

# COMBINED DISPLAY ADVERTISING RATES

San Leandro Times

East Bay Publishing, Inc.

CASTRO VALLEY FORUM

San Leandro Times • 38,500 every Thursday

Castro Valley Forum • 22,500 every Wednesday

AD SIZE	OPEN		FREQUENT 1		FREQUENT 2		FREQUENT 3		FREQUENT 4	
	1 Publication		6 Publications		13 Publications		26 Publications		52 Publications	
	Rate Per Column Inch	Rate Per Ad	Rate Per Column Inch	Rate Per Ad	Rate Per Column Inch	Rate Per Ad	Rate Per Column Inch	Rate Per Ad	Rate Per Column Inch	Rate Per Ad
Full Page (84")	34.10	<b>2864.40</b>	31.90	<b>2679.60</b>	30.80	<b>2587.20</b>	29.70	<b>2494.80</b>	28.60	<b>2402.40</b>
48 Column Inches	35.20	<b>1689.60</b>	33.00	<b>1584.00</b>	31.90	<b>1531.20</b>	30.80	<b>1478.40</b>	29.70	<b>1425.60</b>
24 Column Inches	36.30	<b>871.20</b>	34.10	<b>818.40</b>	33.00	<b>792.00</b>	31.90	<b>765.60</b>	30.80	<b>739.20</b>
12 Column Inches	37.40	<b>448.80</b>	35.20	<b>422.40</b>	34.10	<b>409.20</b>	33.00	<b>396.00</b>	31.90	<b>382.80</b>
5 Column Inches	38.50	<b>192.50</b>	36.30	<b>181.50</b>	35.20	<b>176.00</b>	34.10	<b>170.50</b>	33.00	<b>165.00</b>
2.5 Column Inches	39.60	<b>99.00</b>	37.40	<b>93.50</b>	36.30	<b>90.75</b>	35.20	<b>88.00</b>	34.10	<b>85.25</b>

## SPECIAL RATES & POLICIES

**COLOR:** 1 Spot Color (Cyan or Magenta) - 20% of ad cost; Full Process Color (4-Color) - 30% of ad cost.

**POSITION REQUESTS** are not guaranteed, however, every effort will be made to comply with an advertiser's request.

**GUARANTEED PLACEMENT** will be guaranteed, when available, on a specific page or section for a 25% surcharge.

**POLITICAL ADVERTISING** must be paid for in advance. Copy must include the name of the person paying for the ad or, in the case of a committee or organization, its name and the name of at least one officer and say "paid political advertisement." Address required.

## MECHANICAL SPECIFICATIONS

**PRINTING PROCESS:** Web Offset

**STANDARD PAGE SIZE:** Tabloid - 11" X 15"

**STANDARD PRINT AREA:** 6 cols. (10 1/4") wide X 14" deep

**COLUMN WIDTHS:**

1 column = 1 - 5/8"	4 columns = 6 - 13/16"
2 columns = 3 - 3/8"	5 columns = 8 - 9/16"
3 columns = 5 - 1/16"	6 columns = 10 - 1/4"

### POLICIES:

Minimum billing is 2.5 column inches.

Double truck — Gutter, when included, is billed as one-half column

Ads exceeding 13 inches in depth will be billed at 14 inches.

Full-Page Ad Dimensions: 10 1/4" wide X 13 5/8" deep

## PRODUCTION

Typesetting, layout and design services are included in the price of the advertisement exceeding 5 col. inches. For ads smaller than 5", a production set-up fee of \$10 is required for advertisers not committing to a 6-publication contract.

**Photos:** \$20 per photo (in San Leandro or Castro Valley)

**Scans:** \$10 each (one free per ad)

### Copy Changes, Fees and Policies:

A minimum fee of \$15.00 will be charged to the advertiser for any copy changes after an ad has been approved for publication.

## TERMS & CONDITIONS

1. East Bay Publishing, Inc. reserves the right to reject any advertisement prior to publication, or to insert the word "ADVERTISEMENT" when deemed appropriate by the publisher.
2. Advertiser agrees to assume all liability and to hold the San Leandro Times harmless against all losses and expenses arising from publication or non-publication of advertiser's advertisements.
3. Publisher is not responsible for errors or omissions in advertisements except for publisher's failure to make corrections clearly marked by advertiser on returned proofs. Publisher's liability in any case shall not exceed the amount chargeable for the portion of the advertisement omitted or in error. Credit for errors will be allowed for the first insertion only. No allowance will be made for errors not materially affecting the value of the advertisement. A correction letter will be provided if the publisher is at fault, or otherwise at the publisher's discretion.
4. Advertisements cancelled after the cancellation deadline are subject to a charge equal to 25% of the cost of the advertisement.
5. All advertising material and artwork created by the publisher are the property of the SAN LEANDRO TIMES and may not be reproduced in other publications without the publisher's written permission.
6. East Bay Publishing, Inc. is not responsible for advertiser-supplied materials or artwork not claimed within two weeks after publication of advertisement.