

Central Coast BRIDE

Monterey - Santa Cruz Magazine
September 2010 Issue

Display Advertisements

Display Ads include 1 complimentary Index Listing, which is located at the back of magazine. For Venues, the Display Ads also include 1 Facility Guide Listing (in Locations Section). Display Advertisers wishing to be listed in more than 1 Index Listing category may do so at \$150 per category. Magazine is full color.

Display Ad Formats

Standard Ads	Rates	Advertiser Discount	
		-30%	You Save
1/4 Page Ad	\$1075	\$ 752	\$323
1/2 Page Ad	1475	1032	443
Full Page Ad	2135	1494	641
2-Page Spread	3420	2394	1026

Full Page
6.0" x 9.0" (live area)
6.5" x 9.5" (trim size)
7" x 10" (Full bleed)

Quarter Page
2.8" x 4.3" (actual)

Premium Ads*			
Inside Front Cover	\$2475	\$1732	\$743
Page 1	2475	1732	743
Page 2 - X	2375	1662	713
Inside Back Cover	2440	1708	732
Back Cover	2575	1802	773

1/2 Page Vertical
5.8" x 4.3" (actual)

1/2 Page Vertical
2.8" x 8.8" (actual)

* Premium Ads are full page full color + they include a 1/4 page ad placed in your business category section. All New Advertiser discount prices are valid for first year.

Website Listings

Advertising Level	Mag Advertiser Discounted Rate (Ongoing)	Mag Advertiser Discounted -30% (Special 10/11)	Total Saved	Web Only Rate
Standard	\$325/yr	\$227/yr	\$323/yr	\$550/yr
Silver	475	332	380	700
Gold	625	437	413	850
Banner Ad	350 (small)	245	304	550 (small)
Banner Ad	400 (large)	280	320	600 (large)
Featured Ad	480 (home page)	336	264	600 (home page)

Price is *annual* for all Web Listing and Banner Ads. Advertiser must have a Website Listing in order to buy a Banner Ad and a Gold Listing to buy a Featured Ad.

Advertising Rates
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BRIDE

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