

Insert Prices and Circulation by Zip



Insert Mechanics

Thickness:
Maximum Thickness = .00625" or 1/16"
Min Thickness = .0040" or Standard Bond Paper

Flat Size:
Maximum Flat Size = 12.50" x 15.75" (with 15" being the leading edge)
Minimum Flat Size = 4.25" x 5.75" (with 5.75" being the leading edge)

- Minimum Run Length for Machine Rates = 4,000 pieces
- Inserts cannot exceed the size of your main product by more than .5" in either direction.
- No accordion folds accepted
- Insert placement is random and not page specific

COAST NEWS

Oceanside: 92054 - 5,600
92056 - 1,600
Carlsbad: 92008 - 3,450
92009 - 1,850
Encinitas: 92024 - 6,600
92007 - 1,600
Solana Beach: 92075 - 1,950
Del Mar - 92014 - 1,550
Carmel Valley - 92130 - 1,225
Other: Various - 1,378

TOTAL: 28,803

VISTA/ SAN MARCOS

Vista: 92083, 92081, 92084, 92085 - 6,800
San Marcos: 92069, 92078, 92057 - 5,800

TOTAL: 12,600

RANCHO SANTA FE

Rancho Santa Fe: 92067, 92091 - 7,219
Santaluz Area: 92127 (RR 52, 53) - 1,081
Other: Various - 900

TOTAL: 9,200

Prices for inserting only
See your rep for print quote

THE COAST NEWS

- #1. FULL RUN:** Oceanside thru Carmel Valley plus Vista, San Marcos Qty: 26,768 - **\$1,040.** (\$40 per thousand)
- #2. NORTH ZONE:** Oceanside thru La Costa, plus Vista, San Marcos Qty: 15,000 - **\$675.** (\$45 per thousand)
- #4. SOUTH ZONE:** Leucadia thru Carmel Valley - Qty: 15,000 - **\$675.** (\$45 per thousand)
- #6. CENTRAL ZONE:** Carlsbad thru Solana Beach Qty: 15,000 - **\$675.** (\$45 per thousand)



VISTA /SAN MARCOS NEWS



Serving Vista and San Marcos
Full run
Qty: 12,117
\$480



RANCHO SANTA FE NEWS

Mailed to all residents in Rancho Santa Fe & Fairbanks Ranch.
Mail home delivery to Santaluz
Qty: 9,000 - **\$585**
(\$65 per thousand)



ENCINITAS FIRST

Mailed to Encinitas businesses Qty: 1,000 - **\$150**
Delivered to affluent Encinitas homes Qty: 3,000 - **\$300**
Racks: Qty: 2,500 - **\$150**
Full run: Qty: 6,500 - **\$500**



FREQUENCY DISCOUNT:

6x's = 10% ■ 12x's = 15% ■ 26x's = 20% ■ 52x's = 25%

Deliver inserts to: Advanced Web Offset
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THE COAST NEWS GROUP
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150,000
Affluent Readers