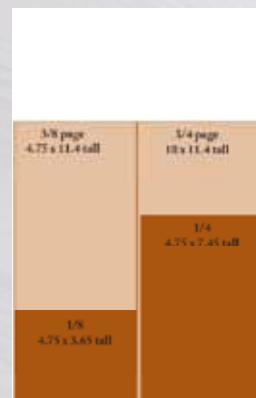


The NEWSpaper of choice for Pacific Grove

Cedar Street Times has, from its inception, created and maintained a reputation not only for fair and unbiased news reporting, but for exceptional design and clear, concise presentation.

We know that when people pick up our paper, it's because they want to. They read it, they share it, they archive it. Industry surveys show that each paper, on average, is read by three to four people.

Block sizes and reasonable contract rates help you stay in front of the influential Pacific Grove community and thousands of tourists. We'll work with you on an advertising program that will work for you.



2012 Advertising Rates

Effective 01/01/12

Rates per issue

Color

1-26 Weeks

| | |
|-----------|-------|
| Full page | \$575 |
| 3/4 page | \$460 |
| 2/3 page | \$430 |
| 1/2 page | \$300 |
| 3/8 page | \$230 |
| 1/3 page | \$230 |
| 1/4 page | \$175 |
| 1/6 page | \$155 |
| 1/8 page | \$100 |
| Bus Card | \$50 |

Black & White

1-26 Weeks

| | |
|-----------|-------|
| Full page | \$460 |
| 3/4 page | \$430 |
| 2/3 page | \$325 |
| 1/2 page | \$230 |
| 3/8 page | \$175 |
| 1/3 page | \$175 |
| 1/4 page | \$155 |
| 1/6 page | \$135 |
| 1/8 page | \$75 |

Bus Card \$50 (only available in color)

Non-Profit Rates (Free Color)

1-26 Weeks

Same as Black and White

SERVICE DIRECTORY

\$18/column inch • 6-month contract only

Ask about discounts for mutiple runs

Submissions & Specifications

- Ads may be color (CMYK) or black and white
- Space reservations by Monday of each week for Thursday's press day
- Artwork is due Tuesdays the week of publication
- Camera-ready artwork is due by Wednesdays the week of publication.
- Camera-ready artwork should be submitted as a Press Quality PDF, JPEG, EPS or packaged InDesign. Please embed all fonts and include all linked files and fonts.
- Email files to: cedarstreettimes@gmail.com
- Upload to our FTP at: ftp.cedarstreettimes.com
User name: cstad@cedarstreettimes.com
Password: cstads
- Use Dropbox for large files

Free Creative Ad Development

Build your brand with a thoughtfully crafted message, style and image that will reinforce consumer awareness of your company, service or product.



Advertising Contract and Space Reservation

ADVERTISER and CEDAR STREETTIMES (Publisher) agree as follows:

TERMS

- Advertiser has read and understands and agrees to this Agreement. This constitutes the complete agreement between Advertiser and Publisher and any verbal representations made by the Publisher's representative must be made into writing in this agreement.
- Advertiser understands that the advertisement contracted for is immediately reserved, and is reserved for the duration of the contract. Cancellation is not accepted in lieu of payment. If Advertiser should, for any reason, not complete the contract, any past advertising, even though paid, will be re-billed at the non-contract price.
- If Cedar Street Times develops your ad, you will receive an electronic proof of your ad, either by fax or email. You may make modifications to that proof. Subsequent modifications will be billed at the rate of \$50 per hour.
- Artwork developed by Cedar Street Times is for exclusive use in its publications. We do have reciprocal agreements with many other publications. Consult Cedar Street Times for rates for any other use.
- Publisher reserves the right to refuse advertising for any reason. The liability of the Publisher for any error shall not exceed the cost of the space or placement paid for by the Advertiser.

PAYMENT

- First-time advertisers, political campaign advertisements and going-out-of-business advertisements must pay in advance for ads. No advertising will be permitted for accounts 30 days past due. Advertiser agrees to pay a finance charge of 1.5% per month (18 percent per annum) on amounts 31 days or more past due and agrees to pay reasonable attorney and court costs or collection charges should they become necessary.
- A 5% discount will be given on pre-paid annual contracts. No cash discounts are offered.

Space reservations are due by Mondays at 5:00 p.m. the week of publication.

If Cedar Street Times is to create your ad, all information and artwork is due by Tuesdays at noon the week of publication.

Camera-ready artwork is due by Wednesdays at 5:00 p.m. the week of publication. Email to cedarstreettimes@gmail.com or deliver on CD or other electronic method to 311A Forest Avenue, Pacific Grove, CA 93950.

The previous week's advertisement will be published unless Cedar Street Times is notified and new artwork is received by the Publisher.

ADVERTISER _____

Contact _____

Address _____

Phone _____

Fax _____

Email _____

Billing Contact _____

Address _____

City, State, ZIP _____

Cell Phone _____

Website _____

Title _____

City, State, ZIP _____

SPACE

Ad Size _____

Beginning issue _____

Cost/Week _____

Notes _____

Color Black and White # of weeks _____

Ending issue _____

Contract total _____

Signature (advertiser) _____

Date _____

Signature (Cedar Street Times) _____

Date _____