

the classies

CLASSIFIED LINE ADS

Enjoy four ads for the time and price of one! All line ads are placed in both *New Times* and the *Sun* and will be placed on both newtimesslo.com and santamariasun.com FREE.

RATES

Run in *New Times* and the *Sun*

1x	4 lines	\$16 per week	additional lines \$4.00
13x	4 lines	\$12 per week	additional lines \$3.00
26x	4 lines	\$10 per week	additional lines \$2.50
52x	4 lines	\$8 per week	additional lines \$2.00

Rates are per line.

CREATING ADDED IMPACT

Headlines Small \$2.00 Medium \$4.00 Large \$6.00

Border \$3.00 per ad

Logo \$5.00 per logo

Bold \$0.50 per word

Rates are per week.

FREE LINE ADS

Two Weeks, 3 Lines. Applies to For Sale, Auto & Boat categories.

Log onto classifieds.newtimesslo.com or classifieds.santamariasun.com to place your free ad. Additional Lines \$1.00 per week. *Free ads apply to non-commercial advertisers.*

NONPROFIT DISCOUNT

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

FINANCIAL INFORMATION

Classified line ads are pre-paid. We accept Visa, MasterCard, American Express, Discover, checks, money orders, and cash. Display advertisers can apply for credit by filling out a credit application.

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.

CLASSIFIED DISPLAY AD RATES

Rates are per ad for ads in the classified section only.

Rates are for ads that run weekly.

*COLOR RATES ARE AVAILABLE, PRICING VARIES.

NEW TIMES

		SIZE	1X	6x	13X	26X	52X
ORIENTATION	square vertical/horizontal	FULL	\$1547	\$1392	\$1237	\$1145	\$1067
		1/2	\$798	\$718	\$638	\$591	\$551
		1/4	\$446	\$402	\$357	\$330	\$308
	vertical/horizontal	3/16	\$344	\$310	\$260	\$245	\$230
		1/8	\$233	\$210	\$177	\$156	\$121
		1/16*	\$134	\$121	\$102	\$90	\$70
		1/32*	\$67	\$60	\$50	\$45	\$35
		1/64*	\$34	\$30	\$26	\$23	\$18

SUN

		SIZE	1X	6x	13X	26X	52X
ORIENTATION	square vertical/horizontal	FULL	\$1033	\$930	\$827	\$765	\$713
		1/2	\$540	\$486	\$432	\$400	\$372
		1/4	\$289	\$260	\$231	\$214	\$199
	vertical/horizontal	3/16	\$240	\$216	\$173	\$160	\$150
		1/8	\$166	\$149	\$126	\$110	\$86
		1/16*	\$85	\$77	\$65	\$57	\$44
		1/32*	\$50	\$45	\$38	\$34	\$26
		1/64*	\$26	\$23	\$20	\$18	\$15

*1/16 and 1/64 only available in square orientation.
1/32 only available in vertical or horizontal orientation.

DEADLINE

Line ads are due by **3pm Monday**.

Display deadline is **3:30pm Friday**.

Keepin' it classy in the Classifieds

We want your business to be featured! Get your sale items and business offerings out there in a variety of category listings. Reach more than 157,000 readers from Paso Robles to Lompoc weekly.