

THE SONOMA COUNTY **GAZETTE** *Written by Readers*
 www.sonomacountygazette.com

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2010 ADVERTISING RATES* (per month) & **SIZES**

Ad Size:	Dimensions:	WEB Ads:	B & W :	COLOR:
Full Page (114 s.i.)	10" Wide x 11.4" Tall	*FREE (120x240 pixels)	\$706.00 (\$6.19)	\$918.00 (\$8.05)
Full BACK PAGE (117 s.i.)	10." Wide x 11.75" Tall	*FREE (120x240 pixels)	N/A	\$1136.00 (\$9.71) RESERVED
3/4 Page Horizontal (85 s.i.)	10"w x 8.5" Tall	*FREE (120x240 pixels)	\$578.00 (\$6.80)	\$758.00 (\$8.92)
3/4 page Vertical	7.5 w x 11.4" Tall		\$578.00	\$758.00
Half Page Horizontal (57 s.i.)	10" Wide x 5.6" Tall	*FREE (120x240 pixels)	\$422.00 (\$7.40)	\$538.00 (\$9.44)
Half Page Vertical	5" Wide x 11.4" Tall		\$422.00	\$538.00
Half Page Square	7.5 Wide x 7.5 Tall		\$422.00	\$538.00
1/3 page Horizontal (37 s.i.)	10" Wide x 3.7" Tall	\$25 (120x240 pixels)**	\$295.00 (\$7.97)	\$384.00 (\$10.38)
1/3 page Vertical	5" Wide x 7.5" Tall		\$295.00	\$384.00
1/3 page Square	7.5" Wide x 5" Tall		\$295.00	\$384.00
1/4 page Horizontal (28 s.i.)	10" Wide x 2.75" Tall	\$25 (120x240 pixels)**	\$238.00 (\$8.50)	\$309.00 (\$11.04)
1/4 page Vertical	2.4" Wide x 11.4" Tall		\$238.00	\$309.00
1/4 page Square	5" Wide x 5.6" Tall		\$238.00	\$309.00
1/6 page Horizontal (18 s.i.)	7.5" Wide x 2.5" Tall	\$25 (120x240 pixels)**	\$167.00 (\$9.28)	\$210.00 (\$11.67)
1/6 page Vertical	2.4" Wide x 7.5" Tall		\$167.00	\$210.00
1/6 page Square	5" Wide x 3.7" Tall		\$167.00	\$210.00
1/8 page Horizontal (14 s.i.)	5" Wide x 2.8" Tall	\$25 (120x240 pixels)**	\$132.00 (\$9.43)	\$172.00 (\$12.29)
1/8 page Vertical	2.4" Wide x 5.6" Tall		\$132.00	\$172.00
SPECIAL (10 s.i.)	5" Wide x 2" Tall - Color ONLY			\$122.00 (\$12.20)
1/16 page Vertical (7 s.i.)	2.4" Wide x 2.8" Tall	\$25 (120x240 pixels)**	\$67.00 (\$9.57)	\$87.00 (\$12.43)
SERVICE DIRECTORY*	2.8 " Wide x 1.8" Tall	\$25 (120x240 pixels)**	\$44.00	\$70.00
<i>* No Contract Discounts</i>	2.8 Wide x 3.8 Tall		\$88.00	\$140.00

• **Print:** Other fractions of a page are available by the square inch. • **Groups/categories** may divide up a page.

* ** **WEB:** Ads (rotating positions) = \$25 (120x240 pixels) & \$50 (120x440 pixels) **TOP BANNER ADS** = \$100.00.

WEB: All advertisers linked to your web page on our **Advertisers Index** - *1/2 page or larger print ads get a FREE Web Ad!*

INSERT: 25,000 copies of your printed piece shipped to our printer & inserted (per mail route if preferred) @ \$50.00 per thousand

AD RATES are per ad per month. Rate protection for length of contract period. *Rates subject to change.*

Contracts available for 6X (5% discount) and 12X (10% discount) NO DISCOUNT for Service Directory ads. 20% non-profit discount available. **First time advertisers must pre-pay. Credit card payments are accepted by phone - but I prefer cash or check.**

ARTWORK: AD PRICES ARE FOR SPACE ONLY. Please submit press-ready artwork to SCG specifications.

Acceptable image files are TIFF, JPEG (CMYK at 300dpi) or Acrobat PDF; sent by e-mail to vesta@sonic.net or submitted on disk.

Questions: Vesta at 707/887-0253, FAX at 707/887-0249 or e-mail at vesta@sonic.net. Graphic Design services available at \$80 per hour or ask for a list of graphic designers. All artwork created by VESTA Publishing LLC is copyrighted and owned by VESTA Publishing LLC.