

# New Times



# SANTA MARIA Sun



## Classified Line Advertising Rates

RATES EFFECTIVE 4/01/08

### PRIVATE PARTY PACKAGE

Two weeks, twenty words.

Applies to non-commercial advertising only.

**\$30** - New Times, **\$25** - Sun

Additional words are .25 each per week

### FREE ONLINE ADVERTISING

Your print ad will appear on the site of the paper in which your ad runs.

### WORD AD RATES

Run	NT	Sun
1x	\$1.60	\$1.25
6x	\$1.35	\$1.05
13x	\$1.30	\$1.00
26x	\$1.20	\$.95
52x	\$1.10	\$.85

Rates are per word per week.

### CREATING ADDED IMPACT

Headlines		NT	Sun
Small	10pt	\$5.00	\$3.00
Medium	12pt	\$7.00	\$5.00
Large	14pt	\$10.00	\$8.00

Rates are per week

### BOLDING

Each word	\$.50
Logo's	\$10
Border	\$10

Charges are per paper per week

### DELICIOUS

Great spot to list your winery or restaurant.

New Times	52 weeks \$20	26x \$25
Sun	52 weeks \$15	26x \$20

Rates are per week

### BULK EMPLOYMENT RATE

6x rate	\$1000*
13x rate	\$2000-\$3000
26x rate	\$3001-\$5000
52x rate	\$5001 or more

Bulk discounts reflect annual spending

Contracts must be fulfilled within 12 months.

\*\$1000 Bulk rate package must be fulfilled in 6 months

### LEGAL NOTICES

FBN / Abandonment (4 wks)	\$50
FBN 2 or more names	\$60
Name Change (4 wks)	\$175
Petition for Probate (3 wks)	\$200
Summons (4wks) English Only	\$275
Summons (4wks) Spanish & English	\$375
ABC Notice (1-3 wks)	\$50
Bulk Sale (3 wks)	\$75
Trustee Sale (3wks)	\$399
Other Notices, by the word	\$.25

### NON PROFIT DISCOUNT

NTMG offers a 20% discount off our open rate to all organizations that are recognized by the IRS with a tax-exempt (501c-3) status.

### DEADLINE

All Line ads 5PM Monday

### CIRCULATION

NTMG maintains a demand-based controlled weekly circulation of 60,000. Sun - 20,000 copies throughout Northern Santa Barbara County and New Times - 40,000 copies San Luis Obispo County. Published every Thursday.

### FINANCIAL INFORMATION

Classified line ads are pre-paid. We accept Visa, MasterCard, American Express, checks, money orders and cash.

### GENERAL INFORMATION

NTMG reserves the right to refuse, edit, alter or omit any advertisement submitted for publication. We also assume no responsibility for negligence in proofing ad copy and/or artwork. NTMG will be responsible for only one incorrect insertion of an ad. No cancellations can be accepted after deadline.

## SAN LUIS OBISPO NEW TIMES

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## SANTA MARIA SUN

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