

THE SONOMA COUNTY GAZETTE

www.SonomaCountyGazette.com

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COUNTY-WIDE from **Cloverdale to Petaluma and Sonoma to the Coast**

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2012 COLOR ADVERTISING RATES* per month (effective Oct. 2011) **Black & White rates 10% less**

AD SIZE	WEB Ads	OPEN RATE	3 PER YEAR	6 PER YEAR	9 PER YEAR	12 PER YEAR
Full Page (114 s.i.)	FREE	\$1,400	\$1,325	\$1,250	\$1175	\$1,100
Full BACK PAGE	FREE	\$1,700	\$1,625	\$1,550	\$1475	\$1,400
3/4 Page H/V (85 s.i.)	FREE	\$1,125	\$1075	\$1025	\$970	\$920
Half Page H/V/Sq. (57 s.i.)	FREE	\$800	\$760	\$725	\$690	\$650
1/3 page H/V/Sq. (37 s.i.)	\$25	\$570	\$540	\$515	\$480	\$465
1/4 page H/V/Sq. (28 s.i.)	\$25	\$460	\$440	\$420	\$400	\$380
1/6 page H/V/Sq. (18 s.i.)	\$25	\$315	\$300	\$285	\$270	\$255
1/8 page H/V/Sq. (14 s.i.)	\$25	\$255	\$245	\$235	\$220	\$210
10 sq. inch Horizontal	\$25	\$185	\$175	\$165	\$155	\$145
7.5 sq. in. SPECIAL 12X ONLY	\$25	\$150	\$140	\$130	\$120	\$110
1/16 page Vertical (7 s.i.)	\$25	\$135	\$125	\$120	\$115	\$105

SERVICE DIRECTORY	WEB Ads	OPEN	6X	12 X
Business Card - Single - BW	\$25	\$65	\$60	\$55
Business Card - Single - CLR	\$25	\$105	\$95	\$85
Double Bus. Card - H/V - BW	\$25	\$135	\$120	\$110
Double Bus. Card - H/V - CLR	\$25	\$210	\$190	\$170

***PLEASE ASK FOR SPECIAL SUPPLEMENT RATE SHEET**

All advertisers linked to your web page on our

ADVERTISERS INDEX at www.sonomacountygazette.com

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

WEB: Ads (rotating positions) = \$25 (120x240 pixels) **FREE with 1/2 page or larger print ad**; \$50 (120x440 pixels) **TOP BANNER ADS** = \$100.00.

INSERT: Copies of your printed piece shipped to our printer & inserted (per mail route if preferred) @ \$50.00 per thousand. Please call for paper weight & instructions...707-887-0253

AD RATES are per ad per month. Rate protection for length of contract period. *Rates subject to change.* Non-profit discount available. **First time advertisers must pre-pay.** Credit card payments are accepted (VISA, MC, Discover)

ARTWORK: AD PRICES ARE FOR SPACE AND ONE HOUR OF GRAPHIC DESIGN SERVICE. Additional Graphic Design services available or ask for a list of graphic designers. **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.

Production Questions: Vesta at 707 / 887-0253, FAX at 707 / 887-0249 or e-mail at vesta@sonic.net.

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Ad Size:	Dimensions:
Full Page (114 s.i.)	10" Wide x 11.4" Tall
Full BACK PAGE (117 s.i.)	10." Wide x 11.75" Tall
3/4 Page Horizontal (85 s.i.)	10" w x 8.5" Tall
3/4 page Vertical	7.5 w x 11.4" Tall
Half Page Horizontal (57 s.i.)	10" Wide x 5.6" Tall
Half Page Vertical	5" Wide x 11.4" Tall
Half Page Square	7.5 Wide x 7.5 Tall
1/3 page Horizontal (37 s.i.)	10" Wide x 3.7" Tall
1/3 page Vertical	5" Wide x 7.5" Tall
1/3 page Square	7.5" Wide x 5" Tall
1/4 page Horizontal (28 s.i.)	10" Wide x 2.75" Tall
1/4 page Vertical	2.4" Wide x 11.4" Tall
1/4 page Square	5" Wide x 5.6" Tall
1/6 page Horizontal (18 s.i.)	7.5" Wide x 2.5" Tall
1/6 page Vertical	2.4" Wide x 7.5" Tall
1/6 page Square	5" Wide x 3.7" Tall
1/8 page Horizontal (14 s.i.)	5" Wide x 2.8" Tall
1/8 page Vertical	2.4" Wide x 5.6" Tall
10 sq. inch SPECIAL (10 s.i.)	5" Wide x 2" Tall
1/16 page Vertical (7 s.i.)	2.4" Wide x 2.8" Tall
Business Card - Single	2.8 " Wide x 1.8" Tall
Business Card - Double - Vert	2.8 Wide x 3.8 Tall
Business Card - Double - Horiz.	6" wide x 2.2"