

# 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](http://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<sup>▲</sup>

	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<sup>▲</sup>

### 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\*

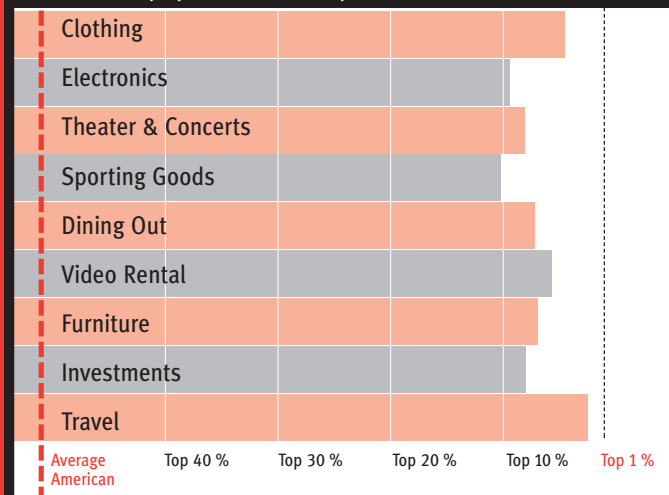
	Median Age *	18 - 44 (%) **	Single †	Married †	High School Grad	College Grad ††	Median Income (household) *	Disposable Income (average) *
Santa Cruz	34.0	46.5	46.4	53.6	80.7	29.3	\$47,158	\$43,486
National Avg.	34.8	40.7	44.3	54.7	74.9	20.3	\$36,961	\$35,584

### 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	

#### What they spend their money on\*



# 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.

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



### Demographics

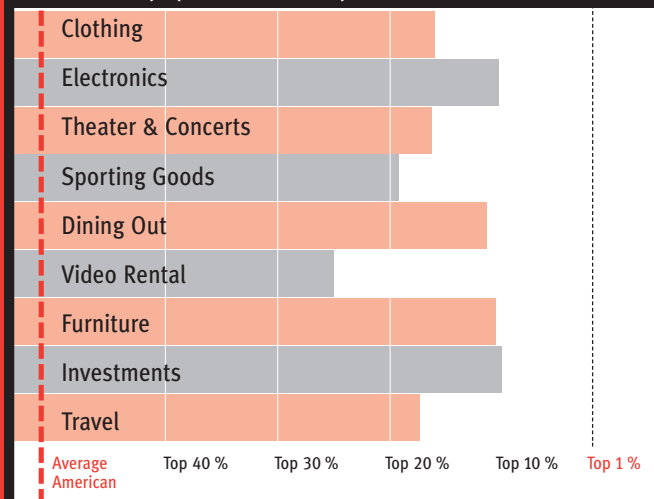
	Median Age **	18 - 44 (%) **	Single †	Married †	High School Grad †	College Grad †	Median Income (household) *	Disposable Income (average) *
Sonoma	35.7	42.1	44.8	55.2	84.4	24.5	\$43,851	\$39,337
National Avg.	34.8	40.7	44.3	55.7	74.9	20.3	\$36,961	\$35,584

### Lifestyle

#### 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**

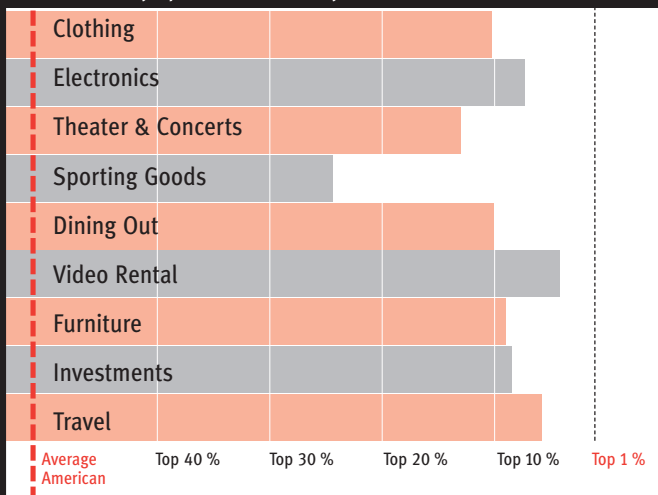
What they do for fun †

	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 %

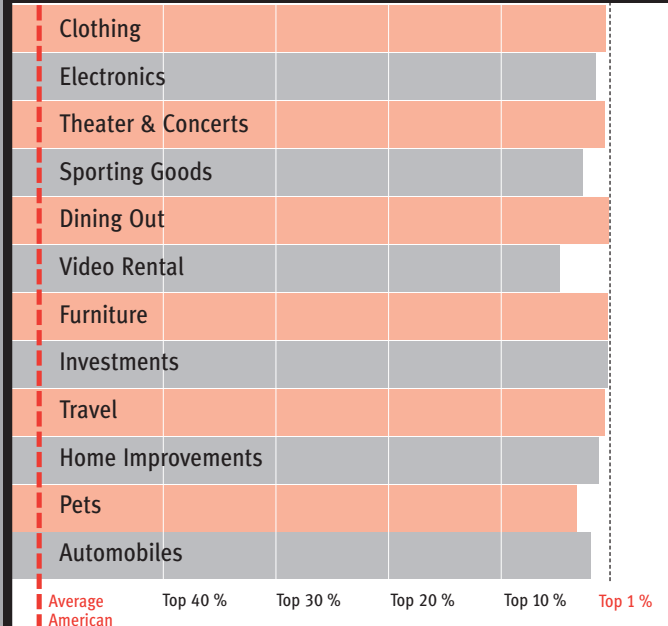
**Education ·**

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 %

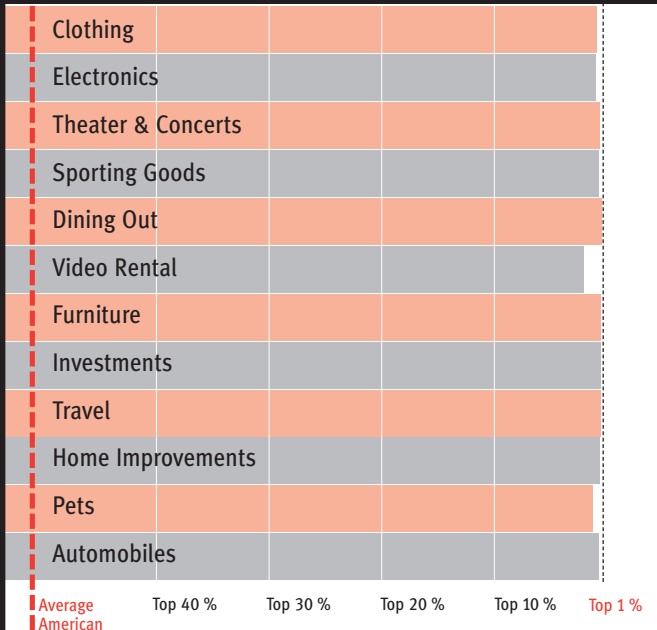
#### Education ·

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 %

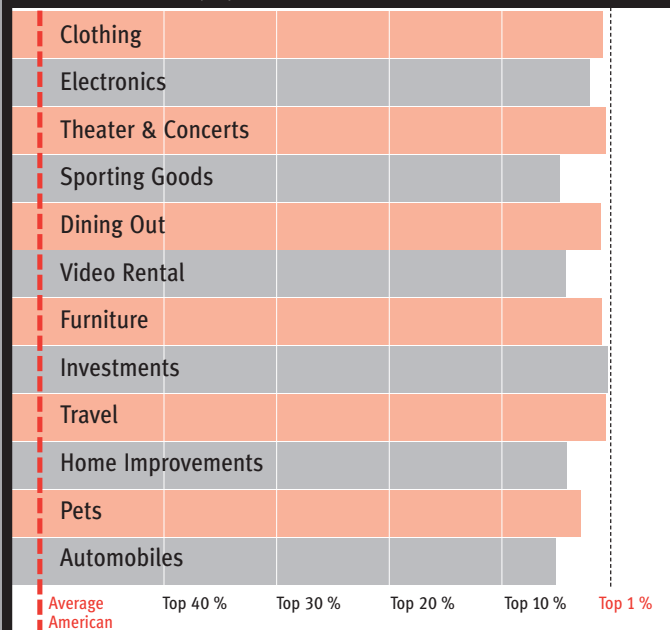
#### Education ·

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 %

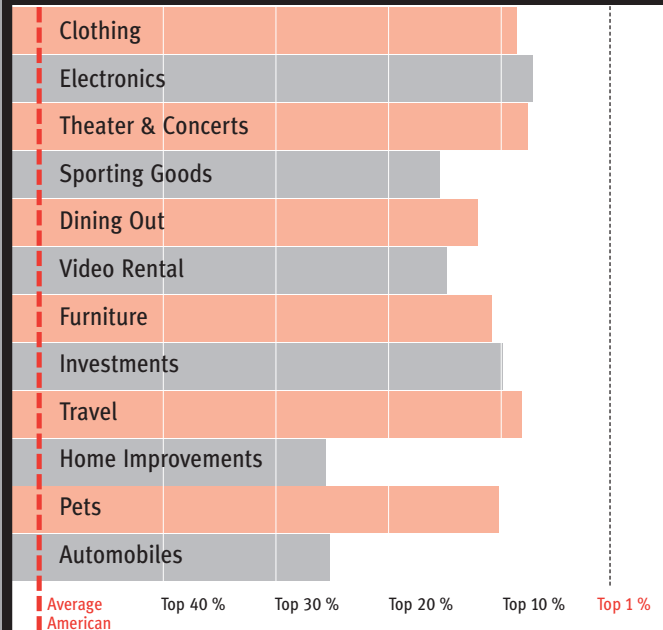
#### Education ·

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 %

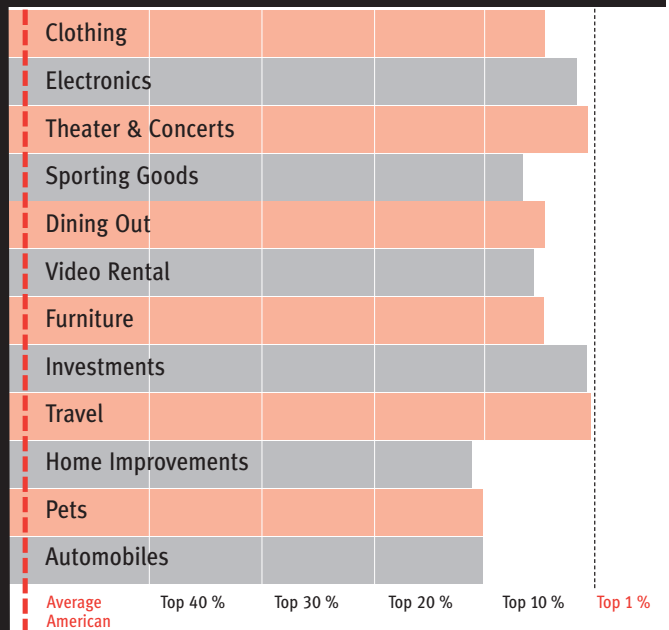
**Education ·**

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

## Retail Advertising Rates Bay Area Newspapers

### Metro Package Metro/Metro Santa Cruz

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$4155 6x 3712	13x 3481 26x 3232	39x 3066 52x 2900
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 3178 6x 2840	13x 2664 26x 2473	39x 2346 52x 2219
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 2820 6x 2519	13x 2363 26x 2194	39x 2081 52x 1968
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 2693 6x 2406	13x 2256 26x 2095	39x 1987 52x 1880
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 2249 6x 2009	13x 1885 26x 1750	39x 1660 52x 1570
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 2249 6x 2009	13x 1885 26x 1750	39x 1660 52x 1570
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 2249 6x 2009	13x 1885 26x 1750	39x 1660 52x 1570
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 1896 6x 1693	13x 1588 26x 1474	39x 1398 52x 1322
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 1693 6x 1512	13x 1418 26x 1317	39x 1249 52x 1182
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 1535 6x 1371	13x 1286 26x 1194	39x 1133 52x 1071
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 1169 6x 1044	13x 979 26x 909	39x 863 52x 816
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 1169 6x 1044	13x 979 26x 909	39x 863 52x 816
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 1169 6x 1044	13x 979 26x 909	39x 863 52x 816
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 950 6x 850	13x 797 26x 740	39x 702 52x 664
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 784 6x 700	13x 657 26x 610	39x 578 52x 547
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 784 6x 700	13x 657 26x 610	39x 578 52x 547
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 592 6x 529	13x 496 26x 461	39x 437 52x 413
	1/8 h	2 col x 3" 6.5 col inches	1x 592 6x 529	13x 496 26x 461	39x 437 52x 413
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 407 6x 363	13x 341 26x 317	39x 300 52x 284
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 407 6x 363	13x 341 26x 317	39x 300 52x 284
	1/16 sq	1 col x 3" 3.25 col inches	1x 311 6x 278	13x 261 26x 242	39x 230 52x 217
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 224 6x 201	13x 189 26x 175	39x 166 52x 157

10% discount for pre-payment  
Rates are net



**San Jose**  
Tel 408.298.8000  
Fax 408.298.0602























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## Retail Advertising Rates Bay Area Newspapers

### Metro

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$3228 6x 2841	13x 2647 26x 2453	39x 2324 52x 2195
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 2453 6x 2159	13x 2011 26x 1864	39x 1766 52x 1668
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 2185 6x 1923	13x 1792 26x 1661	39x 1573 52x 1486
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 2085 6x 1835	13x 1710 26x 1585	39x 1501 52x 1418
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 1745 6x 1536	13x 1431 26x 1326	39x 1256 52x 1187
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 1745 6x 1536	13x 1431 26x 1326	39x 1256 52x 1187
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 1745 6x 1536	13x 1431 26x 1326	39x 1256 52x 1187
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 1477 6x 1300	13x 1211 26x 1123	39x 1063 52x 1004
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 1310 6x 1153	13x 1074 26x 996	39x 943 52x 891
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 1193 6x 1050	13x 978 26x 907	39x 859 52x 811
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 903 6x 795	13x 740 26x 686	39x 650 52x 614
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 903 6x 795	13x 740 26x 686	39x 650 52x 614
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 903 6x 795	13x 740 26x 686	39x 650 52x 614
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 725 6x 638	13x 595 26x 551	39x 522 52x 493
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 608 6x 535	13x 499 26x 462	39x 438 52x 413
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 608 6x 535	13x 499 26x 462	39x 438 52x 413
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 457 6x 402	13x 375 26x 347	39x 329 52x 311
	1/8 h	2 col x 3" 6.5 col inches	1x 457 6x 402	13x 375 26x 347	39x 329 52x 311
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 312 6x 275	13x 256 26x 237	39x 225 52x 212
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 312 6x 275	13x 256 26x 237	39x 225 52x 212
	1/16 sq	1 col x 3" 3.25 col inches	1x 234 6x 206	13x 192 26x 178	39x 168 52x 159
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 156 6x 137	13x 128 26x 119	39x 112 52x 106

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

















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## Retail Advertising Rates Bay Area Newspapers

## Metro Santa Cruz

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$1030 6x 968	13x 927 26x 865	39x 824 52x 783
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 805 6x 757	13x 725 26x 676	39x 644 52x 612
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 705 6x 663	13x 635 26x 592	39x 564 52x 536
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 675 6x 635	13x 608 26x 567	39x 540 52x 513
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 560 6x 526	13x 504 26x 470	39x 448 52x 426
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 560 6x 526	13x 504 26x 470	39x 448 52x 426
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 560 6x 526	13x 504 26x 470	39x 448 52x 426
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 465 6x 437	13x 419 26x 391	39x 372 52x 353
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 425 6x 400	13x 383 26x 357	39x 340 52x 323
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 380 6x 357	13x 342 26x 319	39x 304 52x 289
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 295 6x 277	13x 266 26x 248	39x 236 52x 224
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 295 6x 277	13x 266 26x 248	39x 236 52x 224
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 295 6x 277	13x 266 26x 248	39x 236 52x 224
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 250 6x 235	13x 225 26x 210	39x 200 52x 190
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 195 6x 183	13x 176 26x 164	39x 156 52x 148
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 195 6x 183	13x 176 26x 164	39x 156 52x 148
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 150 6x 141	13x 135 26x 126	39x 120 52x 114
	1/8 h	2 col x 3" 6.5 col inches	1x 150 6x 141	13x 135 26x 126	39x 120 52x 114
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 105 6x 99	13x 95 26x 88	39x 84 52x 80
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 105 6x 99	13x 95 26x 88	39x 84 52x 80
	1/16 sq	1 col x 3" 3.25 col inches	1x 85 6x 80	13x 77 26x 71	39x 68 52x 65
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 75 6x 71	13x 68 26x 63	39x 60 52x 57

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


















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## Retail Advertising Rates Bay Area Newspapers

## Sonoma County Independent

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$1181 6x 1039	13x 921 26x 827	39x 768 52x 709
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 887 6x 781	13x 692 26x 621	39x 577 52x 532
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 800 6x 704	13x 624 26x 560	39x 520 52x 480
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 750 6x 660	13x 585 26x 525	39x 488 52x 450
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 624 6x 549	13x 487 26x 437	39x 406 52x 374
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 624 6x 549	13x 487 26x 437	39x 406 52x 374
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 624 6x 549	13x 487 26x 437	39x 406 52x 374
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 520 6x 458	13x 406 26x 364	39x 338 52x 312
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 470 6x 414	13x 367 26x 329	39x 306 52x 282
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 428 6x 377	13x 334 26x 300	39x 278 52x 257
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 320 6x 282	13x 250 26x 224	39x 208 52x 192
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 320 6x 282	13x 250 26x 224	39x 208 52x 192
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 320 6x 282	13x 250 26x 224	39x 208 52x 192
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 264 6x 232	13x 206 26x 185	39x 172 52x 158
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 230 6x 202	13x 179 26x 161	39x 150 52x 138
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 230 6x 202	13x 179 26x 161	39x 150 52x 138
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 175 6x 154	13x 137 26x 123	39x 114 52x 105
	1/8 h	2 col x 3" 6.5 col inches	1x 175 6x 154	13x 137 26x 123	39x 114 52x 105
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 120 6x 106	13x 94 26x 84	39x 78 52x 72
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 120 6x 106	13x 94 26x 84	39x 78 52x 72
	1/16 sq	1 col x 3" 3.25 col inches	1x 90 6x 79	13x 70 26x 63	39x 59 52x 54
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 80 6x 70	13x 62 26x 56	39x 52 52x 48

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


















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## Retail Advertising Rates Bay Area Newspapers

## San Francisco Metropolitan

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$1750 6x 1575	13x 1470 26x 1400	39x — 52x —
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 1370 6x 1233	13x 1151 26x 1096	39x — 52x —
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 1200 6x 1080	13x 1008 26x 960	39x — 52x —
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 1150 6x 1035	13x 966 26x 920	39x — 52x —
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 950 6x 855	13x 798 26x 760	39x — 52x —
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 950 6x 855	13x 798 26x 760	39x — 52x —
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 950 6x 855	13x 798 26x 760	39x — 52x —
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 790 6x 711	13x 664 26x 632	39x — 52x —
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 725 6x 653	13x 609 26x 580	39x — 52x —
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 645 6x 581	13x 542 26x 516	39x — 52x —
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 500 6x 450	13x 420 26x 400	39x — 52x —
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 500 6x 450	13x 420 26x 400	39x — 52x —
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 500 6x 450	13x 420 26x 400	39x — 52x —
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 425 6x 383	13x 357 26x 340	39x — 52x —
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 330 6x 297	13x 277 26x 264	39x — 52x —
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 330 6x 297	13x 277 26x 264	39x — 52x —
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 255 6x 230	13x 214 26x 204	39x — 52x —
	1/8 h	2 col x 3" 6.5 col inches	1x 255 6x 230	13x 214 26x 204	39x — 52x —
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 180 6x 162	13x 151 26x 144	39x — 52x —
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 180 6x 162	13x 151 26x 144	39x — 52x —
	1/16 sq	1 col x 3" 3.25 col inches	1x 135 6x 122	13x 113 26x 108	39x — 52x —
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 110 6x 99	13x 92 26x 88	39x — 52x —

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


















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## Retail Advertising Rates Bay Area Newspapers

## Bay Area Package

Metro/Metro Santa Cruz/Sonoma County Independent

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$5218 6x 4647	13x 4310 26x 3976	39x 3757 52x 3537
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 3976 6x 3542	13x 3286 26x 3032	39x 2865 52x 2698
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 3540 6x 3153	13x 2924 26x 2698	39x 2549 52x 2400
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 3368 6x 3000	13x 2783 26x 2567	39x 2426 52x 2285
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 2811 6x 2504	13x 2323 26x 2143	39x 2025 52x 1907
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 2811 6x 2504	13x 2323 26x 2143	39x 2025 52x 1907
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 2811 6x 2504	13x 2323 26x 2143	39x 2025 52x 1907
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 2364 6x 2105	13x 1953 26x 1802	39x 1702 52x 1603
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 2116 6x 1885	13x 1748 26x 1613	39x 1524 52x 1435
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 1920 6x 1710	13x 1587 26x 1464	39x 1383 52x 1302
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 1457 6x 1298	13x 1204 26x 1111	39x 1050 52x 989
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 1457 6x 1298	13x 1204 26x 1111	39x 1050 52x 989
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 1457 6x 1298	13x 1204 26x 1111	39x 1050 52x 989
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 1188 6x 1059	13x 982 26x 906	39x 856 52x 807
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 991 6x 882	13x 818 26x 754	39x 713 52x 671
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 991 6x 882	13x 818 26x 754	39x 713 52x 671
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 750 6x 668	13x 619 26x 571	39x 539 52x 508
	1/8 h	2 col x 3" 6.5 col inches	1x 750 6x 668	13x 619 26x 571	39x 539 52x 508
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 515 6x 458	13x 425 26x 392	39x 370 52x 349
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 515 6x 458	13x 425 26x 392	39x 370 52x 349
	1/16 sq	1 col x 3" 3.25 col inches	1x 392 6x 349	13x 324 26x 299	39x 282 52x 266
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 296 6x 264	13x 245 26x 226	39x 213 52x 201

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

















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## Retail Advertising Rates Bay Area Newspapers

## South Bay Package

Metro/Metro Santa Cruz/All Five Community Papers

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$7972 6x 7353	13x 7034 26x 6555	39x 6237 52x 5918
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 6163 6x 5685	13x 5438 26x 5068	39x 4822 52x 4575
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 5432 6x 5010	13x 4793 26x 4467	39x 4250 52x 4033
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 5195 6x 4791	13x 4583 26x 4272	39x 4064 52x 3856
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 4324 6x 3988	13x 3815 26x 3556	39x 3383 52x 3210
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 4324 6x 3988	13x 3815 26x 3556	39x 3383 52x 3210
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 4324 6x 3988	13x 3815 26x 3556	39x 3383 52x 3210
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 3619 6x 3338	13x 3193 26x 2976	39x 2832 52x 2687
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 3270 6x 3016	13x 2885 26x 2689	39x 2558 52x 2427
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 2945 6x 2716	13x 2598 26x 2421	39x 2304 52x 2186
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 2264 6x 2088	13x 1998 26x 1862	39x 1771 52x 1681
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 2264 6x 2088	13x 1998 26x 1862	39x 1771 52x 1681
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 2264 6x 2088	13x 1998 26x 1862	39x 1771 52x 1681
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 1881 6x 1735	13x 1660 26x 1547	39x 1472 52x 1397
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 1508 6x 1390	13x 1330 26x 1240	39x 1179 52x 1119
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 1508 6x 1390	13x 1330 26x 1240	39x 1179 52x 1119
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 1150 6x 1061	13x 1015 26x 946	39x 900 52x 854
	1/8 h	2 col x 3" 6.5 col inches	1x 1150 6x 1061	13x 1015 26x 946	39x 900 52x 854
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 795 6x 733	13x 702 26x 654	39x 622 52x 590
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 795 6x 733	13x 702 26x 654	39x 622 52x 590
	1/16 sq	1 col x 3" 3.25 col inches	1x 602 6x 555	13x 531 26x 495	39x 471 52x 447
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 429 6x 396	13x 379 26x 353	39x 336 52x 319

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

















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## Retail Advertising Rates Silicon Valley Newspapers

## One Community Paper

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$1102 6x 1036	13x 992 26x 926	39x 882 52x 838
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 861 6x 809	13x 775 26x 723	39x 689 52x 654
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 754 6x 709	13x 679 26x 633	39x 603 52x 573
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 722 6x 679	13x 650 26x 606	39x 578 52x 549
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 599 6x 563	13x 539 26x 503	39x 479 52x 455
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 599 6x 563	13x 539 26x 503	39x 479 52x 455
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 599 6x 563	13x 539 26x 503	39x 479 52x 455
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 498 6x 468	13x 448 26x 418	39x 398 52x 378
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 455 6x 428	13x 410 26x 382	39x 364 52x 346
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 407 6x 383	13x 366 26x 342	39x 326 52x 309
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 316 6x 297	13x 284 26x 265	39x 253 52x 240
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 316 6x 297	13x 284 26x 265	39x 253 52x 240
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 316 6x 297	13x 284 26x 265	39x 253 52x 240
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 268 6x 252	13x 241 26x 225	39x 214 52x 204
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 209 6x 196	13x 188 26x 176	39x 167 52x 159
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 209 6x 196	13x 188 26x 176	39x 167 52x 159
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 161 6x 151	13x 145 26x 135	39x 129 52x 122
	1/8 h	2 col x 3" 6.5 col inches	1x 161 6x 151	13x 145 26x 135	39x 129 52x 122
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 112 6x 105	13x 101 26x 94	39x 90 52x 85
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 112 6x 105	13x 101 26x 94	39x 90 52x 85
	1/16 sq	1 col x 3" 3.25 col inches	1x 84 6x 79	13x 76 26x 71	39x 67 52x 64
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 59 6x 55	13x 53 26x 50	39x 47 52x 45

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


















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## Retail Advertising Rates Silicon Valley Newspapers

## Two Community Papers

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$1873 6x 1761	13x 1686 26x 1574	39x 1499 52x 1424
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 1464 6x 1376	13x 1317 26x 1230	39x 1171 52x 1112
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 1282 6x 1205	13x 1154 26x 1077	39x 1025 52x 974
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 1227 6x 1154	13x 1105 26x 1031	39x 982 52x 933
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 1018 6x 957	13x 916 26x 855	39x 815 52x 774
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 1018 6x 957	13x 916 26x 855	39x 815 52x 774
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 1018 6x 957	13x 916 26x 855	39x 815 52x 774
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 847 6x 796	13x 762 26x 711	39x 677 52x 643
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 774 6x 727	13x 696 26x 650	39x 619 52x 588
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 692 6x 650	13x 623 26x 581	39x 554 52x 526
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 537 6x 505	13x 483 26x 451	39x 430 52x 408
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 537 6x 505	13x 483 26x 451	39x 430 52x 408
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 537 6x 505	13x 483 26x 451	39x 430 52x 408
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 456 6x 428	13x 410 26x 383	39x 364 52x 346
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 355 6x 334	13x 320 26x 298	39x 284 52x 270
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 355 6x 334	13x 320 26x 298	39x 284 52x 270
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 274 6x 257	13x 246 26x 230	39x 219 52x 208
	1/8 h	2 col x 3" 6.5 col inches	1x 274 6x 257	13x 246 26x 230	39x 219 52x 208
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 190 6x 179	13x 171 26x 160	39x 152 52x 145
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 190 6x 179	13x 171 26x 160	39x 152 52x 145
	1/16 sq	1 col x 3" 3.25 col inches	1x 143 6x 134	13x 129 26x 120	39x 114 52x 109
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 100 6x 94	13x 90 26x 84	39x 80 52x 76

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


















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## Retail Advertising Rates Silicon Valley Newspapers

## Three Community Papers

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$2711 6x 2548	13x 2440 26x 2277	39x 2169 52x 2060
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 2118 6x 1991	13x 1906 26x 1779	39x 1694 52x 1610
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 1855 6x 1744	13x 1669 26x 1558	39x 1484 52x 1410
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 1776 6x 1670	13x 1599 26x 1492	39x 1421 52x 1350
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 1474 6x 1385	13x 1326 26x 1238	39x 1179 52x 1120
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 1474 6x 1385	13x 1326 26x 1238	39x 1179 52x 1120
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 1474 6x 1385	13x 1326 26x 1238	39x 1179 52x 1120
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 1225 6x 1152	13x 1103 26x 1029	39x 980 52x 931
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 1119 6x 1052	13x 1007 26x 940	39x 895 52x 851
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 1001 6x 941	13x 901 26x 841	39x 801 52x 761
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 777 6x 731	13x 700 26x 653	39x 622 52x 591
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 777 6x 731	13x 700 26x 653	39x 622 52x 591
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 777 6x 731	13x 700 26x 653	39x 622 52x 591
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 659 6x 620	13x 593 26x 554	39x 527 52x 501
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 514 6x 483	13x 463 26x 432	39x 411 52x 391
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 514 6x 483	13x 463 26x 432	39x 411 52x 391
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 396 6x 372	13x 356 26x 333	39x 317 52x 301
	1/8 h	2 col x 3" 6.5 col inches	1x 396 6x 372	13x 356 26x 333	39x 317 52x 301
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 276 6x 259	13x 248 26x 231	39x 220 52x 209
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 276 6x 259	13x 248 26x 231	39x 220 52x 209
	1/16 sq	1 col x 3" 3.25 col inches	1x 207 6x 194	13x 186 26x 174	39x 165 52x 157
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 145 6x 136	13x 131 26x 122	39x 116 52x 110

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


















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## Retail Advertising Rates Silicon Valley Newspapers

## Four Community Papers

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$3482 6x 3273	13x 3134 26x 2925	39x 2786 52x 2647
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 2721 6x 2558	13x 2449 26x 2285	39x 2177 52x 2068
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 2383 6x 2240	13x 2144 26x 2001	39x 1906 52x 1811
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 2282 6x 2145	13x 2053 26x 1916	39x 1825 52x 1734
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 1893 6x 1779	13x 1704 26x 1590	39x 1514 52x 1439
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 1893 6x 1779	13x 1704 26x 1590	39x 1514 52x 1439
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 1893 6x 1779	13x 1704 26x 1590	39x 1514 52x 1439
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 1574 6x 1479	13x 1416 26x 1322	39x 1259 52x 1196
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 1438 6x 1352	13x 1294 26x 1208	39x 1150 52x 1093
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 1286 6x 1209	13x 1158 26x 1080	39x 1029 52x 977
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 999 6x 939	13x 899 26x 839	39x 799 52x 759
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 999 6x 939	13x 899 26x 839	39x 799 52x 759
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 999 6x 939	13x 899 26x 839	39x 799 52x 759
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 847 6x 796	13x 762 26x 711	39x 678 52x 644
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 660 6x 621	13x 594 26x 555	39x 528 52x 502
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 660 6x 621	13x 594 26x 555	39x 528 52x 502
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 509 6x 478	13x 458 26x 427	39x 407 52x 387
	1/8 h	2 col x 3" 6.5 col inches	1x 509 6x 478	13x 458 26x 427	39x 407 52x 387
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 354 6x 333	13x 319 26x 297	39x 283 52x 269
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 354 6x 333	13x 319 26x 297	39x 283 52x 269
	1/16 sq	1 col x 3" 3.25 col inches	1x 265 6x 250	13x 239 26x 223	39x 212 52x 202
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 186 6x 175	13x 168 26x 157	39x 149 52x 142

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


















**San Francisco**  
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Fax 415.487.9094

**Santa Cruz**  
Tel 831.457.9000  
Fax 831.457.5828

**Internet**  
www.metroactive.com  
ads@sjmetro.com

## Retail Advertising Rates Silicon Valley Newspapers

## Five Community Papers

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$4188 6x 3936	13x 3769 26x 3518	39x 3350 52x 3183
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 3272 6x 3075	13x 2945 26x 2748	39x 2617 52x 2487
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 2865 6x 2693	13x 2579 26x 2407	39x 2292 52x 2178
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 2744 6x 2579	13x 2469 26x 2305	39x 2195 52x 2085
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 2276 6x 2140	13x 2049 26x 1912	39x 1821 52x 1730
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 2276 6x 2140	13x 2049 26x 1912	39x 1821 52x 1730
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 2276 6x 2140	13x 2049 26x 1912	39x 1821 52x 1730
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 1892 6x 1779	13x 1703 26x 1590	39x 1514 52x 1438
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 1729 6x 1625	13x 1556 26x 1452	39x 1383 52x 1314
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 1547 6x 1454	13x 1392 26x 1299	39x 1237 52x 1175
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 1201 6x 1129	13x 1081 26x 1009	39x 961 52x 913
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 1201 6x 1129	13x 1081 26x 1009	39x 961 52x 913
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 1201 6x 1129	13x 1081 26x 1009	39x 961 52x 913
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 1018 6x 957	13x 917 26x 855	39x 815 52x 774
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 794 6x 747	13x 715 26x 667	39x 635 52x 604
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 794 6x 747	13x 715 26x 667	39x 635 52x 604
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 612 6x 575	13x 551 26x 514	39x 489 52x 465
	1/8 h	2 col x 3" 6.5 col inches	1x 612 6x 575	13x 551 26x 514	39x 489 52x 465
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 426 6x 400	13x 383 26x 358	39x 340 52x 323
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 426 6x 400	13x 383 26x 358	39x 340 52x 323
	1/16 sq	1 col x 3" 3.25 col inches	1x 319 6x 300	13x 287 26x 268	39x 255 52x 243
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 224 6x 211	13x 202 26x 188	39x 179 52x 170

10% discount for pre-payment  
Rates are net



**San Jose**  
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Fax 408.298.0602























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## Retail Advertising Rates Silicon Valley Newspapers

### Metro

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$3228 6x 2841	13x 2647 26x 2453	39x 2324 52x 2195
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 2453 6x 2159	13x 2011 26x 1864	39x 1766 52x 1668
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 2185 6x 1923	13x 1792 26x 1661	39x 1573 52x 1486
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 2085 6x 1835	13x 1710 26x 1585	39x 1501 52x 1418
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 1745 6x 1536	13x 1431 26x 1326	39x 1256 52x 1187
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 1745 6x 1536	13x 1431 26x 1326	39x 1256 52x 1187
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 1745 6x 1536	13x 1431 26x 1326	39x 1256 52x 1187
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 1477 6x 1300	13x 1211 26x 1123	39x 1063 52x 1004
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 1310 6x 1153	13x 1074 26x 996	39x 943 52x 891
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 1193 6x 1050	13x 978 26x 907	39x 859 52x 811
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 903 6x 795	13x 740 26x 686	39x 650 52x 614
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 903 6x 795	13x 740 26x 686	39x 650 52x 614
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 903 6x 795	13x 740 26x 686	39x 650 52x 614
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 725 6x 638	13x 595 26x 551	39x 522 52x 493
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 608 6x 535	13x 499 26x 462	39x 438 52x 413
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 608 6x 535	13x 499 26x 462	39x 438 52x 413
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 457 6x 402	13x 375 26x 347	39x 329 52x 311
	1/8 h	2 col x 3" 6.5 col inches	1x 457 6x 402	13x 375 26x 347	39x 329 52x 311
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 312 6x 275	13x 256 26x 237	39x 225 52x 212
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 312 6x 275	13x 256 26x 237	39x 225 52x 212
	1/16 sq	1 col x 3" 3.25 col inches	1x 234 6x 206	13x 192 26x 178	39x 168 52x 159
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 156 6x 137	13x 128 26x 119	39x 112 52x 106

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


















**Santa Cruz**  
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## Retail Advertising Rates Silicon Valley Newspapers

## Silicon Valley Package

Metro/All Five Community Papers

	Full page	4 col x 12 <sup>3</sup> / <sub>4</sub> " 51 col inches	1x \$7045 6x 6481	13x 6199 26x 5777	39x 5495 52x 5213
	3/4 v	3 col x 12 <sup>3</sup> / <sub>4</sub> " 38.25 col inches	1x 5439 6x 5003	13x 4786 26x 4460	39x 4242 52x 4025
	2/3 h	4 col x 8 <sup>7</sup> / <sub>16</sub> " 34 col inches	1x 4798 6x 4414	13x 4222 26x 3934	39x 3742 52x 3550
	3/5 (Junior page)	3 col x 10 <sup>9</sup> / <sub>16</sub> " 29.75 col inches	1x 4587 6x 4220	13x 4037 26x 3761	39x 3578 52x 3395
	1/2 sq	3 col x 8 <sup>7</sup> / <sub>16</sub> " 25.5 col inches	1x 3820 6x 3515	13x 3362 26x 3133	39x 2980 52x 2827
	1/2 v	2 col x 12 <sup>3</sup> / <sub>4</sub> " 25.5 col inches	1x 3820 6x 3515	13x 3362 26x 3133	39x 2980 52x 2827
	1/2 h	4 col x 6 <sup>1</sup> / <sub>4</sub> " 25.5 col inches	1x 3820 6x 3515	13x 3362 26x 3133	39x 2980 52x 2827
	2/5 v	2 col x 10 <sup>9</sup> / <sub>16</sub> " 20.25 col inches	1x 3201 6x 2945	13x 2817 26x 2625	39x 2497 52x 2369
	3/8 sq	3 col x 6 <sup>1</sup> / <sub>4</sub> " 19.25 col inches	1x 2887 6x 2656	13x 2541 26x 2367	39x 2252 52x 2136
	1/3 v	2 col x 8 <sup>7</sup> / <sub>16</sub> " 17 col inches	1x 2603 6x 2394	13x 2290 26x 2134	39x 2030 52x 1926
	1/4 sq	2 col x 6 <sup>1</sup> / <sub>4</sub> " 12.75 col inches	1x 1999 6x 1839	13x 1759 26x 1639	39x 1559 52x 1479
	1/4 v	1 col x 12 <sup>3</sup> / <sub>4</sub> " 12.75 col inches	1x 1999 6x 1839	13x 1759 26x 1639	39x 1559 52x 1479
	1/4 h	3 col x 4 <sup>1</sup> / <sub>16</sub> " 12.75 col inches	1x 1999 6x 1839	13x 1759 26x 1639	39x 1559 52x 1479
	1/5 v	1 col x 10 <sup>9</sup> / <sub>16</sub> " 10.25 col inches	1x 1656 6x 1524	13x 1457 26x 1358	39x 1292 52x 1226
	1/6 sq	2 col x 4 <sup>1</sup> / <sub>16</sub> " 8.5 col inches	1x 1332 6x 1226	13x 1172 26x 1092	39x 1039 52x 986
	1/6 v	1 col x 8 <sup>7</sup> / <sub>16</sub> " 8.5 col inches	1x 1332 6x 1226	13x 1172 26x 1092	39x 1039 52x 986
	1/8 v	1 col x 6 <sup>1</sup> / <sub>4</sub> " 6.5 col inches	1x 1015 6x 934	13x 894 26x 833	39x 792 52x 751
	1/8 h	2 col x 3" 6.5 col inches	1x 1015 6x 934	13x 894 26x 833	39x 792 52x 751
	1/12 v	1 col x 4 <sup>1</sup> / <sub>16</sub> " 4.25 col inches	1x 701 6x 645	13x 617 26x 575	39x 547 52x 519
	1/12 h	2 col x 1 <sup>15</sup> / <sub>16</sub> " 4.25 col inches	1x 701 6x 645	13x 617 26x 575	39x 547 52x 519
	1/16 sq	1 col x 3" 3.25 col inches	1x 526 6x 483	13x 462 26x 431	39x 410 52x 389
	1/24 sq	1 col x 1 <sup>15</sup> / <sub>16</sub> " 2.25 col inches	1x 361 6x 332	13x 318 26x 296	39x 282 52x 267

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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<sup>5</sup>/<sub>16</sub>"
- 2 columns = 4<sup>7</sup>/<sub>8</sub>"
- 3 columns = 7<sup>7</sup>/<sub>16</sub>"
- 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