

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* and *The Peninsula Beacon*, *La Jolla Village News* and *The San Diego Downtown News*. Over 85,000 copies are delivered to affluent coastal homes and businesses. Your ad will be read by over 120,000 people from La Jolla through Downtown San Diego. 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 weeks \$55	26 weeks \$50/wk
Med. 2 col. x 2.25"	4 weeks \$130	13 weeks \$110	26 weeks \$100/wk
Lg. 2col. x 3"	4 weeks \$175	13 weeks \$165	26 weeks \$150/wk

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 must be published in either Beach & Bay Press, La Jolla Village News or Peninsula Beacon 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.	1.5"
2 col.	3.25"
3 col.	4.875"
4 col.	6.625"
5 col.	8.325"
6 col.	10"

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



**SAN DIEGO
COMMUNITY
NEWSPAPER
GROUP**

SAN DIEGO COMMUNITY NEWSPAPER GROUP
4645 CASS ST., 2ND FLOOR, SAN DIEGO, CA 92109
PHONE 858.270.3103 • FAX 858.713.0095
www.sdnews.com • sales@sdnews.com

DIGITAL FILE SPECIFICATIONS

Applications Supported:

QuarkXpress 6-7
Illustrator
Photoshop

File Formats Supported:

QXD, AI, TIFF, EPS,
JPEG, PDF

Media Supported:

DVD, CD-ROM

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/more dpi**. Keep in mind that photos sent in **JPEG** or **GIF** formats usually 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 they are sent.**

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



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LA JOLLA VILLAGE NEWS • BEACH & BAY PRESS

• PENINSULA BEACON • DOWNTOWN NEWS

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"
2/5 horizontal	4	8.375"	7.375"
3/10	3	6.25"	7.375"
1/5 vertical	1	2"	14.875"
1/5 vertical	2	4.125"	7.375"
1/5 horizontal	4	8.375"	3.625"
3/20 vertical	2	4.125"	5.5"
3/20 horizontal	3	6.25"	3.625"
1/10 vertical	1	2"	7.375"
1/10 horizontal	2	4.125"	3.625"
1/20 vertical	1	2"	3.625"
1/20 horizontal	2	4.125"	1.75"
1/40	1	2"	1.75"

SAN DIEGO PETS MAGAZINE

Magazine Mechanical Specifications

Ad Size	Columns	Width	Depth
Full	3	7.25"	9.5"
Full Bleed	3	8.5"	10.75"
2/3	2	4.75"	9.5"
1/2 vertical	1.5	3.625"	9.5"
1/2 horizontal	3	7.25"	4.625"
1/3 square	2	4.75"	4.625"
1/3 vertical	1	2.25"	9.5"
1/3 horizontal	3	7.385"	3.148"
1/6 vertical	1	2.25"	4.625"
1/6 horizontal	2	4.75"	2.125"
1/12 Marketplace	1	2.25"	2.125"

2009 NATIONAL DISPLAY AD RATES

*SINGLE NEWSPAPER - COST PER WEEK FOR CONSECUTIVE ISSUES

Ad Sizes	Open	13x(3x)	26x(6x)	52x(12x)	4-Color
Full Page	\$1702	\$1362	\$1266	1203	\$300
4/5	1380	1104	1027	975	300
3/5	1081	865	804	741	300
1/2	943	754	702	667	300
2/5	788	630	587	557	300
3/10	633	506	470	447	300
1/5	506	405	376	358	225
3/20	426	340	316	301	225
1/10	311	248	231	220	150
1/20	167	133	124	117	150
Coupon	138	110	102	98	150
1/40	92	74	69	66	150

(Downtown News - Monthly)

TWO NEWSPAPERS — INCLUDES MULTIPLE PAPER DISCOUNT

Ad Sizes	Open	13x	26x	52x	4-Color
Full Page	\$2723	\$2178	\$2026	1925	\$450
4/5	2208	1766	1642	1561	450
3/5	1730	1383	1287	1222	450
1/2	1509	1208	1122	1066	450
2/5	1260	1009	937	891	450
3/10	1012	810	753	715	450
1/5	810	647	603	573	350
3/20	681	545	506	481	350
1/10	497	398	369	351	250
1/20	267	214	199	189	250
Coupon	221	177	164	156	250
1/40	147	117	109	104	250

THREE NEWSPAPERS — INCLUDES MULTIPLE PAPER DISCOUNT.

Ad Sizes	Open	13x	26x	52x	4-Color
Full Page	\$3404	\$2723	\$2532	\$2406	\$575
4/5	2760	2208	2054	1950	575
3/5	2162	1730	1609	1528	575
1/2	1886	1509	1403	1113	575
2/5	1576	1260	1172	1113	575
3/10	1265	1012	941	894	600
1/5	1012	810	753	715	450
3/20	851	681	634	601	450
1/10	621	497	462	439	325
1/20	334	267	248	236	325
Coupon	276	221	206	196	325
1/40	184	147	137	130	325

ALL NEWSPAPERS — INCLUDES MULTIPLE PAPER DISCOUNT.

Ad Sizes	Open	13x	26x	52x	4-Color
Full Page	\$4085	\$3268	\$3039	\$2888	\$650
4/5	3312	2650	2464	2341	650
3/5	2594	2076	1930	1834	650
1/2	2263	1925	1684	1600	650
2/5	1891	1512	1406	1336	650
3/10	1518	1214	1129	1073	525
1/5	1214	972	904	858	525
3/20	1021	817	760	722	525
1/10	745	596	554	527	425
1/20	400	320	298	283	425
Coupon	331	265	246	235	425
1/40	221	177	164	156	425

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.

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 considera-

tion 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.

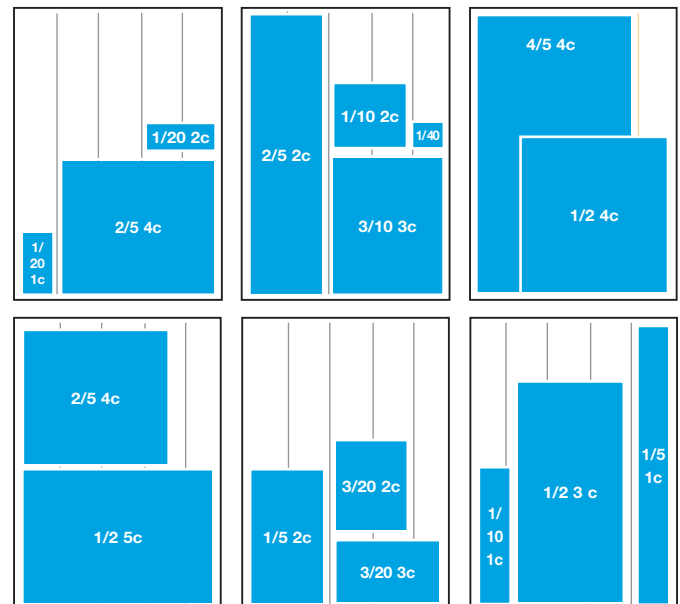
PRE-PRINTED INSERT RATES*:

Minimum charge	\$120.00.
1,000-5,000	\$40/M
5,001-16,000	\$35/M
16,001 & over	\$33/M

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

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.



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	4	8.375"	9.25"
2/5 vertical	2	4.125"	14.875"
2/5 horizontal	4	8.375"	7.375"
3/10	3	6.25"	7.375"
1/5 vertical	1	2"	14.875"
1/5 horizontal	4	8.375"	3.625"
1/5 vertical	2	4.125"	7.375"
3/20 vertical	2	4.125"	5.5"
3/20 horizontal	3	6.25"	3.625"
1/10 vertical	1	2"	7.375"
1/10 horizontal	2	4.125"	3.625"
1/20 vertical	1	2"	3.625"
1/20 horizontal	2	4.125"	1.75"
1/40	1	2"	1.75"