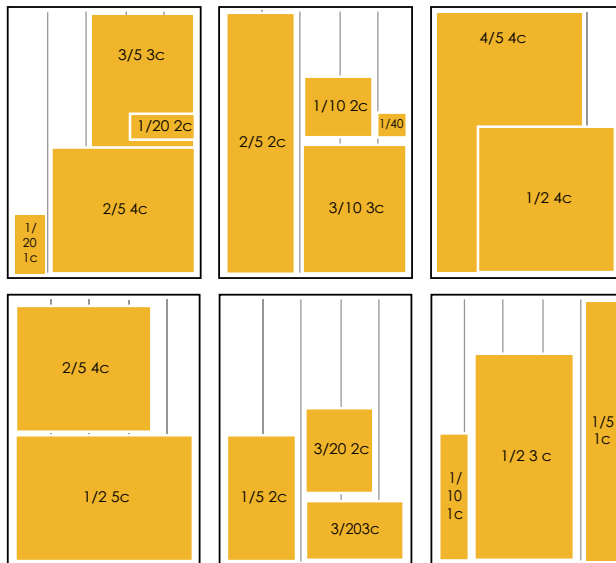


# LOCAL AD RATES

Call for our WEB advertising rates.

Cost per ISSUE (BI WEEKLY) for consecutive issues					
AD SIZES	OPEN	6x	13x	26x	4COLOR
Full Page	\$1480	\$1184	\$1101	\$1046	\$200
4/5	1200	960	893	848	200
3/5	940	752	699	644	200
1/2	820	656	610	580	200
2/5	685	548	510	484	200
3/10	550	440	409	389	150
1/5	440	352	327	311	150
3/20	370	296	275	262	150
1/10	270	216	201	191	100
1/20	145	116	108	102	100
1/40	80	64	60	57	100



Mechanical Specs			
PAGE FRACTION	COLUMNS	WIDTH	DEPTH
Full Page	5	10"	14.5"
4/5	4	8"	14.5"
3/5 Vertical	3	5.875"	14.5"
1/2 Vertical	3	6"	11.5"
1/2 Horizontal	5	10"	7.375"
1/2	4	7.875"	8"
2/5 Vertical	2	3.875"	14.5"
2/5 Horizontal	4	7.875"	7.375"
1/5 Vertical	1	1.875"	14.5"
1/5 Horizontal	4	7.875"	3.625"
1/5 2 col.	2	3.875"	7.375"
3/20 Vertical	2	4.125"	5.5"
3/20 Horizontal	3	6"	3.625"
3/10	3	6"	7.375"
1/10 Vertical	1	1.875"	7.375"
1/10 Horizontal	2	3.875"	3.625"
1/20 Vertical	1	1.875"	3.625"
1/20 Horizontal	2	3.875"	1.75"
1/40	1	1.875"	1.75"

**AGENCY RATES** All Open Rates are commissionable to recognize advertising agencies submitting camera-ready copy and with pre-payment.

**DEADLINE** Deadline for all advertising is 4p.m. Thursday the week preceding the date of publication.

**ACCEPTANCE** The publisher reserves the right to reject or cancel any advertising which does not conform to the standards of the publication at any time.

**PAYMENT** Payment for all advertising is due upon proof. A monthly billing account is available with approved credit. Payment terms are net 10 days. Payments not received 30 days after billing are subject to a 1.5% (18% per annum) finance charge. We reserve the right to revise the advertising rates at any time upon 30 days notice.

**ARTWORK** Normal layout costs are included in our advertising rates. Camera work, photos and special creative artwork will be charged at reasonable rates. Proofs are not for making design changes; they are intended for information checking only. Additional proofs or rebuilds may be subject to extra charges.

**CANCELLATIONS** Advertisers will be billed 50% of ad cost for cancellations after 4p.m. Thursday for the following week's issue.

**TEARSHEETS/INVOICES** Tearsheets and invoices are available upon request.

**ERRORS** Liability of the publisher for errors is limited to the cost of the space containing the error and limited to the first insertion. Notification of error must be made within 5 days of publication.

**GUARANTEED POSITIONS** Advertisers requesting special placement will be given every consideration but will not be guaranteed. The surcharge for placement is an additional 20%.

**PRE-PRINTED INSERT RATES**

1,000 - 20,000 \$40/thousand (\$120 minimum charge)  
Pricing is for single sheet only; call for larger/heavier insert prices.

Ask about our special "print and deliver" rates

**ADVERTORIAL** Advertorial is paid advertising designed to read like editorial. The word "Advertorial" must be stated in ad and must have a minimum hairline border.

**MECHANICAL INFORMATION** Ads are built in modular sizes (fractional). This allows attractive page layout and assures the advertiser economical pricing. Sizes conform to 5 col. x 16" tabloid. Standard Advertising Units (S.A.U.) will float. Please call for more detailed specifications and file formats.

**Uptown's largest and only community newspaper covering all three zip codes 92103, 92104 and 92116**

**ADDRESS**

3737 Fifth Ave., Suite 201  
San Diego, CA 92103  
(Above California Bank & Trust)

Call for our ONLINE advertising rates.

**T 619-519-7775 F 619-519-7840**

www.sduptownnews.com