

Classifieds

If we can't sell it
no one can.

GUARANTEED AD PROGRAM

Your ad cost \$30 dollars for 3 weeks includes 20 words. If you don't sell your item we will run your ad for another 3 weeks. Just call after three weeks to continue your ad. Non-commercial advertising only.

FREE ADS

Selling something for \$100 or less? It's FREE, 20 words for two weeks. Non-commercial advertising only.

EMAIL YOUR ADS:

classifieds@newtimeslo.com

ON LINE ADVERTISING

Your line ad will appear online at newtimeslo.com and santamariasun.com each time your ad runs, cost included in the price of your ad. Over 100,000 page views per month.

WORD AD RATES

1x	\$.80
6x	\$.75
13x	\$.65
26x	\$.60
52x	\$.55

Rates are per word per week. 20 word min.

CREATING ADDED IMPACT

Headlines

Small 10pt	\$5 per week
Medium 12pt	\$7 per week
Large 14pt	\$10 per week

Bolding

\$.50 per word per week

Logo

\$10 per week

EMPLOYMENT DISPLAY AND LINE RATES

1x	10% off open rate
3x	20% off open rate

Call for longer-term rates

BILLBOARD RATES

1x	\$30
6x	\$27
13x	\$24
26x	\$22

Billboard ad includes headline and three lines of copy. Extra lines \$2.00 per week. Call for rates and availability for display space (1/16 min.).

DISPLAY ADS

Call for rates and sizes (805) 546-8208

PRE-PRINTED INSERTS

Pre-printed inserts are accepted by the New Times (42,000) and the Sun (20,000) and are available in targeted distribution areas. Call for rates.

ADVERTISING AGENCY DISCOUNTS

NTMG offers a 15% discount off your earned rate to all recognized ad agencies providing camera-ready art.

NON-PROFIT DISCOUNTS

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.

DEADLINES

Employment Ads: 5:00 pm Monday

Display Ads: 5:00 pm Friday

Line Ads: 10:00 am Tuesday

Guaranteed Ads: 5 p.m. Friday

CIRCULATION

NTMG maintains a demand-based, controlled weekly circulation of 62,000 copies throughout Northern Santa Barbara County and San Luis Obispo County. Audited by industry leader Verified Audit Circulation, our monitored combination of retail store and street-stand distribution allows higher advertiser visibility and unparalleled reader pick-up. Published every Thursday.

FINANCIAL INFORMATION

All classified ads are pre-paid unless a written contract and credit approval is on file with our business office. We gladly accept Visa, MasterCard, American Express, Discovery Card, Personal Checks, Money Orders and Cash. Our credit terms are 30 days.

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 the ad. No cancellations can be accepted after the deadline.



NTMG
New Times Media Group

New Times

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SANTA MARIA
Sun

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