

With an alternative paper there's another voice—
an alternative voice—for the community to
partake of. With the consolidation of mass
media today by vast corporate interest, these independent
voices are all the more necessary if real knowledge and
accurate information is to flourish. Without them, the world
would be a poorer place.









—STEVE MOSS, FOUNDER
(1948-2005)

NMG New Times Media Group

NEW TIMES + SUN + MENUS + GET OUTSIDE + MY805TIX + DIGITAL ADVERTISING

EST. 1986

Print

<input type="checkbox"/>			Local news, arts, and entertainment weekly newspaper covering San Luis Obispo County published every Thursday
<input type="checkbox"/>			Local news, arts, and entertainment weekly newspaper covering Northern Santa Barbara County published every Thursday
<input type="checkbox"/>			The Central Coast guide to all things food and drink covering both San Luis Obispo and Northern Santa Barbara Counties
<input type="checkbox"/>			The Central Coast guide to all things outside covering both San Luis Obispo and Northern Santa Barbara Counties

Ticketing

<input type="checkbox"/>			Online ticketing portal and media support dedicated exclusively to Central Coast events
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Additional print

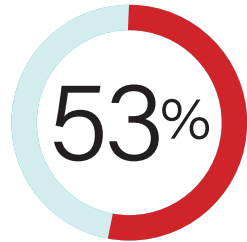
<input type="checkbox"/>	FRONT COVER STICKY NOTES
	Get your message on the front cover of <i>New Times</i> and the <i>Sun</i>
<input type="checkbox"/>	INSERTS
	Insert your flyer or multipage inserts into <i>New Times</i> and the <i>Sun</i>
<input type="checkbox"/>	CLASSIFIEDS (NEW TIMES)
	Largest reach on the Central Coast for your real estate, business services, employment, and legal notice advertising
<input type="checkbox"/>	SHOP LOCAL (SUN)
	Full color back page placement every week to promote your business

Digital

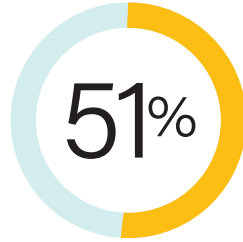
<input type="checkbox"/>	WEBSITE ADS
	NewTimesSLO.com and SantaMariaSun.com
	E-NEWSLETTERS
	Your opportunity for the premium spots on our five weekly e-newsletters
<input type="checkbox"/>	MY805TIX Wednesday TICKET WIRE
<input type="checkbox"/>	NEW TIMES Thursday NEWS WIRE
<input type="checkbox"/>	SUN Thursday NEWS WIRE
<input type="checkbox"/>	NEW TIMES Friday EVENTS WIRE
<input type="checkbox"/>	SUN Friday EVENTS WIRE

LARGEST REACH ON THE CENTRAL COAST

READERSHIP



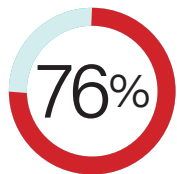
Percent of *New Times* readers who refer to their copy 1-3 times
77,500 (Pass Along Rate 3.1)



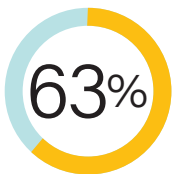
Percent of *Sun* readers who refer to their copy 1-3 times
33,600 (Pass Along Rate 2.8)

EDUCATION

Percent of readers with college or advanced degree



NEW TIMES



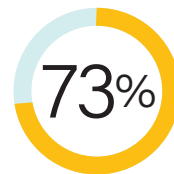
SUN

HOUSE OWNERS

Percent of readers who own their home



NEW TIMES



SUN

ACTIVITIES

Percent of *New Times* and *Sun* readers who ...



... prefer to shop at locally-owned businesses



... dine in or get take out from restaurants 1-3 times a week

WEBSITE STATS

NewTimesSLO.com - Page Views 84K - Unique Devices 64K

SantaMariaSUN.com - Page Views 33K - Unique Devices 25K

Website statistics reflect monthly average audience overview for 5/2025-5/2026.

E-NEWSLETTERS

(SUBSCRIBER NUMBERS AS OF JUNE 2026)

New Times NEWS WIRE (approx. 5,300 subscribers) • **New Times EVENT WIRE** (approx. 4,600 subscribers)

Sun NEWS WIRE (approx. 3,900 subscribers) • **Sun EVENT WIRE** (approx. 3,900 subscribers)

My805Tix TICKET WIRE (approx. 42K subscribers)

NEW TIMES
TOTAL DISTRIBUTION 35,000
(25K Print + 10K Digital)

SUN
TOTAL DISTRIBUTION 19,700
(12K Print + 7.7K Digital)
Distributed every Thursday with over 1,400 locations from Paso Robles to Santa Ynez

MENUS
TOTAL DISTRIBUTION 39,000
(30K PRINT + 9K DIGITAL)
Distributed twice a year

GET OUTSIDE
TOTAL DISTRIBUTION 34,000
(25K PRINT + 9K DIGITAL)
Distributed twice a year

Map locations: CAMBRIA, PASO ROBLES, TEMPLETON, ATASCADERO, CAYUCOS, MORRO BAY, LOS OSOS, SAN LUIS OBISPO, SHELL BEACH, PISMO BEACH, GROVER BEACH, ARROYO GRANDE, NIPOMO, GUADALUPE, SANTA MARIA, ORCUTT, LOS ALAMOS, VANDENBERG AFB, LOMPOC, BUELLTON, SOLVANG, SANTA YNEZ.

New Times
(805) 546-8208

1010 Marsh Street
San Luis Obispo, CA 93401
NewTimesSLO.com

Sun
(805) 347-1968

801 South Broadway
Santa Maria, CA 93454
SantaMariaSun.com

We offer award-winning graphic design and production totally free to our clients

CAMERA READY ARTWORK

Camera ready ads are print-ready advertisements, supplied by the client, built to NTMG guidelines that do not require any adjustments.

FORMAT

Camera-ready ads should be built to the specified NTMG ad size and submitted in PDF file format. For best print quality, all advertisements should be at least 300 dpi. We do not accept Publisher files, Quark files, Word files, or Freehand files. All fonts should be embedded, outlined, or converted to paths. All links should be embedded in the PDF file.

AD ELEMENTS

(Logos / Photos / Images / Text)

For best print quality, all logos and supplied images should be at least 300 dpi. Images taken from the web are not acceptable (aside from legality issues, they are generally not high enough resolution to reproduce well).

GETTING ARTWORK TO US

Ad elements and camera-ready ads can be submitted to NTMG digitally via e-mail, Dropbox, flash drive, or CD. Please send your artwork directly to your sales rep.

DEADLINES

Deadline for ad elements is **Friday by 3:30pm** prior to publication.
Camera ready ads are due **Monday by 4pm** prior to publication.



2026 AD PLANNER

NEW TIMES MEDIA GROUP

JANUARY

- 1 ● **2025 YEAR IN REVIEW**
NEW YEAR'S DAY-THURS 1/1
- 8 ● **VOLUNTEERS**
- 15 MLK, JR. DAY-MON 1/19
- 22 **GET OUTSIDE** DEADLINE
- 29

FEBRUARY

- 5 **GET OUTSIDE** PUBLISHED IN FEB
- 12 ● **HEALTH & WELLNESS**
PRESIDENTS' DAY-MON 2/16 VALENTINE'S DAY-SAT 2/14
- 19
- 26 ● **WEDDINGS**
BEST OF SLO BALLOT

MARCH

- 5 **BEST OF SLO BALLOT**
- 12 ST PATRICK'S DAY-TUES 3/17 **BEST OF SLO BALLOT**
- 19 ★ **SPRING ARTS**
MENUS DEADLINE
- 26 **THE SUN'S 26TH B'DAY 3/31**

APRIL

- 2 **MENUS** PUBLISHED IN APR
EASTER SUNDAY-4/5
- 9
- 16 ★ **STRAWBERRY FESTIVAL**
- 23 STRAWBERRY FESTIVAL 4/24-26
WINNING IMAGES ENTRY
- 30 **WINNING IMAGES ENTRY**

MAY

- 7 ● **BEST OF SLO COUNTY**
MOTHER'S DAY-SUN 5/10 **WINNING IMAGES ENTRY**
- 14
- 21 MEMORIAL DAY-MON 5/25
- 28 ★ **SUMMER GUIDE**

JUNE

- 4 ● **PRIDE**
BEST OF NSBC BALLOT
- 11 **BEST OF NSBC BALLOT**
- 18 ● **WINNING IMAGES**
FATHER'S DAY-SUN 6/21 JUNETEENTH-FRI 6/19 **GET OUTSIDE** DL
BEST OF NSBC BALLOT
- 25

JULY

- GET OUTSIDE** PUBLISHED IN JULY
- 2 ★ **SB COUNTY FAIR**
4TH OF JULY-SAT 7/4 **SB COUNTY FAIR TBA**
- 9 ★ **CA MID-STATE FAIR**
CA MID-STATE FAIR 7/15-26
- 16 **NTMA ENTRY**
- 23 ● **55 FICTION**
NTMA ENTRY
- 30 **NTMA ENTRY**

AUGUST

- 6 ● **EDUCATION TODAY**
- 13 **NEW TIMES' 40TH B'DAY 8/13**
- 20 ● **BEST OF NSBC**
- 27 **PET PHOTO ENTRY**

SEPTEMBER

- 3 **PET PHOTO ENTRY**
LABOR DAY-MON 9/7
- 10 ● **STUDENT GUIDE**
CAL POLY WEEK OF WELCOME **PET PHOTO ENTRY**
- 17
- 24 ★ **AUTUMN ARTS**

OCTOBER

- 1 **MENUS** DL & PUBLISHED IN OCTOBER
- 8 COLUMBUS DAY-MON 10/12
- 15
- 22 ● **PET**
- 29 HALLOWEEN-SAT 10/31 ELECTION DAY-TUES 11/3

NOVEMBER

- 5 VETERAN'S DAY-WED 11/11
- 12
- 19 ★ **HOLIDAY GUIDE**
NTMA SHOWCASE-NOV 20
- 26 ★ **BOYS' & GIRLS' CLUB**
THANKSGIVING-THURS 11/26

DECEMBER

- 3
- 10
- 17
- 24 CHRISTMAS-FRI 12/25
- 31 ● **2026 YEAR IN REVIEW**

NEW TIMES & SUN PUBLICATION
NEW TIMES ONLY PUBLICATION
SUN ONLY PUBLICATION
SPECIAL GLOSSY MAGAZINE

★ = PULL OUT ISSUE ● = THEMED ISSUE

Winning Images entries due: **Mon, May 11**
 55 Fiction entries due: **Mon, June 15**
 NTMA entries due: **Mon, August 3**
 Pet photo entries due: **Mon, Sept. 14**



My805Tix is an online ticket portal dedicated exclusively to Central Coast events. We provide organizations with access to the entire New Times and Sun audiences.

WHAT WE OFFER

- Media support
- Full page print ads in *New Times* and *Sun* weekly publications
- Promotion on NewTimesSLO.com, SantaMariaSun.com, and My805Tix.com
- Promotions via Ticket Wire e-newsletter and social media posts reaching thousands of people who love the Central Coast
- Customer data, reports, and tracking
- A highly-competitive credit card processing rate that you can pass along to the ticket buyer if you choose
- Online ticket sales from a trusted resource
- 30% off all NTMG print and digital products

KEY FEATURES & BENEFITS

ONE-PAGE CHECKOUT - reduce cart abandonment

TIME-ENTRY UPDATES - space out check-in by venue, date, and time.

SERIES EVENTS - manage ticket inventory and packages across a series of events or reoccurring events

SPONSORSHIP INVENTORY - more branding opportunities than any other platform (brand tickets, logos, and links on checkout page, lead gen, etc.)

UPSELL AT CHECKOUT - create a pop-up during checkout when a ticket is added to the cart



VIRTUAL EVENTS - embed a live stream or pre-recorded video to a new landing page that is gated by ticket type or activity

MERCHANDISE - include a merchandise section at checkout to add new revenue pre-event

TAP TO REDEEM - fans can now tap their tickets or activities to redeem for a completely contactless check-in

DEDICATED CLIENT SERVICES TEAM - training, building events, on-site support, strategic consulting

MULTI-LANGUAGE - build event details in two languages for fans to toggle between based on preference, like English and Spanish

DIGITAL ADVERTISING

ADS

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

Billboard (2000px x 500px)

Rectangle & Cube (300px x 250px)

LEADERBOARD (728 x 90) RECTANGLE (300 x 250)
(10,000 minimum)

CUBE - ROTATING 6 SIDES (300 x 250)
(10,000 minimum)

BILLBOARD (2000 x 500)
NewTimesSlo.com
SantaMariaSun.com

SNEAKER (728 x 90)
NewTimesSlo.com
SantaMariaSun.com

NEWSLETTERS

Our weekly emailed newsletters feature premium leaderboard spots. Give your business optimum exposure in the limited premium space!

New Times NEWS WIRE (Thursday)
(approx 10,000 subscribers - size: 640x200)

New Times EVENT WIRE (Friday)
(approx 4,600 subscribers - size: 640x200)

Sun NEWS WIRE (Thursday)
(approx 3,900 subscribers - size: 640x200)

Sun EVENT WIRE (Friday)
(approx 3,900 subscribers - size: 640x200)

NEWSLETTER TAKEOVER
2 spots on ALL 4 Newsletters

MY805TIX TICKET WIRE NEWSLETTER

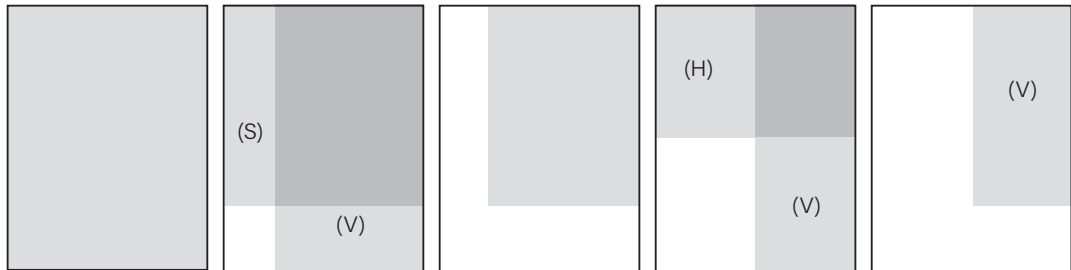
My805Tix TICKET WIRE
(Wednesday)

(approx 42,000 subscribers - size: 500x380)

My805Tix TICKET WIRE BUNDLE

Print and Digital **New Times**
Print and Digital **SUN**

PRINT AD SIZES



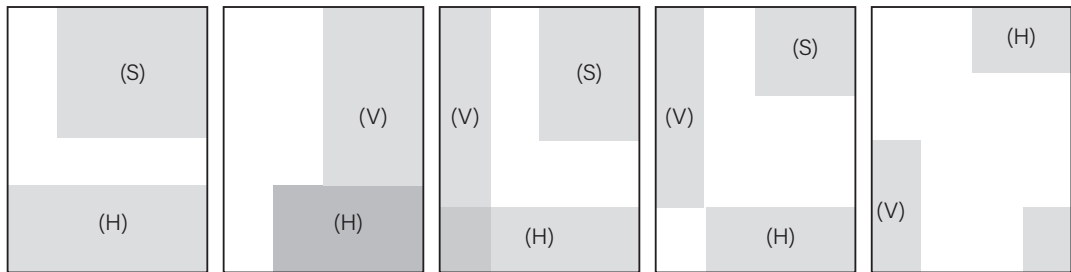
Full Page
10.125"w x 12.75"h

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
(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 12.75"h
(S) 5"w x 6.25"h

3/16 Page
(H) 7.5"w x 3"h
(V) 2.375"w x 9.5"h
(S) 5"w x 4.625"h

1/8 Pg. (H) 5"w x 3"
(V) 2.375"w x 6.25"
1/16 Page
(S) 2.375"w x 3"

ADDITIONAL PRINT INFO

PLACEMENT

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

FRONT COVER STICKY NOTES

Deadline is three weeks prior to publication date

INSERTS

Minimum inserts: 10,000. Call for pricing.

the classies

AUTO SPECIAL

Sell your car, van, rv, etc for just \$35 a week! Includes one photo and up 40 words of text. Rate is per paper.

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.

DEADLINE

Line ads are due by 3pm Monday. Display deadline is 5:00pm Tuesday.

**Email us at classifieds@newtimeslo.com
or call (805) 546-8208**



GLOSSY PUBLICATIONS

NEW TIMES MEDIA GROUP



MENUS

THE CENTRAL COAST GUIDE TO ALL THINGS FOOD AND DRINK

The premier food and drink guide to the Central Coast with 39,000* copies distributed every six months throughout San Luis Obispo and Northern Santa Barbara Counties



Get Outside

THE CENTRAL COAST GUIDE TO EVERYTHING OUTSIDE

A full-color glossy magazine with a print circulation of 25,000 and 9,000 digital copies. It is distributed throughout San Luis Obispo and Northern Santa Barbara Counties.

FRONT COVER

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

FULL PAGE AD

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 AD

VERTICAL (no bleed) = 3.75" x 9.75" • **HORIZONTAL** (no bleed) = 5.???" x 10.625"

1/4 PAGE AD

SQUARE (no bleed) = 3.75" x 5.???"

WANT TO TELL YOUR STORY?

Add 1/2 page Feature Story

DIGITAL/WEB ADS

Leaderboard = 728 x 90 Rectangle = 300 x 250

(10k minimum)

PUBLICATION DATES: April & October 2026

FULL PAGE AD

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 AD

VERTICAL (no bleed) = 3.75" x 9.75"

HORIZONTAL (no bleed) = 5.???" x 10.625"

1/4 PAGE AD

SQUARE (no bleed) = 3.75" x 5.???"

DIGITAL/WEB ADS

Leaderboard = 728 x 90

Rectangle = 300 x 250

(10k minimum)

PUBLICATION DATES: February & July 2026

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.

So you want to be on the
COVER?



**STICKY
NOTES**
are the way to do it!

DEADLINES:

Three weeks in advance for artwork and space reservations.

SPECIFICATIONS:

- Image should be a 3" wide x 3" tall PDF (this includes the bleed area).
 - Final trim size will be 2.875" x 2.875"
- The optimum resolution of images in the PDF file is 266 dpi.
- The text in your art should be converted to outlines.
- Only B/W text is available on back cover.

RATES:

Minimum 12,000 per paper.
50% deposit non-refundable.

SHIPPING:

SF Media Co
c/o SLO New Times
1201 Evans Ave.
San Francisco, CA 94124