

Digital INFORMATION

DIGITAL ADVERTISING

NewTimesSLO.com and **SantaMariaSun.com** offer a unique online branding opportunity. Our digital advertising packages will provide your business daily exposure throughout both websites.

Rates are per 1,000 impressions, per site. 10,000 minimum.

SIZE	1x	13x	26x	52x
Leaderboard/Mobile	\$12	\$10	\$9	\$8
Rectangle	\$10	\$8	\$7	\$6

e-NEWSLETTERS

Our weekly emailed newsletters feature just one advertiser's leaderboard web ad (728x90) at the top of each email. Give your business optimum exposure in this premium advertising space! Deadline for proper creatives and click-through links is Wednesday prior to the scheduled run by 4:30 p.m.

New Times Thursday News Wire: \$200/wk
(approx 10,500 subscribers)

New Times Friday Event Wire: \$200/wk
(approx 10,500 subscribers)

My805Tix Monday Ticket Wire: \$250/wk
(approx 28,000 subscribers)

Sun Thursday News Wire: \$250/wk
(approx 24,000 subscribers)

Artwork DEADLINE

We can build your digital and print ads at no additional cost. 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 are Monday prior to the scheduled run by 4pm.



1010 Marsh Street
San Luis Obispo, CA 93401
ph: (805) 546-8208
fax: (805) 546-8641
NewTimesSLO.com



2540 Skyway Drive, Suite A
Santa Maria, CA 93455
ph: (805) 347-1968
fax: (805) 347-9889
SantaMariaSun.com

ADDITIONAL PRINT INFO

DEADLINES

Space and ad copy are due the Friday prior to publication by noon. Camera ready ads are due Monday by 4pm.

PLACEMENT

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

STICKY NOTES

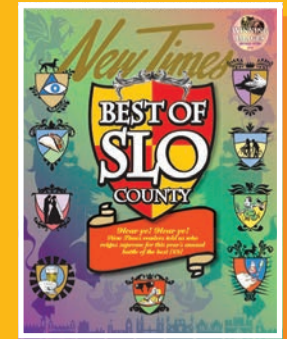
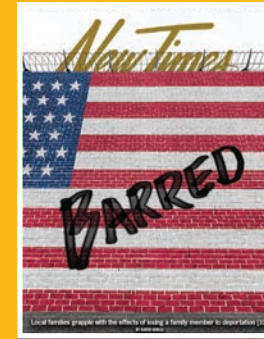
So you want to be on the cover? Sticky Notes are the way to do it! \$65 per 1,000 includes printing. Rates are net. Minimum 18,000 per publication. Deadline is three weeks prior to publication date.

INSERTS

Insert rates are \$50 per 1,000 for 10,000; \$45 for up to 17,999; and \$40 for 18,000 or more. Minimum inserts: 10,000. Call for multiple-page insert pricing.



San Luis Obispo County's News & Entertainment Weekly



Northern Santa Barbara County's News & Entertainment Weekly



LARGEST REACH ON THE CENTRAL COAST

New Times and **Sun** are published every Thursday and are distributed throughout San Luis Obispo and Northern Santa Barbara Counties. These free weekly publications are available at over 1,400 locations and together reach more than 150,000 readers.

Advertising deadline is Friday prior to publication by noon

NMG New Times Media Group

New Times
805-546-8208
NewTimesSLO.com

Sun
805-347-1968
SantaMariaSun.com

Print & Digital BUNDLES*

NewTimes

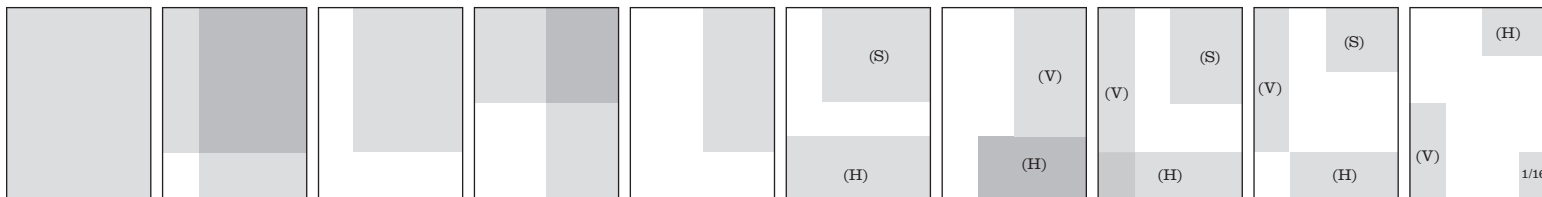
SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,601	\$1,282	\$1,186	\$1,103	\$200
3/4	\$1,207	\$967	\$894	\$832	\$200
JR	\$936	\$751	\$694	\$645	\$200
1/2	\$852	\$683	\$632	\$587	\$150
3/8	\$681	\$546	\$505	\$469	\$150
5/16	\$607	\$488	\$450	\$418	\$150
1/4	\$500	\$402	\$371	\$344	\$75
3/16	\$398	\$321	\$296	\$274	\$75
1/8	\$287	\$231	\$213	\$197	\$50
1/16	\$188	\$153	\$140	\$129	\$25

Print ONLY*

SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,547	\$1,237	\$1,145	\$1,067	\$200
3/4	\$1,153	\$922	\$853	\$796	\$200
JR	\$882	\$706	\$653	\$609	\$200
1/2	\$798	\$638	\$591	\$551	\$150
3/8	\$627	\$501	\$464	\$433	\$150
5/16	\$553	\$443	\$409	\$382	\$150
1/4	\$446	\$357	\$330	\$308	\$75
3/16	\$344	\$276	\$255	\$238	\$75
1/8	\$233	\$186	\$172	\$161	\$50
1/16	\$134	\$108	\$99	\$93	\$25

*Insertions must be weekly to qualify for frequency discounts. Rates are per insertion.

Print SIZES



Full Page 10.125" w x 12.75" h	3/4 Page (V) 7.5" w x 12.75" h (S) 10.125" w x 9.5" h	Junior Page 7.5" w x 9.5" h	1/2 Page (H) 10.125" w x 6.25" h (V) 5" w x 12.75" h	3/8 Page (V) 5" w x 9.5" h	3/8 Page (H) 10.125" w x 4.625" h (V) 2.375" w x 12.75" h (S) 7.5" w x 6.25" h	5/16 Page (H) 7.5" w x 4.625" h (V) 5" w x 8" h	1/4 Page (H) 10.125" w x 3" h (V) 2.375" w x 9.5" h (S) 5" w x 6.25" h	3/16 Page (H) 7.5" w x 3" h (V) 2.375" w x 4.625" h (S) 5" w x 6.25" h	1/8 Pg. (H) 5" w x 3" h (V) 2.375" w x 6.25" h 1/16 Page (S) 2.375" h x 3" w
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Print & Digital BUNDLES*

Sun

SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,087	\$872	\$806	\$749	\$200
3/4	\$829	\$665	\$614	\$571	\$200
JR	\$639	\$513	\$474	\$440	\$200
1/2	\$594	\$477	\$440	\$408	\$150
3/8	\$476	\$383	\$353	\$327	\$150
5/16	\$411	\$331	\$305	\$282	\$150
1/4	\$343	\$276	\$255	\$235	\$75
3/16	\$294	\$237	\$219	\$202	\$75
1/8	\$220	\$178	\$164	\$150	\$50
1/16	\$145	\$118	\$109	\$99	\$25

Print ONLY*

SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,033	\$827	\$765	\$713	\$200
3/4	\$775	\$620	\$573	\$535	\$200
JR	\$585	\$468	\$433	\$404	\$200
1/2	\$540	\$432	\$399	\$372	\$150
3/8	\$422	\$338	\$312	\$291	\$150
5/16	\$357	\$286	\$264	\$246	\$150
1/4	\$289	\$231	\$214	\$199	\$75
3/16	\$240	\$192	\$178	\$166	\$75
1/8	\$166	\$133	\$123	\$114	\$50
1/16	\$91	\$73	\$68	\$63	\$25

*Bundles include 5,000 impressions per week with both leaderboard and medium rectangle web ads.

Digital SIZES

leaderboard
728w x 90h pixels

mobile
320w x 50h pixels

medium rectangle
300w x 250h pixels

Ticket Wire image
500w x 380h pixels