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.

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

PRE-PRINTED INSERTS

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

<table>
<thead>
<tr>
<th>INSERT RATES</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Zone*</td>
<td>$824</td>
<td>$769</td>
<td>$714</td>
<td>$659</td>
<td>$604</td>
</tr>
<tr>
<td>Full Run</td>
<td>$1,099</td>
<td>$1,044</td>
<td>$989</td>
<td>$934</td>
<td>$824</td>
</tr>
</tbody>
</table>

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