

In 10 places at once

Where to eat in San Francisco. Where to drink in Sonoma. Which galleries to check out in San Jose. And who's who in Santa Cruz politics. Metro Newspapers have it all covered.

That's because we're not one publication, but a network of 10 locally-owned and operated newspapers and magazines with the best writers, photographers, and business professionals from the communities each serves.

Only Metro Newspapers offers the insight and edge of a local publication while delivering the quality, reliability and cost-efficiency of a much bigger one.

We're also the easiest and most effective way—week in and week out—to reach nearly a million of the most active and affluent people in Silicon Valley, San Francisco, Santa Cruz, Sonoma and around the Bay.

With one ad in Metro Newspapers, you're not just in 10 places at once... you're in all the right places.*

*If you'd prefer, we can develop a media plan that lets you target specific regions by placing ads in specific publications within our newspaper group.

Metro Newspapers is also part of the Alternative Weekly Network (AWN) which includes more than 100 North American weekly publications. If you are interested, Metro and AWN can help create a national or regional advertising plan that extends beyond the Bay Area.

→ FOR MORE INFORMATION ABOUT ADVERTISING:
408.298.8000
www.metroactive.com



The Local Alternative.

Let us
introduce
you
to our
friends
and
neighbors

What you read and see in Metro Newspapers reflects our readers and our communities—active, educated, involved and career-oriented. Our readers work hard—it's not easy leading this technological revolution—but they play even harder.

Our readers are twice as likely to go to concerts, museums, the movies and the theater than the average American.* They also eat out more, but when they're home they want to be surrounded by creature comforts and modern conveniences, not to mention state-of-the-art electronics. And after a long week at the office, they can't wait to escape into the natural and cultural paradise around them.

Our readers—predominantly 18 to 44 years old—are that rare combination of affluent and active. They have tons of interests and hobbies. Fortunately, as residents of one of the nation's wealthiest metropolitan areas, they also have the means to match their desires... not to mention a trusty guide in Metro Newspapers.

Local

Papers that deliver quality local news right to the door. Published in some of the area's most affluent neighborhoods and distributed to businesses and homes. And what's true across the nation is true here: adults are more interested in reading about events in their community than statewide, national, and international news.

Los Gatos Weekly-Times

45,000 readers/19,600 circulation
Published every Wednesday

Saratoga News

23,000 readers/10,000 circulation
Published every Wednesday

The Cupertino Courier

42,800 readers/18,600 circulation
Published every Wednesday

The Sunnyvale Sun

42,300 readers/18,400 circulation
Published every Wednesday

The Willow Glen Resident

44,200 readers/19,200 circulation
Published every Wednesday

San Jose City Times

Legal newspaper and notices
Published every Wednesday
Distributed in downtown San Jose

Alternative

For those who work and live at ground zero of the technology revolution and the cyber culture, four publications bridge the info-gap between national glossies and local dailies. The mix of engaging stories and reliable listings keeps readers in the loop about local art, news and entertainment. And this is the most effective way for advertisers to talk to these affluent and influential consumers who also tend to be hard to reach.

Silicon Valley's Metro

294,000 readers/105,000 circulation
Published every Thursday
1840 high-profile distribution points

Metro Santa Cruz

84,000 readers/30,000 circulation
Published every Wednesday
650 high-profile distribution points

Sonoma Independent

89,600 readers/32,000 circulation
Published every Thursday
550 high-profile distribution points

San Francisco Metropolitan

84,000 readers/30,000 circulation
Published every other Monday
450 high-profile distribution points

We deliver for pennies per paper

Deadlines

Reserve: two weeks prior to run

Drop-off Inserts: Friday prior to run

Payment

Must be in advance upon acceptance

Inserts cannot be accepted until a sample piece or an exact specification (size and paper stock) are approved.

Client must deliver inserts.

Let Metro Newspapers distribute your program guide, class schedule, flyer or brochure inside the area's best-read weekly publications. You can target your insert distribution to readers throughout Silicon Valley (including comprehensive coverage of San Jose, Los Gatos, Saratoga, Cupertino, Sunnyvale and Willow Glen), as well as Santa Cruz County. It's an efficient way to make sure your materials get into the right hands (and it's a lot cheaper than mailing them).

Rates**Silicon Valley's Metro + Metro Santa Cruz**

\$40 per thousand – full circulation

\$45 per thousand – partial circulation

Minimum: 40,000

**Los Gatos Weekly-Times (95030 + 95032),
Saratoga News (95070), The Cupertino
Courier (95014), The Sunnyvale Sun (94086,
94087 + 94089) + The Willow Glen Resident
(95124 + 95125)**

\$45 per thousand – full circulation

\$50 per thousand – partial circulation

Minimum: 3,000

(Price may increase depending on weight of the insert for Saratoga News, The Cupertino Courier + The Sunnyvale Sun. Rates are net for all papers).

Content: **Alternative**
 Art, entertainment, news, nightlife and dining. Required reading for those looking for something to do in Silicon Valley. Founded in 1985, Metro is the area's largest weekly publication and offers a lot more than the daily scoop.

Demographics[▲]

	Median Age	18 - 24 (%)	25 - 34	35 - 44	45 +	Single	Married	High School Grad	College Grad	Median Income (Household)
Metro Readers	39.4	9.9	29.5	24.3	36.3	55.6	45.4	96.5	48.0	\$67,998
Top 70 US Markets (avg)	42.1	14.3	21.7	22.6	43.4	44.7	55.3	89.1	32.9	\$44,439

Lifestyle[▲]

What they do for fun

	Metro Readers	Top 70 US Markets (avg)	%
Attend Cultural Events	52.2	32.8	
Go to Movies	67.7	44.2	
Dine Out (4+ times/past 2 weeks)	21.6	16.3	
Exercise at Health Club	34.5	22.3	
Ski	24.7	9.4	
Surf the Web	49.1	18.2	

What they spend their money on

Books	75.5	49.0
Stocks	37.9	21.6
Travel (foreign)	42.0	25.4
Home Improvement	66.1	N/A
Clothes	58.7	57.0
Sporting Goods	40.0	27.2
Music (CDs/Tapes)	60.6	43.8

What they plan to buy (in next 12 months)

Furniture	28.3	23.1
Eye Glasses/Contacts	49.0	34.7
Automobile	28.1	21.1
Computer/Equipment	40.8	27.1
Cruise (in next 3 years)	34.8	29.8
New Home (in next 2 years)	15.8	13.9

Pioneers with Porsches.

Metro Readers: not just some of the wealthiest people in the world, also many of the most influential. They started the technology revolution. And when these mostly 18- to 44-year olds are looking for ways to unwind, they pick up Metro. Want to talk to them directly? Advertising in Metro may be your only chance.

Content: **Alternative**
 News, nightlife, art, entertainment,
 dining and more. With local listings
 and news coverage that is both
 comprehensive and reliable.

Demographics*

	Median Age *	18 - 44 (%) **	Single †	Married †	High School Grad	College Grad ††	Median Income (household) *	Disposable Income (average) *
Santa Cruz	34.0	46.5	46.4	53.6	80.7	29.3	\$47,158	\$43,486
National Avg.	34.8	40.7	44.3	54.7	74.9	20.3	\$36,961	\$35,584

Lifestyle

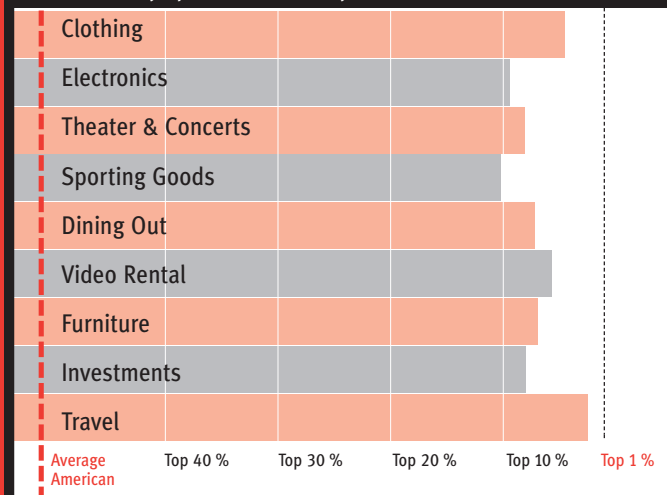
What they do for fun†

	Santa Cruz	National Average	%
Attend Cultural Events	22.1	16.3	
Listen to Music	50.1	46.4	
Read Books	39.1	36.1	
Gourmet Dining	25.5	18.4	
Vacation	43.9	42.7	
Exercise	41.3	36.7	
Ski	11.9	7.9	
Collect Fine Art/Antiques	14.3	11.7	

For the Politically and Socially Active.

Just 15 miles from Silicon Valley and an hour-and-a-half from San Francisco, Santa Cruz is home to and playground of many Bay Area professionals. And Metro Santa Cruz is the weekly of choice for those who demand design and writing that's informative and entertaining.

What they spend their money on*



SOURCES: * The Sourcebook of Zip Code Demographics, CACI Marketing Systems (1997), ** Demographics USA, Market Statistics (1998), †The Lifestyle Market Analyst (part of Monterey, CA DMA), Standard Rate & Data Service (1998), ††California Cities, Towns & Counties, Information Publications (1997)

→ FOR MORE INFORMATION ABOUT ADVERTISING please call 831.457.9000 or 408.298.8000

Metro Santa Cruz
 111 Union Street, Santa Cruz, CA 95060



The Local Alternative.

Demographics

	Median Age **	18 - 44 (%) **	Single †	Married †	High School Grad †	College Grad †	Median Income (household) *	Disposable Income (average) *
Sonoma	35.7	42.1	44.8	55.2	84.4	24.5	\$43,851	\$39,337
National Avg.	34.8	40.7	44.3	55.7	74.9	20.3	\$36,961	\$35,584

Lifestyle

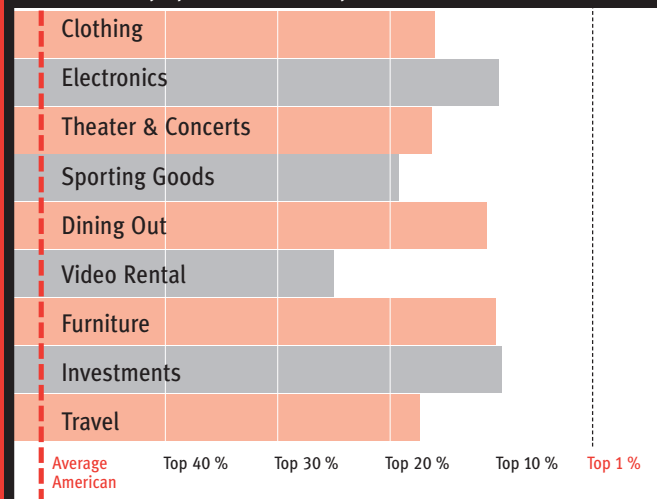
Content: **Alternative**

The residents of and visitors to the heart of Wine Country hunger for quality coverage of local news, nightlife, food, culture and more. We deliver an award-winning weekly prepared by the region's most talented journalists.

What they do for fun[†]

	Sonoma	National Average	%
Attend Cultural Events	23.6	16.3	
Listen to Music	51.6	46.4	
Read Books	38.1	36.1	
Gourmet Dining	27.0	18.4	
Vacation	48.0	42.7	
Exercise	42.1	36.7	
Ski	12.8	7.9	
Collect Fine Art/Antiques	14.0	11.7	

What they spend their money on*



Discriminating Taste.

What else would you expect from a region that produces some of the world's finest wines? Sonoma's Independent offers advertisers a chance to talk to more than 80,000 active, affluent, educated and loyal readers. Some live here, others vacation. But they have a few things in common: they're desirable, selective and difficult to reach.

SOURCES: * The Sourcebook of Zip Code Demographics, CACI Marketing Systems (1997-1998), ** Demographics USA: County Edition, Market Statistics (1998), †The Lifestyle Market Analyst, Standard Rate & Data Service (1998)

FOR MORE INFORMATION ABOUT ADVERTISING please call 707.527.1200 or 408.298.8000

Content: **Urban Lifestyle**
Fashion, music, new media, nightlife,
performance, art, and more. For the
savvy San Franciscan, finally there's a
local publication that can keep up and
keep them in the loop.

Demographics

	Median Age **	18 - 44 (%) **	Single †	Married †	High School Grad †	College Grad †	Median Income (household) *	Disposable Income (average) *
San Francisco	37.9	48.1	62.2	37.8	78.0	35.0	\$44,237	\$42,463
National Avg.	34.8	40.7	44.3	54.7	74.9	20.3	\$36,961	\$35,584

Lifestyle

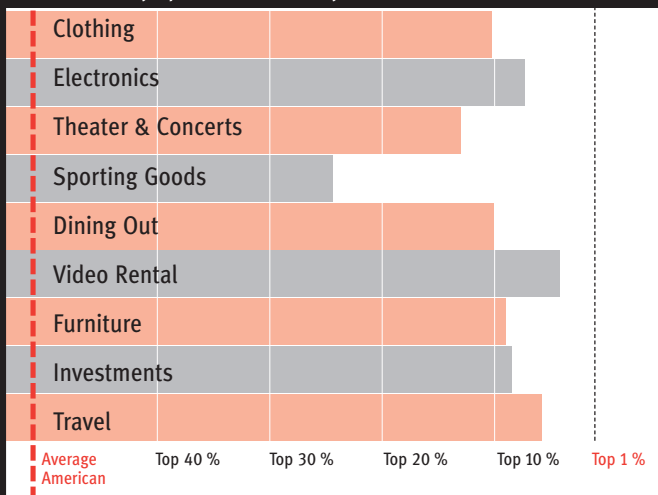
What they do for fun †

	San Francisco	National Average	%
Attend Cultural Events	33.3	16.3	
Listen to Music	56.1	46.4	
Read Books	40.8	36.1	
Gourmet Dining	32.6	18.4	
Vacation	48.3	42.7	
Exercise	44.4	36.7	
Ski	12.2	7.9	
Collect Fine Art/Antiques	18.1	11.7	

Reach hipsters,
not hippies.

San Francisco Metropolitan offers advertisers unprecedented access to the city's affluent, but hard-to-reach market. Attracted by writing and design that speaks to them, it is read religiously by 20-35 year olds leading creative lives and careers. They're smart, sophisticated, style-conscious consumers. Talk to them.

What they spend their money on *



SOURCES: * The Sourcebook of Zip Code Demographics, CACI Marketing Systems (1997), ** Demographics USA: County Edition, Market Statistics (1998), † The Lifestyle Market Analyst, Standard Rate & Data Service (1998)

→ FOR MORE INFORMATION ABOUT ADVERTISING please call 415.487.9090 or 408.298.8000
San Francisco Metropolitan
1716A-18th Street, San Francisco, CA 94107



Content: **Local**
Quality coverage of politics, personalities, events, sports, education and more.
By people who live in the community.

Demographics

Age *

	Los Gatos	National Avg
Median Age	40.4	34.8
20-44 years old	37.8 %	37.9 %

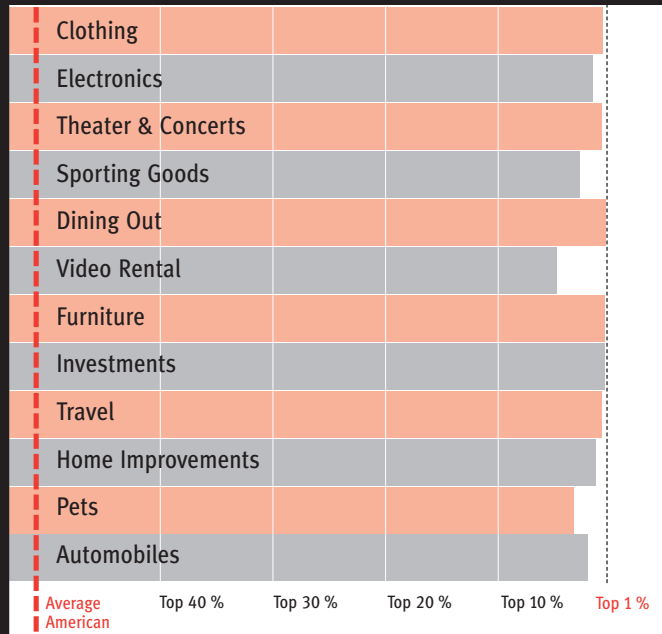
Education ·

High School Graduate	93.9 %	74.9 %
College/Advanced Degree	49.3%	20.3 %

Income *

Median Household Income	\$77,615	\$36,961
Average Disposable Income	\$68,700	\$35,584

How much they spend on the following (vs. average American) *



Loyal, Local and Loaded.

With household incomes almost double the national average, the residents of Los Gatos are a dream market for advertisers. They're active and affluent. And every Wednesday, when they want to know what's going on in their neighborhood, they open the front door and pick up their copy of the Los Gatos Weekly- Times. You can be there, too.

SOURCES: * The Sourcebook of Zip Code Demographics, CACI Marketing Systems (1997-1998), • U.S. Census (1990)

→ FOR MORE INFORMATION ABOUT ADVERTISING please call 408.354.3110 or 408.298.8000

Los Gatos Weekly-Times
245 Alameda Avenue, Los Gatos, CA 95031



Content: **Local**
Quality coverage of politics, personalities, events, sports, education and more.
By people who live in the community.

Demographics

Age *

	Saratoga	National Avg
Median Age	43.9	34.8
20-44 years old	29.5 %	37.9 %

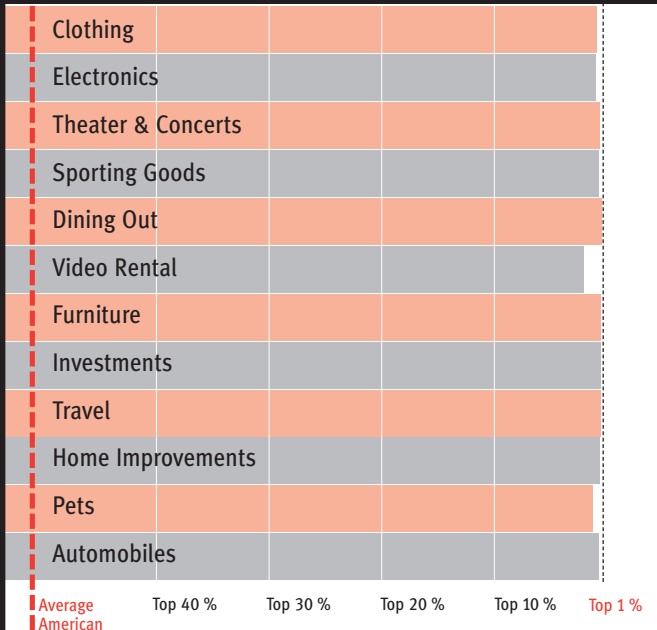
Education ·

High School Graduate	95.5 %	74.9 %
College/Advanced Degree	57.7 %	20.3 %

Income *

Median Household Income	\$107,423	\$36,961
Average Disposable Income	\$87,911	\$35,584

How much they spend on the following (vs. average American) *



Silicon Valley's Finest 'Hood

At close to \$110,000, the median household income in Saratoga is nearly 3 times the national average. And so it's not surprising that residents here spend more than 99% of all consumers on everything from eating out to furnishing their homes. They're also loyal readers of the Saratoga News — the only weekly newspaper mailed right to their homes. We'd be happy to introduce you.

Content: **Local**
Founded in 1947,
The Cupertino Courier is
a Cupertino institution.
Residents rely on it for local
news about politics, arts,
events, education, sports
and more.

Take a Byte.

Cupertino—home of Apple Computers—is the perfect market for advertisers who want to reach some of the most powerful high-tech players. Like in many of the neighboring towns, Cupertino’s residents are young and active with disposable incomes that tower over the rest of the nation. And for news about their community, they turn to their local paper, The Cupertino Courier.

Demographics

Age *

	Cupertino	National Avg
Median Age	37.6	34.8
20-44 years old	40.8 %	37.9 %

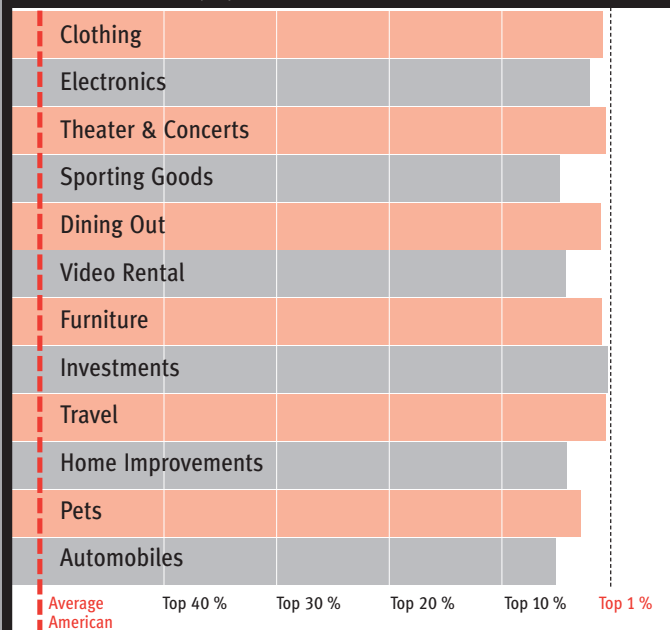
Education ·

High School Graduate	93.2 %	74.9 %
College/Advanced Degree	48.7 %	20.3 %

Income *

Median Household Income	\$77,740	\$36,961
Average Disposable Income	\$65,746	\$35,584

How much they spend on the following (vs. average American) *



Content: **Local**
Reliable news about Sunnyvale personalities, politics, events, education, sports and more. Written by people who live in the community.

There's a reason it's always sunny here.

A mix of young families and young digeratti. All attracted by Sunnyvale's flourishing downtown and the friendly, community environment. If you want to reach these prime consumers, here's your chance. Advertise in Sunnyvale's only newspaper — The Sunnyvale Sun.

Demographics

Age *

	Sunnyvale	National Avg
Median Age	36.1	34.8
20-44 years old	45.6 %	37.9 %

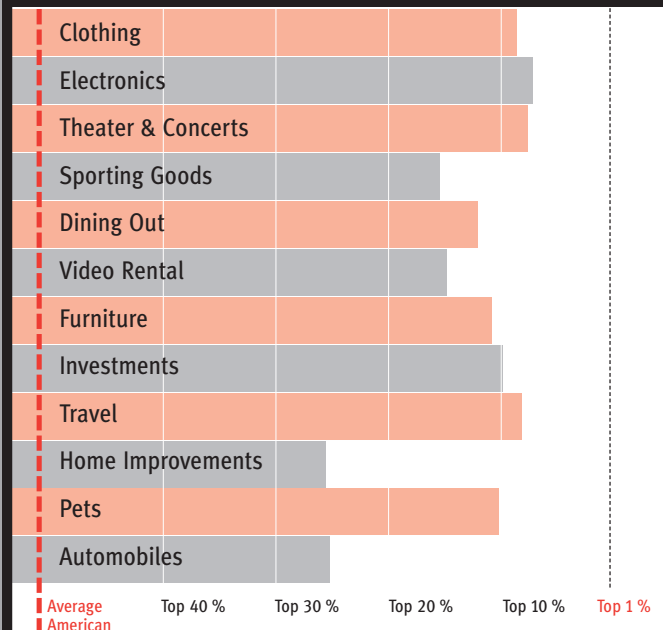
Education ·

High School Graduate	87.1 %	74.9 %
College/Advanced Degree	37.1 %	20.3 %

Income *

Median Household Income	\$59,409	\$36,961
Average Disposable Income	\$50,171	\$35,584

How much they spend on the following (vs. average American) *



Content: **Local**
Willow Glen politics,
personalities, events,
education, sports and more.
Written by people who live in
the community.

Demographics

Age *

	Willow Glen	National Avg
Median Age	37.3	34.8
20-44 years old	40.3 %	37.9 %

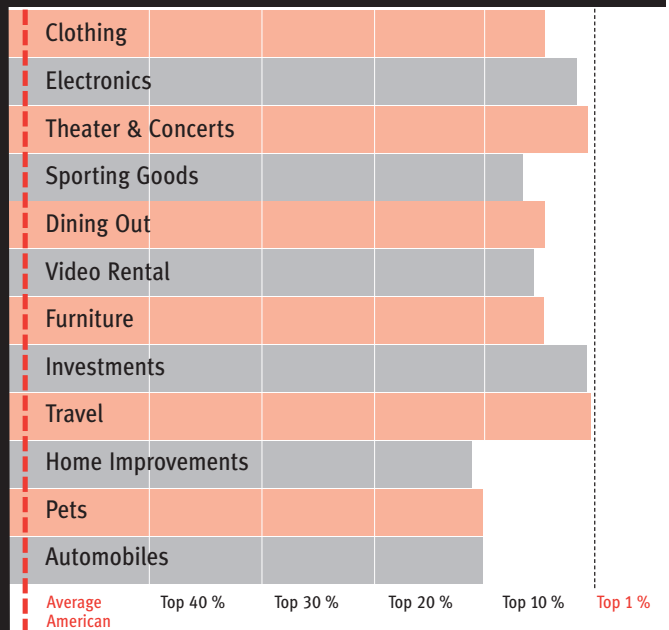
Education ·

High School Graduate	85.1 %	74.9 %
College/Advanced Degree	30.3 %	20.3 %

Income *

Median Household Income	\$59,881	\$36,961
Average Disposable Income	\$56,652	\$35,584

How much they spend on the following (vs. average American) *



**Location,
Location,
Location.**

Less than 2 miles from downtown San Jose, Willow Glen is quaint and located in the middle of Silicon Valley. That's what makes this zip code one of the most desirable in the area. Advertise in The Willow Glen Resident and each week we'll deliver your message to some of the nicest doorsteps in the nation.

SOURCES: * The Sourcebook of Zip Code Demographics, CACI Marketing Systems (1997-1998), • U.S. Census (1990)

→ FOR MORE INFORMATION ABOUT ADVERTISING
please call 408.298.8000
The Willow Glen Resident
550 South First Street, San Jose, CA 95113





San Jose
Tel 408.298.8000
Fax 408.298.0602























San Francisco
Tel 415.487.9090
Fax 415.487.9094

Santa Cruz
Tel 831.457.9000
Fax 831.457.5828

Internet
www.metroactive.com
ads@sjmetro.com

National Advertising Rates Bay Area Newspapers

Metro Package Metro/Metro Santa Cruz

	Full page	4 col x 12 ³ / ₄ " 51 col inches	1x \$4778 6x 4269	13x 4003 26x 3717	39x 3526 52x 3334
	3/4 v	3 col x 12 ³ / ₄ " 38.25 col inches	1x 3654 6x 3266	13x 3063 26x 2844	39x 2698 52x 2551
	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 3242 6x 2897	13x 2717 26x 2523	39x 2393 52x 2263
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 3096 6x 2767	13x 2595 26x 2409	39x 2285 52x 2161
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 2586 6x 2311	13x 2167 26x 2012	39x 1909 52x 1805
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 2586 6x 2311	13x 2167 26x 2012	39x 1909 52x 1805
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 2586 6x 2311	13x 2167 26x 2012	39x 1909 52x 1805
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 2180 6x 1947	13x 1826 26x 1695	39x 1608 52x 1521
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 1946 6x 1739	13x 1631 26x 1514	39x 1437 52x 1359
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 1765 6x 1577	13x 1479 26x 1373	39x 1302 52x 1232
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 1344 6x 1201	13x 1126 26x 1046	39x 992 52x 938
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 1344 6x 1201	13x 1126 26x 1046	39x 992 52x 938
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 1344 6x 1201	13x 1126 26x 1046	39x 992 52x 938
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 1093 6x 977	13x 917 26x 851	39x 807 52x 764
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 901 6x 805	13x 755 26x 701	39x 665 52x 629
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 901 6x 805	13x 755 26x 701	39x 665 52x 629
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 681 6x 608	13x 571 26x 530	39x 503 52x 475
	1/8 h	2 col x 3" 6.5 col inches	1x 681 6x 608	13x 571 26x 530	39x 503 52x 475
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 467 6x 418	13x 392 26x 364	39x 345 52x 327
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 467 6x 418	13x 392 26x 364	39x 345 52x 327
	1/16 sq	1 col x 3" 3.25 col inches	1x 357 6x 320	13x 300 26x 278	39x 264 52x 250
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 257 6x 231	13x 217 26x 202	39x 191 52x 181

10% discount for pre-payment
Rates are commissionable



San Jose
Tel 408.298.8000
Fax 408.298.0602























San Francisco
Tel 415.487.9090
Fax 415.487.9094

Santa Cruz
Tel 831.457.9000
Fax 831.457.5828

Internet
www.metroactive.com
ads@sjmetro.com

National Advertising Rates Bay Area Newspapers

Metro

	Full page	4 col x 12 ³ / ₄ " 51 col inches	1x \$3712 6x 3267	13x 3044 26x 2821	39x 2673 52x 2524
	3/4 v	3 col x 12 ³ / ₄ " 38.25 col inches	1x 2821 6x 2482	13x 2313 26x 2144	39x 2031 52x 1918
	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 2513 6x 2211	13x 2060 26x 1910	39x 1809 52x 1709
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 2398 6x 2110	13x 1966 26x 1822	39x 1726 52x 1630
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 2007 6x 1766	13x 1646 26x 1525	39x 1445 52x 1365
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 2007 6x 1766	13x 1646 26x 1525	39x 1445 52x 1365
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 2007 6x 1766	13x 1646 26x 1525	39x 1445 52x 1365
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 1699 6x 1495	13x 1393 26x 1291	39x 1223 52x 1155
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 1507 6x 1326	13x 1235 26x 1145	39x 1085 52x 1024
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 1372 6x 1207	13x 1125 26x 1043	39x 988 52x 933
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 1038 6x 914	13x 852 26x 789	39x 748 52x 706
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 1038 6x 914	13x 852 26x 789	39x 748 52x 706
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 1038 6x 914	13x 852 26x 789	39x 748 52x 706
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 834 6x 734	13x 684 26x 634	39x 600 52x 567
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 699 6x 615	13x 573 26x 531	39x 503 52x 475
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 699 6x 615	13x 573 26x 531	39x 503 52x 475
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 526 6x 462	13x 431 26x 399	39x 378 52x 357
	1/8 h	2 col x 3" 6.5 col inches	1x 526 6x 462	13x 431 26x 399	39x 378 52x 357
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 359 6x 316	13x 294 26x 273	39x 258 52x 244
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 359 6x 316	13x 294 26x 273	39x 258 52x 244
	1/16 sq	1 col x 3" 3.25 col inches	1x 269 6x 237	13x 221 26x 205	39x 194 52x 183
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 179 6x 158	13x 147 26x 136	39x 129 52x 122

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


















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	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 811 6x 762	13x 730 26x 681	39x 649 52x 616
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 776 6x 730	13x 699 26x 652	39x 621 52x 590
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 644 6x 605	13x 580 26x 541	39x 515 52x 489
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 644 6x 605	13x 580 26x 541	39x 515 52x 489
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 644 6x 605	13x 580 26x 541	39x 515 52x 489
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 535 6x 503	13x 481 26x 449	39x 428 52x 406
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 489 6x 459	13x 440 26x 411	39x 391 52x 371
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 437 6x 411	13x 393 26x 367	39x 350 52x 332
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 339 6x 319	13x 305 26x 285	39x 271 52x 258
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 339 6x 319	13x 305 26x 285	39x 271 52x 258
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 339 6x 319	13x 305 26x 285	39x 271 52x 258
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 288 6x 270	13x 259 26x 242	39x 230 52x 219
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 224 6x 211	13x 202 26x 188	39x 179 52x 170
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 224 6x 211	13x 202 26x 188	39x 179 52x 170
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 173 6x 162	13x 155 26x 145	39x 138 52x 131
	1/8 h	2 col x 3" 6.5 col inches	1x 173 6x 162	13x 155 26x 145	39x 138 52x 131
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 121 6x 114	13x 109 26x 101	39x 97 52x 92
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 121 6x 114	13x 109 26x 101	39x 97 52x 92
	1/16 sq	1 col x 3" 3.25 col inches	1x 98 6x 92	13x 88 26x 82	39x 78 52x 74
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 86 6x 81	13x 78 26x 72	39x 69 52x 66

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


















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	3/4 v	3 col x 12 ³ / ₄ " 38.25 col inches	1x 1020 6x 898	13x 796 26x 714	39x 663 52x 612
	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 920 6x 810	13x 718 26x 644	39x 598 52x 552
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 863 6x 759	13x 673 26x 604	39x 561 52x 518
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 718 6x 631	13x 560 26x 502	39x 466 52x 431
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 718 6x 631	13x 560 26x 502	39x 466 52x 431
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 718 6x 631	13x 560 26x 502	39x 466 52x 431
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 598 6x 526	13x 466 26x 419	39x 389 52x 359
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 541 6x 476	13x 422 26x 378	39x 351 52x 324
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 492 6x 433	13x 384 26x 345	39x 320 52x 295
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 368 6x 324	13x 287 26x 258	39x 239 52x 221
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 368 6x 324	13x 287 26x 258	39x 239 52x 221
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 368 6x 324	13x 287 26x 258	39x 239 52x 221
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 304 6x 267	13x 237 26x 213	39x 197 52x 182
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 265 6x 233	13x 206 26x 185	39x 172 52x 159
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 265 6x 233	13x 206 26x 185	39x 172 52x 159
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 201 6x 177	13x 157 26x 141	39x 131 52x 121
	1/8 h	2 col x 3" 6.5 col inches	1x 201 6x 177	13x 157 26x 141	39x 131 52x 121
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 138 6x 121	13x 108 26x 97	39x 90 52x 83
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 138 6x 121	13x 108 26x 97	39x 90 52x 83
	1/16 sq	1 col x 3" 3.25 col inches	1x 104 6x 91	13x 81 26x 72	39x 67 52x 62
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 92 6x 81	13x 72 26x 64	39x 60 52x 55

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


















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	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 1380 6x 1242	13x 1159 26x 1104	39x — 52x —
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 1323 6x 1190	13x 1111 26x 1058	39x — 52x —
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 1093 6x 983	13x 918 26x 874	39x — 52x —
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 1093 6x 983	13x 918 26x 874	39x — 52x —
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 1093 6x 983	13x 918 26x 874	39x — 52x —
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 909 6x 818	13x 763 26x 727	39x — 52x —
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 834 6x 750	13x 700 26x 667	39x — 52x —
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 742 6x 668	13x 623 26x 593	39x — 52x —
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 575 6x 518	13x 483 26x 460	39x — 52x —
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 575 6x 518	13x 483 26x 460	39x — 52x —
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 575 6x 518	13x 483 26x 460	39x — 52x —
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 489 6x 440	13x 411 26x 391	39x — 52x —
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 380 6x 342	13x 319 26x 304	39x — 52x —
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 380 6x 342	13x 319 26x 304	39x — 52x —
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 293 6x 264	13x 246 26x 235	39x — 52x —
	1/8 h	2 col x 3" 6.5 col inches	1x 293 6x 264	13x 246 26x 235	39x — 52x —
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 207 6x 186	13x 174 26x 166	39x — 52x —
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 207 6x 186	13x 174 26x 166	39x — 52x —
	1/16 sq	1 col x 3" 3.25 col inches	1x 155 6x 140	13x 130 26x 124	39x — 52x —
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 127 6x 114	13x 106 26x 101	39x — 52x —

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	3/4 v	3 col x 12 ³ / ₄ " 38.25 col inches	1x 4572 6x 4074	13x 3779 26x 3486	39x 3294 52x 3102
	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 4070 6x 3626	13x 3363 26x 3102	39x 2931 52x 2760
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 3873 6x 3450	13x 3200 26x 2953	39x 2790 52x 2627
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 3232 6x 2879	13x 2671 26x 2464	39x 2328 52x 2193
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 3232 6x 2879	13x 2671 26x 2464	39x 2328 52x 2193
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 3232 6x 2879	13x 2671 26x 2464	39x 2328 52x 2193
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 2718 6x 2421	13x 2246 26x 2072	39x 1958 52x 1844
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 2433 6x 2167	13x 2011 26x 1855	39x 1753 52x 1651
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 2208 6x 1967	13x 1824 26x 1683	39x 1590 52x 1498
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 1675 6x 1492	13x 1385 26x 1278	39x 1207 52x 1137
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 1675 6x 1492	13x 1385 26x 1278	39x 1207 52x 1137
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 1675 6x 1492	13x 1385 26x 1278	39x 1207 52x 1137
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 1366 6x 1217	13x 1130 26x 1042	39x 985 52x 928
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 1139 6x 1014	13x 941 26x 868	39x 820 52x 772
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 1139 6x 1014	13x 941 26x 868	39x 820 52x 772
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 862 6x 768	13x 712 26x 657	39x 620 52x 584
	1/8 h	2 col x 3" 6.5 col inches	1x 862 6x 768	13x 712 26x 657	39x 620 52x 584
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 592 6x 527	13x 489 26x 451	39x 426 52x 401
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 592 6x 527	13x 489 26x 451	39x 426 52x 401
	1/16 sq	1 col x 3" 3.25 col inches	1x 450 6x 401	13x 372 26x 344	39x 325 52x 306
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 340 6x 304	13x 282 26x 260	39x 245 52x 231

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


















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National Advertising Rates Bay Area Newspapers

South Bay Package

Metro/Metro Santa Cruz/All Five Community Papers

	Full page	4 col x 12 ³ / ₄ " 51 col inches	1x \$9168 6x 8456	13x 8089 26x 7539	39x 7172 52x 6805
	3/4 v	3 col x 12 ³ / ₄ " 38.25 col inches	1x 7088 6x 6537	13x 6254 26x 5828	39x 5545 52x 5261
	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 6247 6x 5762	13x 5512 26x 5137	39x 4887 52x 4637
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 5974 6x 5510	13x 5271 26x 4913	39x 4674 52x 4435
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 4973 6x 4587	13x 4388 26x 4089	39x 3890 52x 3691
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 4973 6x 4587	13x 4388 26x 4089	39x 3890 52x 3691
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 4973 6x 4587	13x 4388 26x 4089	39x 3890 52x 3691
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 4162 6x 3839	13x 3672 26x 3423	39x 3256 52x 3090
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 3760 6x 3468	13x 3318 26x 3092	39x 2942 52x 2791
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 3386 6x 3123	13x 2988 26x 2785	39x 2649 52x 2514
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 2604 6x 2402	13x 2297 26x 2141	39x 2037 52x 1933
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 2604 6x 2402	13x 2297 26x 2141	39x 2037 52x 1933
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 2604 6x 2402	13x 2297 26x 2141	39x 2037 52x 1933
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 2163 6x 1996	13x 1909 26x 1779	39x 1693 52x 1606
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 1734 6x 1599	13x 1530 26x 1426	39x 1356 52x 1287
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 1734 6x 1599	13x 1530 26x 1426	39x 1356 52x 1287
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 1323 6x 1220	13x 1167 26x 1088	39x 1035 52x 982
	1/8 h	2 col x 3" 6.5 col inches	1x 1323 6x 1220	13x 1167 26x 1088	39x 1035 52x 982
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 915 6x 844	13x 807 26x 752	39x 715 52x 679
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 915 6x 844	13x 807 26x 752	39x 715 52x 679
	1/16 sq	1 col x 3" 3.25 col inches	1x 692 6x 639	13x 611 26x 569	39x 542 52x 514
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 493 6x 455	13x 435 26x 406	39x 386 52x 366

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


















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National Advertising Rates Silicon Valley Newspapers

One Community Paper

	Full page	4 col x 12 ³ / ₄ " 51 col inches	1x \$1267 6x 1191	13x 1141 26x 1065	39x 1014 52x 963
	3/4 v	3 col x 12 ³ / ₄ " 38.25 col inches	1x 990 6x 931	13x 891 26x 832	39x 792 52x 753
	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 867 6x 815	13x 780 26x 728	39x 694 52x 659
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 830 6x 780	13x 747 26x 697	39x 664 52x 631
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 689 6x 648	13x 620 26x 579	39x 551 52x 524
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 689 6x 648	13x 620 26x 579	39x 551 52x 524
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 689 6x 648	13x 620 26x 579	39x 551 52x 524
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 573 6x 538	13x 515 26x 481	39x 458 52x 435
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 523 6x 492	13x 471 26x 440	39x 419 52x 398
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 468 6x 440	13x 421 26x 393	39x 374 52x 356
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 363 6x 342	13x 327 26x 305	39x 291 52x 276
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 363 6x 342	13x 327 26x 305	39x 291 52x 276
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 363 6x 342	13x 327 26x 305	39x 291 52x 276
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 308 6x 290	13x 277 26x 259	39x 247 52x 234
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 240 6x 226	13x 216 26x 202	39x 192 52x 183
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 240 6x 226	13x 216 26x 202	39x 192 52x 183
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 185 6x 174	13x 167 26x 156	39x 148 52x 141
	1/8 h	2 col x 3" 6.5 col inches	1x 185 6x 174	13x 167 26x 156	39x 148 52x 141
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 129 6x 121	13x 116 26x 108	39x 103 52x 98
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 129 6x 121	13x 116 26x 108	39x 103 52x 98
	1/16 sq	1 col x 3" 3.25 col inches	1x 97 6x 91	13x 87 26x 81	39x 77 52x 73
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 68 6x 64	13x 61 26x 57	39x 54 52x 52

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


















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National Advertising Rates Silicon Valley Newspapers

Two Community Papers

	Full page	4 col x 12 ³ / ₄ " 51 col inches	1x \$2154 6x 2025	13x 1939 26x 1810	39x 1724 52x 1637
	3/4 v	3 col x 12 ³ / ₄ " 38.25 col inches	1x 1683 6x 1582	13x 1515 26x 1414	39x 1347 52x 1279
	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 1474 6x 1386	13x 1327 26x 1238	39x 1179 52x 1120
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 1412 6x 1327	13x 1270 26x 1186	39x 1129 52x 1073
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 1171 6x 1101	13x 1054 26x 984	39x 937 52x 890
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 1171 6x 1101	13x 1054 26x 984	39x 937 52x 890
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 1171 6x 1101	13x 1054 26x 984	39x 937 52x 890
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 974 6x 915	13x 876 26x 818	39x 779 52x 740
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 890 6x 836	13x 801 26x 747	39x 712 52x 676
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 796 6x 748	13x 716 26x 668	39x 637 52x 605
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 618 6x 581	13x 556 26x 519	39x 494 52x 470
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 618 6x 581	13x 556 26x 519	39x 494 52x 470
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 618 6x 581	13x 556 26x 519	39x 494 52x 470
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 524 6x 493	13x 472 26x 440	39x 419 52x 398
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 409 6x 384	13x 368 26x 343	39x 327 52x 311
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 409 6x 384	13x 368 26x 343	39x 327 52x 311
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 315 6x 296	13x 283 26x 264	39x 252 52x 239
	1/8 h	2 col x 3" 6.5 col inches	1x 315 6x 296	13x 283 26x 264	39x 252 52x 239
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 219 6x 206	13x 197 26x 184	39x 175 52x 166
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 219 6x 206	13x 197 26x 184	39x 175 52x 166
	1/16 sq	1 col x 3" 3.25 col inches	1x 164 6x 154	13x 148 26x 138	39x 131 52x 125
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 115 6x 108	13x 104 26x 97	39x 92 52x 88

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


















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Three Community Papers

	Full page	4 col x 12 ³ / ₄ " 51 col inches	1x \$3118 6x 2931	13x 2806 26x 2619	39x 2494 52x 2369
	3/4 v	3 col x 12 ³ / ₄ " 38.25 col inches	1x 2436 6x 2290	13x 2192 26x 2046	39x 1949 52x 1851
	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 2133 6x 2005	13x 1920 26x 1792	39x 1706 52x 1621
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 2043 6x 1920	13x 1838 26x 1716	39x 1634 52x 1552
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 1695 6x 1593	13x 1525 26x 1423	39x 1356 52x 1288
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 1695 6x 1593	13x 1525 26x 1423	39x 1356 52x 1288
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 1695 6x 1593	13x 1525 26x 1423	39x 1356 52x 1288
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 1409 6x 1324	13x 1268 26x 1183	39x 1127 52x 1071
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 1287 6x 1210	13x 1158 26x 1081	39x 1030 52x 978
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 1151 6x 1082	13x 1036 26x 967	39x 921 52x 875
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 894 6x 840	13x 805 26x 751	39x 715 52x 679
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 894 6x 840	13x 805 26x 751	39x 715 52x 679
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 894 6x 840	13x 805 26x 751	39x 715 52x 679
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 758 6x 713	13x 682 26x 637	39x 607 52x 576
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 591 6x 556	13x 532 26x 497	39x 473 52x 449
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 591 6x 556	13x 532 26x 497	39x 473 52x 449
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 455 6x 428	13x 410 26x 383	39x 364 52x 346
	1/8 h	2 col x 3" 6.5 col inches	1x 455 6x 428	13x 410 26x 383	39x 364 52x 346
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 317 6x 298	13x 285 26x 266	39x 253 52x 241
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 317 6x 298	13x 285 26x 266	39x 253 52x 241
	1/16 sq	1 col x 3" 3.25 col inches	1x 238 6x 223	13x 214 26x 200	39x 190 52x 181
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 167 6x 157	13x 150 26x 140	39x 134 52x 127

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


















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	Full page	4 col x 12 ³ / ₄ " 51 col inches	1x \$4005 6x 3764	13x 3604 26x 3364	39x 3204 52x 3044
	3/4 v	3 col x 12 ³ / ₄ " 38.25 col inches	1x 3129 6x 2941	13x 2816 26x 2628	39x 2503 52x 2378
	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 2740 6x 2576	13x 2466 26x 2302	39x 2192 52x 2082
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 2624 6x 2466	13x 2361 26x 2204	39x 2099 52x 1994
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 2177 6x 2046	13x 1959 26x 1828	39x 1741 52x 1654
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 2177 6x 2046	13x 1959 26x 1828	39x 1741 52x 1654
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 2177 6x 2046	13x 1959 26x 1828	39x 1741 52x 1654
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 1810 6x 1701	13x 1629 26x 1520	39x 1448 52x 1375
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 1653 6x 1554	13x 1488 26x 1389	39x 1323 52x 1257
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 1479 6x 1390	13x 1331 26x 1242	39x 1183 52x 1124
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 1148 6x 1079	13x 1034 26x 965	39x 919 52x 873
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 1148 6x 1079	13x 1034 26x 965	39x 919 52x 873
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 1148 6x 1079	13x 1034 26x 965	39x 919 52x 873
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 974 6x 915	13x 877 26x 818	39x 779 52x 740
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 760 6x 714	13x 684 26x 638	39x 608 52x 577
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 760 6x 714	13x 684 26x 638	39x 608 52x 577
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 585 6x 550	13x 527 26x 491	39x 468 52x 445
	1/8 h	2 col x 3" 6.5 col inches	1x 585 6x 550	13x 527 26x 491	39x 468 52x 445
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 407 6x 383	13x 366 26x 342	39x 326 52x 309
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 407 6x 383	13x 366 26x 342	39x 326 52x 309
	1/16 sq	1 col x 3" 3.25 col inches	1x 305 6x 287	13x 275 26x 256	39x 244 52x 232
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 214 6x 202	13x 193 26x 180	39x 172 52x 163

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


















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Five Community Papers

	Full page	4 col x 12 ³ / ₄ " 51 col inches	1x \$4816 6x 4527	13x 4334 26x 4045	39x 3853 52x 3660
	3/4 v	3 col x 12 ³ / ₄ " 38.25 col inches	1x 3763 6x 3537	13x 3386 26x 3161	39x 3010 52x 2860
	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 3295 6x 3097	13x 2965 26x 2768	39x 2636 52x 2504
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 3155 6x 2966	13x 2840 26x 2650	39x 2524 52x 2398
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 2618 6x 2461	13x 2356 26x 2199	39x 2094 52x 1989
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 2618 6x 2461	13x 2356 26x 2199	39x 2094 52x 1989
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 2618 6x 2461	13x 2356 26x 2199	39x 2094 52x 1989
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 2176 6x 2046	13x 1959 26x 1828	39x 1741 52x 1654
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 1988 6x 1869	13x 1790 26x 1670	39x 1591 52x 1511
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 1779 6x 1672	13x 1601 26x 1494	39x 1423 52x 1352
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 1381 6x 1298	13x 1243 26x 1160	39x 1105 52x 1049
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 1381 6x 1298	13x 1243 26x 1160	39x 1105 52x 1049
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 1381 6x 1298	13x 1243 26x 1160	39x 1105 52x 1049
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 1171 6x 1101	13x 1054 26x 984	39x 937 52x 890
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 913 6x 859	13x 822 26x 767	39x 731 52x 694
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 913 6x 859	13x 822 26x 767	39x 731 52x 694
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 704 6x 661	13x 633 26x 591	39x 563 52x 535
	1/8 h	2 col x 3" 6.5 col inches	1x 704 6x 661	13x 633 26x 591	39x 563 52x 535
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 489 6x 460	13x 440 26x 411	39x 392 52x 372
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 489 6x 460	13x 440 26x 411	39x 392 52x 372
	1/16 sq	1 col x 3" 3.25 col inches	1x 367 6x 345	13x 330 26x 308	39x 294 52x 279
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 258 6x 242	13x 232 26x 217	39x 206 52x 196

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


















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	3/4 v	3 col x 12 ³ / ₄ " 38.25 col inches	1x 2821 6x 2482	13x 2313 26x 2144	39x 2031 52x 1918
	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 2513 6x 2211	13x 2060 26x 1910	39x 1809 52x 1709
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 2398 6x 2110	13x 1966 26x 1822	39x 1726 52x 1630
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 2007 6x 1766	13x 1646 26x 1525	39x 1445 52x 1365
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 2007 6x 1766	13x 1646 26x 1525	39x 1445 52x 1365
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 2007 6x 1766	13x 1646 26x 1525	39x 1445 52x 1365
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 1699 6x 1495	13x 1393 26x 1291	39x 1223 52x 1155
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 1507 6x 1326	13x 1235 26x 1145	39x 1085 52x 1024
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 1372 6x 1207	13x 1125 26x 1043	39x 988 52x 933
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 1038 6x 914	13x 852 26x 789	39x 748 52x 706
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 1038 6x 914	13x 852 26x 789	39x 748 52x 706
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 1038 6x 914	13x 852 26x 789	39x 748 52x 706
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 834 6x 734	13x 684 26x 634	39x 600 52x 567
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 699 6x 615	13x 573 26x 531	39x 503 52x 475
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 699 6x 615	13x 573 26x 531	39x 503 52x 475
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 526 6x 462	13x 431 26x 399	39x 378 52x 357
	1/8 h	2 col x 3" 6.5 col inches	1x 526 6x 462	13x 431 26x 399	39x 378 52x 357
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 359 6x 316	13x 294 26x 273	39x 258 52x 244
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 359 6x 316	13x 294 26x 273	39x 258 52x 244
	1/16 sq	1 col x 3" 3.25 col inches	1x 269 6x 237	13x 221 26x 205	39x 194 52x 183
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 179 6x 158	13x 147 26x 136	39x 129 52x 122

10% discount for pre-payment
Rates are commissionable



San Jose
Tel 408.298.8000
Fax 408.298.0602

San Francisco
Tel 415.487.9090
Fax 415.487.9094

Santa Cruz
Tel 831.457.9000
Fax 831.457.5828

Internet
www.metroactive.com
ads@sjmetro.com

National Advertising Rates Silicon Valley Newspapers

Silicon Valley Package

Metro/All Five Community Papers

	Full page	4 col x 12 ³ / ₄ " 51 col inches	1x \$8102 6x 7453	13x 7129 26x 6643	39x 6319 52x 5995
	3/4 v	3 col x 12 ³ / ₄ " 38.25 col inches	1x 6254 6x 5754	13x 5504 26x 5129	39x 4878 52x 4628
	2/3 h	4 col x 8 ⁷ / ₁₆ " 34 col inches	1x 5517 6x 5076	13x 4855 26x 4524	39x 4304 52x 4083
	3/5 (Junior page)	3 col x 10 ⁹ / ₁₆ " 29.75 col inches	1x 5275 6x 4853	13x 4642 26x 4326	39x 4115 52x 3904
	1/2 sq	3 col x 8 ⁷ / ₁₆ " 25.5 col inches	1x 4393 6x 4042	13x 3866 26x 3602	39x 3427 52x 3251
	1/2 v	2 col x 12 ³ / ₄ " 25.5 col inches	1x 4393 6x 4042	13x 3866 26x 3602	39x 3427 52x 3251
	1/2 h	4 col x 6 ¹ / ₄ " 25.5 col inches	1x 4393 6x 4042	13x 3866 26x 3602	39x 3427 52x 3251
	2/5 v	2 col x 10 ⁹ / ₁₆ " 20.25 col inches	1x 3681 6x 3387	13x 3239 26x 3018	39x 2871 52x 2724
	3/8 sq	3 col x 6 ¹ / ₄ " 19.25 col inches	1x 3320 6x 3054	13x 2922 26x 2722	39x 2590 52x 2457
	1/3 v	2 col x 8 ⁷ / ₁₆ " 17 col inches	1x 2993 6x 2754	13x 2634 26x 2454	39x 2335 52x 2215
	1/4 sq	2 col x 6 ¹ / ₄ " 12.75 col inches	1x 2298 6x 2115	13x 2023 26x 1885	39x 1793 52x 1701
	1/4 v	1 col x 12 ³ / ₄ " 12.75 col inches	1x 2298 6x 2115	13x 2023 26x 1885	39x 1793 52x 1701
	1/4 h	3 col x 4 ¹ / ₁₆ " 12.75 col inches	1x 2298 6x 2115	13x 2023 26x 1885	39x 1793 52x 1701
	1/5 v	1 col x 10 ⁹ / ₁₆ " 10.25 col inches	1x 1905 6x 1752	13x 1676 26x 1562	39x 1486 52x 1409
	1/6 sq	2 col x 4 ¹ / ₁₆ " 8.5 col inches	1x 1532 6x 1409	13x 1348 26x 1256	39x 1195 52x 1134
	1/6 v	1 col x 8 ⁷ / ₁₆ " 8.5 col inches	1x 1532 6x 1409	13x 1348 26x 1256	39x 1195 52x 1134
	1/8 v	1 col x 6 ¹ / ₄ " 6.5 col inches	1x 1168 6x 1074	13x 1028 26x 957	39x 911 52x 864
	1/8 h	2 col x 3" 6.5 col inches	1x 1168 6x 1074	13x 1028 26x 957	39x 911 52x 864
	1/12 v	1 col x 4 ¹ / ₁₆ " 4.25 col inches	1x 806 6x 741	13x 709 26x 661	39x 629 52x 596
	1/12 h	2 col x 1 ¹⁵ / ₁₆ " 4.25 col inches	1x 806 6x 741	13x 709 26x 661	39x 629 52x 596
	1/16 sq	1 col x 3" 3.25 col inches	1x 604 6x 556	13x 532 26x 496	39x 471 52x 447
	1/24 sq	1 col x 1 ¹⁵ / ₁₆ " 2.25 col inches	1x 415 6x 382	13x 366 26x 341	39x 324 52x 307

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Advertising with Metro Newspapers

Policies

Payment in advance is required of all advertisers unless credit is approved by publisher.

Accounts are due and payable upon billing, and become past due on the 10th day following statement date. A service charge of 1.5 percent per month will be assessed on overdue balances, 50¢ minimum. I/We agree that should it become necessary for Metro Newspapers to institute legal proceedings for the collection of any balance due under this account, I/We agree to pay reasonable attorney's fees to be fixed by the court, and all costs to suit.

There is no charge for basic typesetting and layout.

Metro Newspapers will make every effort to comply with reasonable placement requests when possible but no placement may be reserved or guaranteed.

Conditions

As used in this section the term "publisher" shall refer to Metro Newspapers. The publisher reserves the right to edit, alter, omit, or refuse any advertising submitted for publication and to insert the word "Advertisement" where deemed appropriate.

Metro Newspapers accepts no liability for its failure, for any cause, to insert an advertisement. Liability for any error appearing in an advertisement is limited to the cost of the space actually occupied. No allowance, however, will be granted for an error that does not materially affect the value of the advertisement. To qualify for an adjustment, any error must be reported within 15 days of publication date. Credit for errors is limited to first insertion.

Drawings, artwork and articles for reproduction are accepted only at advertiser's risk and should be clearly marked to facilitate return.

Advertisements are accepted upon the representation that the advertiser and/or its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense and/or loss by reason of any claims arising out of publication.

Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God,

action by any governmental entity, fire, flood, earthquake, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.

Metro Newspapers reserves the right to revise its advertising rates at any time. Announcement of an increase shall be made four weeks in advance to contract advertisers. Conditions other than rates are subject to change by publisher without notice.

All advertising orders are accepted subject to other provisions, terms, and rates of our current rate card. Failing to meet contract requirement for frequency or number of inches will be re-billed at a higher rate corresponding to the actual amount of space used at the earned frequency or bulk rate.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of the rate card.

No verbal agreement altering the rates and/or terms of this rate card shall be recognized.

Premium Placement

15 percent will be added to the ad cost for Premium Page Placement.

Political Rate

Payable at time of placement.

Cancellations

Ad space order cancelled after 5pm Thursday before publication will be charged to client at 50 percent of Gross Rate. Ads cancelled after 2pm Friday will be charged for space reserved.

Preprinted Insertion

Call your sales representative.

Mechanical Information

Metro Newspapers format is based on a 4-column tabloid page on 14-inch newsprint. For best reproduction, advertising material should be submitted as either a 1-piece velox or camera-ready mechanical, or as clean black and white artwork. Prescreened halftones should be to size and 85-line.

Production Charges

Services will be charged as follows:

Scan	\$12
Screened effects.	\$12
Reversal	\$12
Double burn	\$20
Velox of finished ad	\$14
Original art.	\$65/hr
Photography.	\$50/hr
Media transfer	\$65/hr
Keyboard entry.	\$45/hr
Composition	\$45/hr
Minor additional alterations . . .	\$10

Colors

Spot = \$240 each Process = \$650

Column widths

1 column =	2 5/16"
2 columns =	4 7/8"
3 columns =	7 7/16"
4 columns =	10"

Deadlines

Cupertino Courier.	Weds, 5pm
Los Gatos Weekly-Times	Weds, 5pm
Metro	Friday, 5pm
Metro Santa Cruz	Friday, 5pm
San Francisco Metropolitan	Please call
Saratoga News.	Weds, 5pm
Sonoma County Independent	Friday, 5pm
Sunnyvale Sun	Weds, 5pm
Willow Glen Resident.	Weds, 5pm

Holidays advance all closings by 24 hours



Metro Newspapers publishes weekly newspapers in California's Silicon Valley and in Santa Cruz and Sonoma counties, as well as the San Francisco Metropolitan, a stylish urban fortnightly. Metro's award winning community weekly and alternative newspapers reach more than half-a-million people in the San Francisco Bay Area every week



Circulation Map



Bay Area Alternative Publications

Metro

294,000 readers/105,000 circulation
Covering Silicon Valley and Santa Clara County, plus Menlo Park and Fremont

Metro Santa Cruz

84,000 readers/30,000 circulation
Distributed throughout Santa Cruz, Soquel, Capitola, Aptos, and Scotts Valley

San Francisco Metropolitan

84,000 readers/30,000 circulation
Distributed throughout San Francisco county

Sonoma County Independent

89,600 readers/32,000 circulation
Countywide coverage

Silicon Valley Community Newspapers

Cupertino Courier

42,800 readers/18,600 circulation

Los Gatos Weekly-Times

45,000 readers/19,600 circulation

Saratoga News

23,000 readers/10,000 circulation

Sunnyvale Sun

42,300 readers/18,400 circulation

Willow Glen Resident

44,200 readers/19,200 circulation