

the classies

CLASSIFIED LINE ADS

RATES

Run in *New Times* and/or 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 per paper.

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!

Free ads apply to non-commercial advertisers.

Two weeks, three lines (approximately 30 words).

Applies to For Sale and Auto & Boat categories.

Additional lines are \$1.00 per week

To get your FREE ad, email classifieds@newtimeslo.com

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 or every other week.

*COLOR RATES ARE AVAILABLE, PRICING VARIES.

NEW TIMES

SIZE	1X	6x	13X	26X	52X
FULL	\$1547	\$1392	\$1237	\$1145	\$1067
1/2	\$798	\$718	\$638	\$591	\$551
1/4	\$446	\$402	\$357	\$330	\$308
1/8	\$233	\$210	\$177	\$156	\$121
1/16s	\$134	\$121	\$102	\$90	\$70
1/32	\$67	\$60	\$50	\$45	\$35

SUN

SIZE	1X	6x	13X	26X	52X
FULL	\$1033	\$930	\$827	\$765	\$713
1/2	\$540	\$486	\$432	\$400	\$372
1/4	\$289	\$260	\$231	\$214	\$199
1/8	\$166	\$149	\$126	\$110	\$86
1/16s	\$85	\$77	\$65	\$57	\$44
1/32	\$50	\$45	\$38	\$34	\$26

SIZE

1/2 page horizontal or vertical
1/4 page square, horizontal, or vertical
1/8 page horizontal or vertical
1/16 page square only
1/32 page horizontal or vertical

AVAILABLE ORIENTATIONS

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 over than 150,000 readers weekly from Santa Ynez to San Miguel.