



MENUS

THE CENTRAL COAST GUIDE TO ALL THINGS FOOD AND DRINK

The premier food and drink guide to the Central Coast with 65,000* copies distributed every six months throughout San Luis Obispo and Northern Santa Barbara Counties

*40,000 print • 25,000 digital



RATES

FRONT COVER

Includes consult, photoshoot, front cover, full page ad, and 1/2 page written feature story

\$3800

PREMIUM PAGE PLACEMENT

Inside front cover, inside back cover, or back cover

3x - \$1663 • 2x - \$1954 • 1x - \$2111

FULL PAGE AD +

1/2 PAGE FEATURE STORY

3x - \$1964 • 2x - \$2331 • 1x - \$2625

1/2 PAGE AD +

1/2 PAGE FEATURE STORY

3x - \$1399 • 2x - \$1649 • 1x - \$1895

FULL PAGE AD

3x - \$1386 • 2x - \$1628 • 1x - \$1759

1/2 PAGE AD

3x - \$821 • 2x - \$966 • 1x - \$1029

DIGITAL/WEB ADS

Add digital for \$12 per 1,000

(10,000 impressions)

PUBLICATION DATES:

April & October 2026

PRINT AD SPECS

FULL PAGE = 8.625" x 11.125" (includes 0.25" bleed)

Image Area = 8.375" x 10.875" (trim size)

Live Area = 8.125" x 10.625"

1/2 PAGE VERTICAL (no bleed) = 3.75" x 9.75"

DIGITAL/WEB ADS (PIXELS)

Leaderboard = 728 x 90 **Rectangle** = 300 x 250

PICK UP POINTS THROUGHOUT THE CENTRAL COAST:

Hotels • Wineries • Shopping Centers • Chambers of Commerce Corporations • High-traffic areas including many *New Times* and *Sun* newspaper racks.