

Pre-printed inserts are available in the Pacific Coast Business Times, subject to the following guidelines and pricing.

| INSERT RATES | 1X | 3X | 6X | 12X | 24X |
|--------------|---------|---------|-------|-------|-------|
| One Zone* | \$824 | \$769 | \$714 | \$659 | \$604 |
| Full Run | \$1,099 | \$1,044 | \$989 | \$934 | \$824 |

*Zone A is Ventura County, Zone B is Santa Barbara and San Luis Obispo Counties.



- Pre-printed inserts must conform to all USPS regulations pertaining to periodical rate mailings
- No return address or postal indicia may appear on the insert.
- Three copies of the insert must be supplied to the Business Times 10 days prior to the publication date of the in which it will be inserted.
- Inserts up to 0.75 ounces will be accepted under the standard pricing below. Anything over 0.75 ounces requires a special pricing quote to allow for the extra postage required.
- Full run inserts must be delivered to Southwest Offset Printing Company (see address below) attention Bob Shennan by 1 p.m. on the Monday prior to the Friday date in which the insert will be placed.

SOP WAREHOUSE: 13720 CIMARRON STREET, GARDENA, CA 90249-2465 // (310) 323-0112

THE INSERT SHIPMENT SHOULD BE CLEARLY MARKED AS FOLLOWS: (for insertion into the Pacific Coast Business Times on Friday date of issue)

- Label "For Pacific Coast Business Times"
- Name of Insert
- Insertion Date
- Quantity per skid + quantity per box
- The maximum dimensions for an unfolded insert is 10" X 12". The minimum size for an insert is 4" X 6".
- Press run numbers vary by and zone. Zone A is Ventura County. Zone B is Santa Barbara and San Luis Obispo counties.
- Check with your account executive to determine how many inserts are required for the date you will insert.