

Rates & Advertising Information

- ✓ Direct Mailed to 35,000 Santa Cruz County residents.
- ✓ Quarterly Coupon Book:
 - Mid-January, Mid-April, Mid-July, Mid-October
- ✓ All ads are printed 4 color on #60 lb. glossy paper in a booklet form.
- ✓ Two ad sizes to choose from: Full Page and 1/2 Page.

Rates

	Multi-4 Insertions	Multi-2 Insertions	Single Insertion
Inside Front Cover	\$946	\$979	\$1,077
Page 3	\$946	\$979	\$1,077
Inside Back Cover	\$946	\$979	\$1,077
Back Cover (1/2 pg.)	\$749	\$779	\$874
Full Page	\$919	\$949	\$1,044
1/2 Page	\$549	\$579	\$637

Deposit of 50% due with ad agreement; balance due upon publication. We encourage our advertisers to offer a minimum of 2 coupons per ad and to utilize the three month cycle for their coupon expiration dates.

Ad Sizes

Full Page - 5.375"w x 7.875"h (trim size)

1/2 Page - 5"w x 3.75"h

Full page ads bleed at top, left and right.

Please include a .25 inch bleed to trim dimensions on top, left and right side of ad. Keep all text within *live area* of 5" x 7.675".

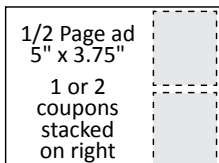
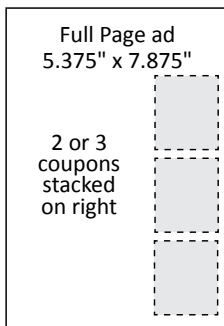
Acceptable file formats: PDF, .tif, .eps, CMYK color, resolution 300dpi, all fonts embedded.

Email ad file to: marguer@pacbell.net

Please write your *business name* and *Best of SC County* in the subject line of your email.

Coupon Orientation

Specifications for *camera ready* ads: In order for advertisement coupons to be clipped out of booklet please adhere to these specs. Coupon size should be 1.75" square with coupon border, placed stacked on the right hand side of ad. No more than 2 coupons per 1/2 page ad, 2 or 3 coupons for full page ads. Include business name and phone # in the coupons.



To advertise in our next publication please call: **831/429-5500**

email: rosesmith320@comcast.net

or visit our website: www.thebestnow.net

Dates & Deadlines

**The Best of
Santa Cruz County**
Specials, Promotions & Coupons

Issue	Distribution	Space Deadline	Copy Deadline
January	Mid-January	December 7	December 14
April	Mid-April	March 15	March 22
July	Mid-July	June 7	June 14
October	Mid-October	September 10	September 17

The Best of Santa Cruz County

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