

Menus



Our *Menus* publication is the ultimate food and drink guide on the Central Coast.

Menus is published twice a year — **Spring/Summer** and **Fall/Winter**. Help our readers discover and re-discover the Central Coast's varied cuisine by promoting your restaurant, café, brewery, bar, or winery.

Our **wine maps** are an additional feature available for wineries.

60,000 copies of this glossy-covered magazine are printed. The magazine is inserted into our papers and is also distributed to over **650** strategic locations throughout San Luis Obispo and Northern Santa Barbara Counties. Distribution areas include shopping centers, Chambers of Commerce, hotels, wineries and other high-traffic areas.

MENUS RATES

Rates include ad design

COVER – INCLUDES FULL PAGE AD & HALF PAGE FEATURE
\$3,500/single issue

FULL PAGE + HALF PAGE FEATURE
\$2,200/single issue \$1,870/two issues

FULL PAGE (9.25" w x 11.75" h)
\$1,550/single issue \$1,320/two issues

HALF PAGE (4.5" w x 11.75" h)
\$920/single issue \$782/two issues

GLOSSY PAGES
(Page 2, Inside Back Cover & Back Cover)
\$1,950/single issue \$1,650/two issues

WINE MAP ADS
\$199/single issue \$150 each/two issues

ADDITIONAL ADVERTISING OPPORTUNITIES

SHOP LOCAL **Sun** BACK PAGE

Local businesses are so important to our community because they provide the character and uniqueness that IS ... Northern Santa Barbara County. Every week the back page of the *Sun* is a full color showcase of 1/16 square-sized ads of local advertisers. This gives advertisers the opportunity to promote their local business on a high-visibility page in the community paper that really makes a difference.

RATES

52 week commitment = \$75 per week
for individual ad size **1/16s** (2.375" w x 3" h)



INSERTS

Insert rates are \$45 per 1,000 for 10,000, \$40 for up to 17,999, and \$35 for 18,000 or more. Minimum inserts: 10,000. Call for multiple-page insert pricing.

STICKY NOTES

So you want to be on the cover? Sticky Notes are the way to do it! Rates are \$60 per 1,000, includes printing. Rates are net. Minimum 18,000 per paper. Deadline is two weeks prior to print for artwork and space reservation.

MORE ADVERTISING INFO

PLACEMENT

When available, specific page position is guaranteed with a 15% placement charge. Minimum ad size: 3/16. Back page: 20% additional charge.

DEADLINES

Space reservation, ad copy, and ad cancellation: the Friday prior by 3:30 pm. Camera Ready ads are due Monday by 4pm.

Ads should be approved by:

Sun: 5pm Monday
New Times: 5pm Tuesday

PRINT & DIGITAL AD ARTWORK

We can build your digital and print ads at no additional cost. We do not produce Flash media at this time. Deadline to turn in artwork is one week prior to your ad's scheduled run. You may also create your own ad built to our Camera Ready specifications and send it via email to us. Deadline for client-produced ads is Monday prior to the scheduled run by 4pm.

See the "specs" page for additional artwork details.