

SIZE	OPEN	7x (30%)	13x (35%)	17x (40%)	26x (50%)	39x (55%)	52x (60%)
Double Page Spread	\$5,845	\$4,013	\$3,727	\$3,440	\$2,868	\$2,580	\$2,294
Full Page	\$3,646	\$2,503	\$2,324	\$2,145	\$1,787	\$1,609	\$1,430
3/4 Page	\$3,157	\$2,168	\$2,013	\$1,857	\$1,548	\$1,393	\$1,239
Island	\$2,648	\$1,818	\$1,689	\$1,558	\$1,299	\$1,169	\$1,038
1/2 Page	\$2,189	\$1,503	\$1,396	\$1,288	\$1,073	\$966	\$858
3/8 Page	\$1,668	\$1,144	\$1,063	\$982	\$818	\$736	\$654
1/4 Page	\$1,179	\$809	\$751	\$693	\$578	\$520	\$462
1/8 Page	\$817	\$559	\$520	\$481	\$401	\$359	\$319
1/16 Page	\$449	\$309	\$264	\$220	\$212	\$199	\$176
Front Page Banner*	\$1,638	\$1,259	\$1,201	\$1,142	\$1028	\$969	\$913

Accredited advertising agencies receive 15% discount, provided invoices are paid within 30 days. **Add second color: \$200. Add four colors: \$600.** Color charges are non-commissionable. **Art production: \$75/hr.** We would be pleased to guarantee a premium position; however, there is an additional 10% charge.\*Front page banner includes 4 color.

## EXTRAS

- **INSERTS:** Preprinted, 8.5" X 11" (or smaller) freestanding inserts can be included in our run. Please check in the event of larger inserts.

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

- **CHARITABLE NONPROFITS:** Contact advertising executives for rates.

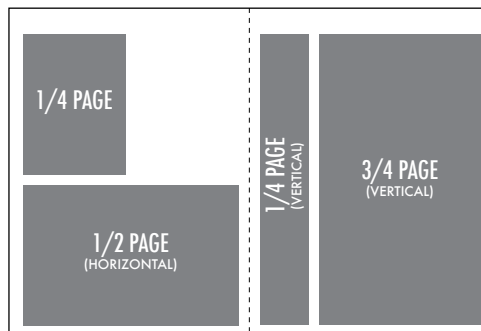
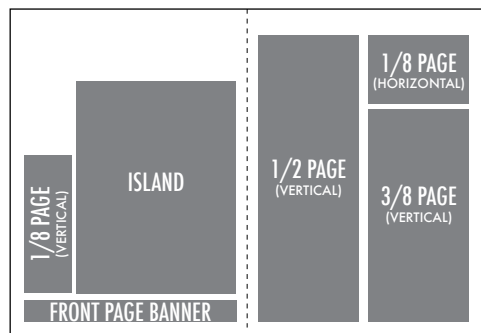
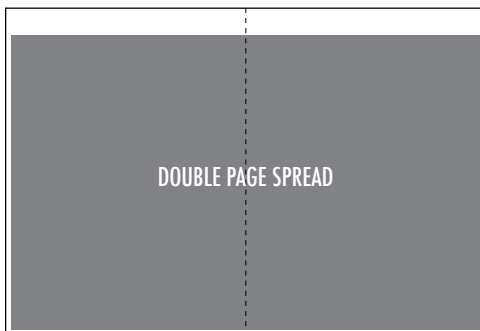
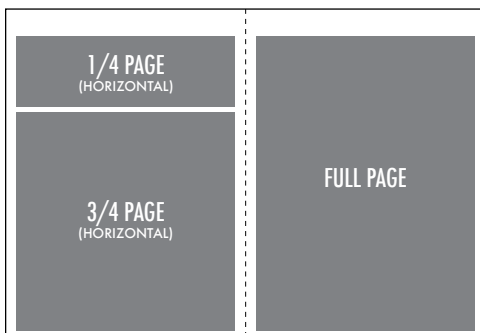


- **SPACE RESERVATIONS:** Placement instructions must be submitted 7 calendar days before intended publication date.
- **CANCELLATIONS:** Changes or cancellations to your ad schedule must be received in writing 7 days before publication. Otherwise, you will be billed at 100%.

All print ads must be provided in a digital format. For the best image quality in your printed ads, all digital materials must be compliant with the following specifications:

- Acrobat PDF (preferred) with embedded or outlined fonts, images converted to TIFF or EPS files with color files converted to CMYK or grayscale before PDF conversion.
- Adobe Photoshop and JPEG files must be at least 300 dpi and converted to CMYK or grayscale mode. All artwork submitted in RGB will be converted to CMYK or Grayscale, respectively. We will attempt to notify the agency or advertiser of potential problems with submitted artwork. The Pacific Coast Business Times will not be responsible for the dramatic color shifts that occur during CMYK or grayscale conversion.
- Spot colors must be converted to CMYK values, and PDFs created from Adobe Illustrator must be saved with a CMYK color mode and transparencies must be flattened. Please remember that news-print will print the color darker and will have 20-30% dot gain of ink.
- Raw files created in Adobe InDesign, Adobe Photoshop or Adobe Illustrator are only accepted with fonts and links included. We do not accept raw Quark files.
- Low-resolution logos and pictures pulled from websites are not accepted. Ads created in Microsoft Publisher, Word or other word-processing programs are not accepted.
- For assistance with advertising copy, layout, graphics and typesetting, please contact your advertising coordinator at the Pacific Coast Business Times.
- Ads submitted that do not meet the above listed specifications will be either returned to the advertiser to correct or will incur digital production charges of \$75 per hour. Ads built by the production department allowed a maximum of three proofs. Any additional proof requests are subject to additional charges.
- Additional design services are available, including print and online ad design. Additional design services are billed on an hourly basis at \$75 per hour.

**Ads can be sent to your account executive or [adart@pacbiztimes.com](mailto:adart@pacbiztimes.com)  
Any questions may be directed to the Advertising Coordinator at 805-845-2697.**



AD SPACE	SIZE (width x height)
Double Page Spread	21.5" x 13.5"
Full Page	10" x 13.5"
3/4 Page Horizontal	10" x 10"
3/4 Page Vertical	7.5" x 13.5"
1/2 Page Horizontal	10" x 6.5"
1/2 Page Vertical	4.75" x 13.5"
Island	7.5" x 10"
3/8 Page Vertical	4.75" x 10"
1/4 Page	4.75" x 6.5"
1/4 Page Horizontal	10" x 3.25"
1/4 Page Vertical	2.25" x 13.5"
1/8 Page Horizontal	4.75" x 3"
1/8 Page Vertical	2.25" x 6.5"
Front Page Banner	10" x 1"

Pacific Coast Business Times is built in InDesign on and printed on electrobrite paper with the highest possible recycled content.