAN DIEGO COMMUNITY NEWSPAPER GROUP
1621 Grand Ave., 2nd Floor, Ste. C, San Diego, CA 92109
858-270-3103 • sdnews.com
As low as $99 each

Coupons are grouped for added impact!

FREE color included!

1 Publication . . . . . . . $150 ea
Add’l Publications . . $99 ea

**AD TIPS:**

- Make offer timely. No more than 2 weeks. Must use same format as shown here.
- Make offer good. Buy-one, Get-one Free works best. Don’t waste your money advertising a bad offer!

Call today to reserve your space: **(858) 270-3103**
Be the Expert — Educate Our Readers!

Content: We’ve got the news that people want to read. Local stories like the ones we cover, you can’t find in daily newspapers. People are reading us, because they care about what’s happening in their neighborhoods.

Demographics: SDCNG newspapers are read by men and women, single and married, young and old - not just to one niche market. Our content appeals to everyone, because we cover local news that affects all of their lives.

Quality: SDCNG newspapers have a fresh, clean look. Ads look better on the paper stock we use. Our design is well thought-out, and every page is a good page for an advertisement.

Value: Given our circulation and distribution, plus the demand for and look of the content we offer, you can be assured that your investment in newspapers is money well spent. And with any size ad, your ad will appear online at no extra charge.

This is your chance to educate our readers about what’s new & important in your field of business.

Information is valuable. SHARE YOURS and GET RESULTS!

Ask your sale rep about pricing on an e-blast.

Reach over 250,000+ readers! We’ve got you covered!

<table>
<thead>
<tr>
<th>AD SIZE*</th>
<th>COL.</th>
<th>DIMENSIONS</th>
<th>WORD COUNT†</th>
<th>B&amp;W</th>
<th>COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2</td>
<td>4</td>
<td>8.16&quot;x 8.54&quot;</td>
<td>1170</td>
<td>$525</td>
<td>$200</td>
</tr>
<tr>
<td>2/5</td>
<td>4</td>
<td>8.16&quot;x 7.26&quot;</td>
<td>920</td>
<td>$450</td>
<td>$200</td>
</tr>
<tr>
<td>3/10</td>
<td>3</td>
<td>6.1&quot; x 7.26&quot;</td>
<td>670</td>
<td>$375</td>
<td>$150</td>
</tr>
<tr>
<td>1/5</td>
<td>2</td>
<td>4&quot;x 7.26&quot;</td>
<td>470</td>
<td>$300</td>
<td>$75</td>
</tr>
<tr>
<td>3/20</td>
<td>3</td>
<td>6.1&quot;x 3.56&quot;</td>
<td>320</td>
<td>$250</td>
<td>$75</td>
</tr>
</tbody>
</table>

* Larger sizes available upon request. Word count is approximate. Prices are per publication with color option. Save 20% on add’l zones.
Community Newspapers Remain Strong

As dailies continue to decline both in subscribers and market coverage, community weeklies have built a strong reputation for market saturation and strong readership.

Increase your premium target zip codes in one regional buy.

- One-stop shopping - discounted network rates - one invoice - no hassle!
- Reach households with incomes of $60,000+

North County Coastal - 45,000

<table>
<thead>
<tr>
<th>COAST NEWS</th>
<th>THE INLAND EDITION</th>
<th>RANCHO SANTA FE NEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZIP CODE</td>
<td>CITY</td>
<td>ZIP CODE</td>
</tr>
<tr>
<td>92037</td>
<td>Cardiff by the Sea</td>
<td>92085</td>
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<tr>
<td>92036</td>
<td>Carlsbad</td>
<td>92084</td>
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<tr>
<td>92014</td>
<td>Del Mar</td>
<td>92078</td>
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<tr>
<td>92024</td>
<td>Encinitas</td>
<td>92069</td>
</tr>
<tr>
<td>92054</td>
<td>Oceanside</td>
<td>92037</td>
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<tr>
<td>92056</td>
<td>Oceanside</td>
<td>92026</td>
</tr>
<tr>
<td>92075</td>
<td>Solana Beach</td>
<td>92025</td>
</tr>
<tr>
<td>92130</td>
<td>Carmel Valley</td>
<td></td>
</tr>
<tr>
<td>WEEKLY TOTAL</td>
<td>20,000</td>
<td>BI-WEEKLY TOTAL:</td>
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</tbody>
</table>

Central Coastal - 62,000

<table>
<thead>
<tr>
<th>LA JOLLA VILLAGE NEWS</th>
<th>BEACH &amp; BAY PRESS</th>
<th>PENINSULA BEACON</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZIP CODE</td>
<td>CITY</td>
<td>ZIP CODE</td>
</tr>
<tr>
<td>92037</td>
<td>La Jolla</td>
<td>92109</td>
</tr>
<tr>
<td>92122</td>
<td>University City</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>BI-WEEKLY TOTAL:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BI-WEEKLY TOTAL:</td>
</tr>
</tbody>
</table>

Central San Diego - 117,000

<table>
<thead>
<tr>
<th>UPTOWN NEWS</th>
<th>DOWNTOWN NEWS</th>
<th>MISSION VALLEY NEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZIP CODE</td>
<td>CITY</td>
<td>ZIP CODE</td>
</tr>
<tr>
<td>92103</td>
<td>Hillcrest</td>
<td>92101</td>
</tr>
<tr>
<td>92104</td>
<td>Mission Hills</td>
<td>92102</td>
</tr>
<tr>
<td>92116</td>
<td>Banker's Hill North Park, South Park, Old Town</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kensington</td>
<td>92115</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MONTHLY TOTAL:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MONTHLY TOTAL:</td>
</tr>
<tr>
<td>MISSION TIMES COURIER</td>
<td>LA MESA COURIER</td>
<td>GAY SAN DIEGO</td>
</tr>
<tr>
<td>ZIP CODE</td>
<td>CITY</td>
<td>ZIP CODE</td>
</tr>
<tr>
<td>92120</td>
<td>San Carlos</td>
<td>92108</td>
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<tr>
<td>92119</td>
<td>Del Cerro</td>
<td>92104</td>
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<tr>
<td>92115</td>
<td>Granville</td>
<td>92116</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MONTHLY TOTAL:</td>
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<tr>
<td></td>
<td></td>
<td>MONTHLY TOTAL:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BI-WEEKLY TOTAL:</td>
</tr>
</tbody>
</table>

Simplify your marketing, focus on results!
WEB - ONLINE RATE CARD

GLOBAL SIDEBAR ADS (300x250px)
Runs throughout the entire site, including home pages and individual news stories.
Top Right Square ...............................$395 per month
Middle Right Square ..........................$300 per month
Bottom Right Square ..........................$300 per month

GLOBAL LEADERBOARD AD (728x90 px)
Runs throughout the entire site, including home pages and individual news stories.
Top Large Banner Ad ..........................($395 per month)
Bottom Large Banner Ad ........................($295 per month)

LOCAL SIDEBAR ADS (350x250px)
Right of Page/Article .......................$195 per month ($115 each additional site)
(Only runs in Uptown News, Downtown News, Mission Times Courier, Mission Valley News, La Mesa Courier)

LOCAL SIDEBAR ADS LARGE (350x500px)
Right of Page/Artcticle ......................$295 per month ($115 each additional site)
(Only runs in Uptown News, Downtown News, Mission Times Courier, Mission Valley News, La Mesa Courier)

DAILY NEWS UPDATES
Targeted email-list advertising
(Daily updates are sent to 15,000+ subscribers each morning.)

SIDEBAR ADS (300x250px)
Runs alongside newsletter

$500 per month or
$300 per/mo for 3 months
Ask about long term discounts.

E-BLAST (FULL PAGE)
(Sent to 15,000+ subscribers)
$500 per e-blast

Call us today to place your ad! 858.270.3103
SAN DIEGO COMMUNITY NEWSPAPER GROUP
1621 Grand Ave., 2nd Floor, Ste. C, San Diego, CA 92109
858-270-3103 • sdnews.com
Be part of the 2020 VISITOR’S GUIDES

These useful, colorful, pocket-sized guides will be filled with places to eat, shop, play and stay in affluent Coastal San Diego.

Reach out to local residents and the thousands of visitors who vacation here every year. Guides are delivered to hundreds of locations throughout San Diego!

For even greater coverage, advertise in all three guides at a discounted rate!

Call your sales rep today to reserve your space in these extremely popular annual guides!

(858) 270-3103

Advertise in all 3 Visitor’s Guides, and receive a 20% discount on add’l Guides!
DIRECTORY LISTING
YOUR BUSINESS NAME HERE
Address............................................Telephone

Listing includes:
1. • Large, Bold Name
2. • Large, Bold Address
3. • Large, Bold Telephone
4. • Plus 5 additional lines
Listing Only........................$235.00/per guide
Includes name, address and telephone PLUS 5 additional lines. Each add’l line after 5 lines: $12.00

FULL COLOR DISPLAY ADS*

<table>
<thead>
<tr>
<th>AD POSITION</th>
<th>1 GUIDE</th>
<th>2 GUIDES</th>
<th>3 GUIDES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (3.375”x8”)</td>
<td>$1094</td>
<td>+$875/ea.</td>
<td>$2,587</td>
</tr>
<tr>
<td>1/2 Page (3.375”x4”)</td>
<td>$715</td>
<td>+$572/ea.</td>
<td>$1,690</td>
</tr>
<tr>
<td>1/4 Page (3.375”x2”)</td>
<td>$489</td>
<td>+$391/ea.</td>
<td>$1,157</td>
</tr>
<tr>
<td>1/8 Page (3.375”x1”)</td>
<td>$345</td>
<td>+$278/ea.</td>
<td>$819</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,700/ea.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back</td>
<td>$1,250/ea.</td>
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<td></td>
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<tr>
<td>Inside Front</td>
<td>$1,400/ea.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Three</td>
<td>$1,400/ea.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*All rates include a free 5 line directory listing!

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Business Listing (approx. 8 words per 5 lines total)

________________________
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We prefer ads sent digitally via email or online file service. 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 300+ 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.

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For more information, call the Art Dept. at:
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