



NEW TIMES MEDIA GROUP

the media kit

**your weekly
advantage**

NewTimes **Sun** MENUS

New Times

SAN LUIS OBISPO COUNTY'S NEWS AND ENTERTAINMENT WEEKLY

Published and distributed throughout San Luis Obispo County and Northern Santa Barbara County every Thursday. Expanded coverage, breaking news, and a comprehensive calendar of events. Available at more than 1,000 locations.

35,000 Circulation

1010 Marsh Street, San Luis Obispo, CA 93401

805.546.8208 | f. 805.546.8641

NewTimesSLO.com

Sun

NORTHERN SANTA BARBARA COUNTY'S NEWS AND ENTERTAINMENT WEEKLY

Published and distributed throughout Northern Santa Barbara County and San Luis Obispo County every Thursday. Expanded coverage, breaking news, and a comprehensive calendar of events. Available at more than 400 locations.

18,000 Circulation

2540 Skyway Drive, Ste. A, Santa Maria, CA 93455

805.347.1968 | f. 805.347.9889

SantaMariaSun.com

MENUS

The premiere restaurant and winery guide on the Central Coast. 60,000 copies are distributed every six months to more than 650 strategic locations throughout San Luis Obispo and Northern Santa Barbara Counties.

PICKUP POINTS FOR MENUS:

Hotels · Wineries · Shopping Centers · Corporations
Chambers of Commerce · High-Traffic Areas,
including many New Times & Sun racks

“Like people, every publication has a personality all its own.”

— Steve Moss

founder of New Times Media Group

meet us

Our purpose: to present news and issues of importance to our readers; to reflect honestly the unique spirit of the region; and to be a complete, current, and accurate guide to arts and entertainment on the Central Coast, leading the community in a positive direction consistent with its past.

A man in a dark t-shirt and cap is looking at a newspaper titled "Times". The newspaper is open, showing a landscape photo and the word "Times" in a script font. The man is seen from the side, looking towards the right.

new every time

WE REACH YOUR CUSTOMERS

The New Times Media Group was founded in 1986 and continues to be locally owned and operated. Today we reach more than 153,000 readers on California's Central Coast.

Our two weekly newspapers, *New Times* and the *Sun*, are sought out each week by avid readers looking for in-depth news, extensive entertainment coverage, and outstanding cultural happenings throughout the region. Plus, our websites let readers check out everything online, and our newsletters directly reach more than 15,400 readers weekly. We also have a strong social media presence, which allows us to interact with followers daily.

Twice yearly, our colorful *Menus* guide helps readers discover and re-discover the Central Coast's varied cuisine. We also create a variety of themed issues that highlight and explore the many offerings of the area.

We're an integral part of the Central Coast, and we're here to help you succeed.

TWO GREAT MARKETS

San Luis Obispo County and Northern Santa Barbara County are growing fast, and we're growing with them.

The region has a combined retail base of more than \$2.35 billion. The mild Mediterranean climate attracts tourists from around the world to beaches, wineries, and to world-renowned Hearst Castle.

It's also home to a major university, two community colleges, and several business and trade schools.

OUR READERS=YOUR CUSTOMERS

Our newspapers are the most sought-after publications on the Central Coast because we publish newspapers as bright and intelligent as our readers. They wouldn't dream of missing an issue. Both residents and tourists know our newspapers are the best way to discover everything on California's Central Coast.

COST EFFICIENT AD BUY

A *New Times* / *Sun* combination buy brings you a weekly circulation of 53,000—the largest of any newspaper on the Central Coast. With a pass-along rate of 2.9, that's more than 153,000 readers!

distribution

DEMOGRAPHICS

47.2 average reader age for both New Times & Sun

27% have a household income of \$100,000+ a year

EDUCATION
college or advanced degree

MARITAL STATUS
married

EMPLOYMENT STATUS
Professional or Managerial

HOME OWNER

ACTIVITIES

95% of readers prefer to shop at locally-owned businesses

47% of readers dine at restaurants 1-3 times a week

60% APPROX. of readers are planning to make a major appliance or home improvement purchase within the next 12 months

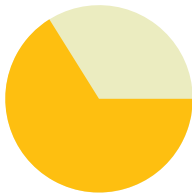
AUDITED FOR ACCURACY

Our circulation is audited by **Verified Audit**, a nationally recognized audit bureau with more than 60 years experience. This means our distribution numbers are always accurate and reliable. Complete audit reports are available quarterly to all advertisers.

Reader Survey by Verified Audit. Full audit report available upon request.

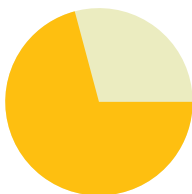
NEW TIMES

65% female



SUN

70% female



94% New Times

92% Sun

54% New Times

65% Sun

68% New Times

69% Sun

58% New Times

71% Sun

READERSHIP:

We're free to readers who pick us up because they want us. And they share us. Our papers are designed for a long shelf life. With our complete events calendar, readers refer to us repeatedly all week for the area's most complete entertainment and events coverage.

NEW TIMES 114,700 (pass along rate 3.1)

53% refer to their copy 1-3 times per week

WEBSITE STATS NewTimesSLO.com

SESSIONS **49,767** USERS **39,086** PAGEVIEWS **93,204**

SUN 50,400 (pass along rate 2.8)

51% refer to their copy 1-3 times per week

WEBSITE STATS SantaMariaSun.com

SESSIONS **17,971** USERS **15,104** PAGEVIEWS **28,207**

Website statistics reflect audience overview for November 2018. Results provided by Google Analytics. Additional report information available upon request.



“As I wrote in that first issue, “The *Sun* and *New Times* are separate newspapers owned by the same people. But they have a similar purpose: to help readers better understand their respective communities so they can face the challenges ahead with confidence and resolve.”

— Steve Moss
founder of New Times Media Group



2017 NNA

New Times, San Luis Obispo, California

FIRST PLACE

• Best Investigative or In-Depth Story Series, Non-Daily Division Circ. 10,000 +

SECOND PLACE

• Best Feature Story, Non-Daily Division, Circ. 15,000 +

THIRD PLACE

• Best Photo Essay • Best Health Story

Sun, Santa Maria, California

FIRST PLACE

• Breaking News Story
• Best Humorous Column, Daily & Non-Daily Division, Circ. 8,000 +

SECOND PLACE

• Best Humorous Column, Daily & Non-Daily Division, Circ. 8,000+

THIRD PLACE

• Best Feature Story • Best Agricultural Story

2016 CNPA

New Times, San Luis Obispo, California

SECOND PLACE

• Coverage of Education

Sun, Santa Maria, California

FIRST PLACE

• Best Feature Profile • Best News Photo • Agricultural Reporting

SECOND PLACE

• General Excellence

NNA

New Times, San Luis Obispo, California

FIRST PLACE

• Best Investigative or In-Depth Story Series, Non-Daily Division Circ. 10,000+
• Best Feature Story, Non-Daily Division, Circ. 15,000 +
• Best Educational/ Literary Story, Non-Daily Division, Circ. 6,000+

SECOND PLACE

• Best Performing Arts Story, Daily & Non-Daily Division

THIRD PLACE

• Best Educational/Literary Story, Non-Daily Division, Circ. 6,000 +

Sun, Santa Maria, California

FIRST PLACE

• Best Business Feature Story, Daily & Non-Daily Division, Circ. 6,000+

SECOND PLACE

• Best Environmental Story, Daily & Non-Daily Division, Circ. 9,000 +
• Best Feature Story, Daily & Non-Daily Division, Circ. 15,000+
• Best Health Story, Daily & Non-Daily, Circ. 6,000+

THIRD PLACE

• Best Feature Story, Non-Daily Division, Circ. 15,000+

2015 CNPA

New Times, San Luis Obispo, California

CERTIFICATE OF ACHIEVEMENT

• Best Coverage of Education • Best Enterprise News Story or Series
• Best Environmental Reporting • Best Investigative Reporting

Sun, Santa Maria, California

CERTIFICATE OF ACHIEVEMENT

• Best Coverage of Local Government

NNA

Sun, Santa Maria, California

FIRST PLACE

• Best Agricultural Story, Daily & Non-Daily Division, Circ. 6,000+
• Best Localizes National Story, Daily & Non-Daily Division
• Best Original Editorial Cartoon, Daily & Non-Daily Division

THIRD PLACE

• Best Performing Art Story, Daily & Non-Daily Division
• Best Environmental Story, Daily & Non-Daily Division, Circ. 9,000+

awards

display ads

NEW TIMES

SUN

Print & Digital Bundles

Bundles include all digital sizes, total 5k impressions per week.

SIZE	1X	13X	26X	52X	+ COLOR
FULL	\$1601	\$1282	\$1186	\$1103	
3/4	\$1207	\$967	\$894	\$832	\$200
JR.	\$936	\$751	\$694	\$645	
1/2	\$852	\$683	\$632	\$587	
3/8	\$681	\$546	\$505	\$469	\$150
5/16	\$607	\$488	\$450	\$418	
1/4	\$500	\$402	\$371	\$344	
3/16	\$398	\$321	\$296	\$274	\$75
1/8	\$287	\$231	\$213	\$197	\$50
1/16	\$188	\$153	\$140	\$129	\$25

Print & Digital Bundles

Bundles include all digital sizes, total 5k impressions per week.

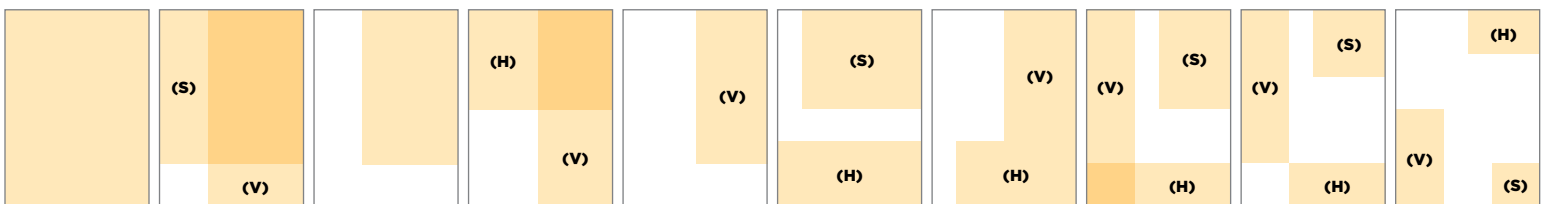
SIZE	1X	13X	26X	52X	+ COLOR
FULL	\$1087	\$872	\$806	\$749	
3/4	\$829	\$665	\$614	\$571	\$200
JR.	\$639	\$513	\$474	\$440	
1/2	\$594	\$477	\$440	\$408	
3/8	\$476	\$383	\$353	\$327	\$150
5/16	\$411	\$331	\$305	\$282	
1/4	\$343	\$276	\$255	\$235	
3/16	\$294	\$237	\$219	\$202	\$75
1/8	\$220	\$178	\$164	\$150	\$50
1/16	\$145	\$118	\$109	\$99	\$25

Print Rates*

SIZE	1X	13X	26X	52X	+ COLOR
FULL	\$1547	\$1237	\$1145	\$1067	
3/4	\$1153	\$922	\$853	\$796	\$200
JR.	\$882	\$706	\$653	\$609	
1/2	\$798	\$638	\$591	\$551	
3/8	\$627	\$501	\$464	\$433	\$150
5/16	\$553	\$443	\$409	\$382	
1/4	\$446	\$357	\$330	\$308	
3/16	\$344	\$276	\$255	\$238	\$75
1/8	\$233	\$186	\$172	\$161	\$50
1/16	\$134	\$108	\$99	\$93	\$25

Print Rates*

SIZE	1X	13X	26X	52X	+ COLOR
FULL	\$1033	\$827	\$765	\$713	
3/4	\$775	\$620	\$573	\$535	\$200
JR.	\$585	\$468	\$433	\$404	
1/2	\$540	\$432	\$399	\$372	
3/8	\$422	\$338	\$312	\$291	\$150
5/16	\$357	\$286	\$264	\$246	
1/4	\$289	\$231	\$214	\$199	
3/16	\$240	\$192	\$178	\$166	\$75
1/8	\$166	\$133	\$123	\$114	\$50
1/16	\$91	\$73	\$68	\$63	\$25



Full Page 10.125" w x 12.75" h
3/4 Page (S) 7.5" w x 12.75" h (V) 10.125" w x 9.5" h
Junior Page 7.5" w x 9.5" h
1/2 Page (H) 10.125" w x 6.25" h (V) 5" w x 12.75" h
3/8 Page (S) 10.125" w x 4.625" h (H) 7.5" w x 6.25" h (V) 5" w x 8" h
5/16 Page (H) 7.5" w x 4.625" h (V) 5" w x 8" h
1/4 Page (H) 10.125" w x 3" h (V) 2.375" w x 12.75" h (S) 5" w x 6.25" h
3/16 Page (H) 7.5" w x 3" h (V) 2.375" w x 9.5" h (S) 5" w x 4.625" h
1/8 Page (H) 5" w x 3" h (V) 2.375" w x 6.25" h
1/16 Page (S) 2.375" w x 3" h

*Insertions must be weekly to qualify for frequency discounts. Rates are per insertion.

the classies

CLASSIFIED LINE ADS

RATES

Run in *New Times* and/or the *Sun*

1x	4 lines	\$16 per week	additional lines \$4.00
13x	4 lines	\$12 per week	additional lines \$3.00
26x	4 lines	\$10 per week	additional lines \$2.50
52x	4 lines	\$8 per week	additional lines \$2.00

Rates are per line per paper.

CREATING ADDED IMPACT

Headlines Small \$2.00 Medium \$4.00 Large \$6.00

Border \$3.00 per ad

Logo \$5.00 per logo

Bold \$0.50 per word

Rates are per week.

FREE LINE ADS

Two weeks, 3 lines. Applies to For Sale, and Auto & Boat categories.

Contact **Colleen Garcia** at **805-347-1968** or by email at **classifieds@santamariasun.com** or **classifieds@newtimeslo.com**.

Additional lines \$1.00 per week.

Free ads apply to non-commercial advertisers.

NONPROFIT DISCOUNT

NTMG offers a 20% discount off our open rate to all organizations that are recognized by the IRS with a tax-exempt 501 (c)(3) status.

FINANCIAL INFORMATION

Classified line ads are pre-paid. We accept Visa, MasterCard, American Express, Discover, checks, money orders, and cash. Display advertisers can apply for credit by filling out a credit application.

GENERAL INFORMATION

NTMG reserves the right to refuse, edit, alter, or omit any advertisement submitted for publication. We also assume no responsibility for negligence in proofing ad copy and/or artwork. NTMG will be responsible for only one incorrect insertion of an ad. No cancellations can be accepted after deadline.

CLASSIFIED DISPLAY AD RATES

Rates are per ad for ads in the classified section only. Rates are for ads that run weekly.

*COLOR RATES ARE AVAILABLE, PRICING VARIES.

NEW TIMES

		SIZE	1X	6x	13X	26X	52X
ORIENTATION	square	FULL	\$1547	\$1392	\$1237	\$1145	\$1067
	vertical/horizontal	1/2	\$798	\$718	\$638	\$591	\$551
		1/4	\$446	\$402	\$357	\$330	\$308
ORIENTATION	square	3/16	\$344	\$310	\$260	\$245	\$230
	vertical/horizontal	1/8	\$233	\$210	\$177	\$156	\$121
		1/16*	\$134	\$121	\$102	\$90	\$70
		1/32*	\$67	\$60	\$50	\$45	\$35
		1/64*	\$34	\$30	\$26	\$23	\$18

SUN

		SIZE	1X	6x	13X	26X	52X
ORIENTATION	square	FULL	\$1033	\$930	\$827	\$765	\$713
	vertical/horizontal	1/2	\$540	\$486	\$432	\$400	\$372
		1/4	\$289	\$260	\$231	\$214	\$199
ORIENTATION	square	3/16	\$240	\$216	\$173	\$160	\$150
	vertical/horizontal	1/8	\$166	\$149	\$126	\$110	\$86
		1/16*	\$85	\$77	\$65	\$57	\$44
		1/32*	\$50	\$45	\$38	\$34	\$26
		1/64*	\$26	\$23	\$20	\$18	\$15

*1/16 and 1/64 only available in square orientation.
1/32 only available in vertical or horizontal orientation.

DEADLINE

Line ads are due by **3pm Monday**.

Display deadline is **3:30pm Friday**.

Keepin' it classy in the Classifieds

We want your business to be featured! Get your sale items and business offerings out there in a variety of category listings. Reach over than 150,000 readers weekly from Santa Ynez to San Miguel.

My805Tix / Ticket Wire

ALL TICKETS. ONE PLACE.

My805Tix is an online ticket portal dedicated exclusively to Central Coast events. We provide organizations with access to the entire *New Times* and *Sun* audiences over San Luis Obispo and Northern Santa Barbara Counties, plus local box offices (in San Luis Obispo and Santa Maria), built-in marketing support, and a professional team right here in town to help your event succeed.

Any organization can use My805Tix at NO ADDITIONAL COST to the organization.

WHAT WE OFFER

- Online ticket sales from a trusted resource
- The ability to collect donations, sell memberships, and process registrations online
- Promotion in print ads in *New Times* and the *Sun*
- Promotions on NewTimesSLO.com, SantaMariaSun.com, and My805Tix.com
- Promotions via e-newsletters and social media posts reaching thousands of people who love the Central Coast
- Box office to answer calls, process phone orders, and hand out tickets
- Customer data, reports, and tracking
- A highly-competitive credit card processing rate that you can pass along to the ticket buyer if you choose

NEED MORE INFO?

Visit www.My805Tix.com to see for yourself! If you need more information, please email info@my805tix.com or call 805-546-8208 to set up a free demonstration.

TICKET WIRE

Ticket Wire is an e-newsletter that highlights upcoming events on the Central Coast from our **My805Tix** partners.

Every Monday, over 20,000 subscribers receive this email that contains featured events as well as info on many events happening that week and weekend, all with a fast and easy way to purchase tickets.

Act now! Space is limited. Call for pricing. **My805Tix** portal users get an exclusive rate. The deadline is Thursday by 5 p.m.

Call 805-546-8208 or email info@my805tix.com

MY 805 TIX VISIT MY805TIX.COM

TICKET **WOW!** WIRE

“THIS IS WORTH THE SCROLL”

EVENTS THROUGH THIS MONTH

FEATURED EVENTS

Movies & Video Games
Cuesta 4th Annual Pops Concert & Fundraiser
Sun., September 23, 2018
Cuesta Performing Arts Center
[BUY TICKETS NOW](#)

Israel @ 70 Celebration
Santa Barbara Sailing Center
Thurs. October 11, 2018
Jewish Federation of Greater Santa Barbara
[BUY TICKETS NOW](#)

MY 805 TIX VISIT MY805TIX.COM

ON THE WIRE

UPCOMING EVENTS

Of Mice & Men
By the Sea Productions
This Fri., Sat. & Sun., 2018
By The Sea Productions
[BUY TICKETS NOW](#)

Lighthouse Tour
Point San Luis Lighthouse
This Wed. & Sat., 2018
Point San Luis Lighthouse
[BUY TICKETS NOW](#)

POWERED BY: *NewTimes* & *Sun*

MY 805 TIX

WEB/MOBILE/E-NEWSLETTERS/SOCIAL MEDIA



WEB **NewTimesSLO.com** and **SantaMariaSun.com** offer a unique online branding opportunity for your business. Our digital advertising packages will provide your business daily exposure throughout both websites.

Weekly page views:

New Times: approx. 23,000 • **Sun:** approx. 7,000

Leaderboard (728x90p)

SIZE	52X	26X	13X	1X
Leaderboard	\$8	\$9	\$10	\$12
Rectangle	\$6	\$7	\$8	\$10

Rectangle (300x250p)

Rates are per 1,000 impressions, per site. 10,000 minimum.



MOBILE

Put your marketing in everyone's pocket!

NewTimesSLO.com

32,500 page views/month on average.

Mobile banner ad 320x50 \$10/1,000

Only three ads rotating at a time ensuring better visibility of your ad.

Mobile (320x50p)

(8,000 impressions guaranteed)



E-NEWSLETTERS

- **New Times & Sun weekly e-newsletters (News Wires):** both are emailed out every Thursday morning.
- **New Times events e-newsletter (Event Wire)** emailed out every Friday morning to highlight local weekend events throughout the county.

Leaderboard (728x90p)

RATES

Combo New Times & Sun weekly e-newsletters (approx. 15,400 subscribers)	\$270/wk
New Times weekly News Wire (approx. 10,000 subscribers)	\$200/wk
New Times weekly Events Wire (approx. 10,000 subscribers)	\$200/wk
Sun weekly News Wire (approx. 7,000 subscribers)	\$100/wk



SOCIAL MEDIA

FACEBOOK POST

New Times

Nearly 10,000 followers on Facebook.
Two posts per week = \$175
Limited to 5 clients per week

Sun

Over 2,000 followers on Facebook.
Two posts per week = \$65
Limited to 2 clients per week

Menus



Our *Menus* publication is the ultimate food and drink guide on the Central Coast.

Menus is published twice a year — **Spring/Summer** and **Fall/Winter**. Help our readers discover and re-discover the Central Coast's varied cuisine by promoting your restaurant, café, brewery, bar, or winery.

Our **wine maps** are an additional feature available for wineries.

60,000 copies of this glossy-covered magazine are printed. The magazine is inserted into our papers and is also distributed to over **650** strategic locations throughout San Luis Obispo and Northern Santa Barbara Counties. Distribution areas include shopping centers, Chambers of Commerce, hotels, wineries and other high-traffic areas.

MENUS RATES

Rates include ad design

COVER – INCLUDES FULL PAGE AD & HALF PAGE FEATURE
\$3,500/single issue

FULL PAGE + HALF PAGE FEATURE
\$2,200/single issue \$1,870/two issues

FULL PAGE (9.25" w x 11.75" h)
\$1,550/single issue \$1,320/two issues

HALF PAGE (4.5" w x 11.75" h)
\$920/single issue \$782/two issues

GLOSSY PAGES
(Page 2, Inside Back Cover & Back Cover)
\$1,950/single issue \$1,650/two issues

WINE MAP ADS
\$199/single issue \$150 each/two issues

ADDITIONAL ADVERTISING OPPORTUNITIES

SHOP LOCAL **Sun** BACK PAGE

Local businesses are so important to our community because they provide the character and uniqueness that IS ... Northern Santa Barbara County. Every week the back page of the *Sun* is a full color showcase of 1/16 square-sized ads of local advertisers. This gives advertisers the opportunity to promote their local business on a high-visibility page in the community paper that really makes a difference.

RATES

52 week commitment = \$75 per week
for individual ad size **1/16s** (2.375" w x 3" h)



INSERTS

Insert rates are \$45 per 1,000 for 10,000, \$40 for up to 17,999, and \$35 for 18,000 or more. Minimum inserts: 10,000. Call for multiple-page insert pricing.

STICKY NOTES

So you want to be on the cover? Sticky Notes are the way to do it! Rates are \$60 per 1,000, includes printing. Rates are net. Minimum 18,000 per paper. Deadline is two weeks prior to print for artwork and space reservation.

MORE ADVERTISING INFO

PLACEMENT

When available, specific page position is guaranteed with a 15% placement charge. Minimum ad size: 3/16. Back page: 20% additional charge.

DEADLINES

Space reservation, ad copy, and ad cancellation: the Friday prior by 3:30 pm. Camera Ready ads are due Monday by 4pm.

Ads should be approved by:

Sun: 5pm Monday
New Times: 5pm Tuesday

PRINT & DIGITAL AD ARTWORK

We can build your digital and print ads at no additional cost. We do not produce Flash media at this time. Deadline to turn in artwork is one week prior to your ad's scheduled run. You may also create your own ad built to our Camera Ready specifications and send it via email to us. Deadline for client-produced ads is Monday prior to the scheduled run by 4pm.

See the "specs" page for additional artwork details.

JAN

- 3 NEW YEAR'S DAY MON. 1/1
- 10 ● VOLUNTEERS
- 17 MLK, JR. DAY MON. 1/21
- 24 ● HEALTH & BEAUTY
- 31

FEB

- 7 VALENTINE'S DAY THURS. 2/14
- 14 ● WEDDINGS
- 21 PRESIDENTS DAY MON. 2/18
- 28

MAR

- 7 ★ SPRING ARTS
- 14 ST. PATRICK'S DAY SUN. 3/17
- 21
- 28 SUN BIRTHDAY SUN. 3/31

APR

- 4 ➡ MENUS
- 11 TAX DAY MON. 4/15
- 18 EASTER SUN. 4/21
- 25 ★ STRAWBERRY FESTIVAL 4/26-28

VOTE BEST OF SLO: 2/21 - 3/11

MAY

- 2 ■ BEST OF SLO
- 9 MOTHER'S DAY SUN. 5/12
- 16
- 23 ★ SUMMER GUIDE
MEMORIAL DAY MON. 5/27
- 30

JUNE

- 6 ● FOOD & DRINK
- 13 GRADUATION SAT. & SUN. 6/15 & 16
FATHER'S DAY SUN. 6/16
- 20 ● WINNING IMAGES
- 27 ● SUN PRIDE ISSUE
4TH OF JULY THURS. 7/4

JULY

- 4 ● NT PRIDE ISSUE
★ SB COUNTY FAIR 7/10-14
- 11 ● 55 FICTION
- 18 ★ MID STATE FAIR PROGRAM
7/17-28
- 25

AUG

- 1 ■ BEST OF NSBC
- 8 NEW TIMES' BIRTHDAY TUES. 8/13
- 15 ● EDUCATION TODAY
- 22
- 29 LABOR DAY MON. 9/2

WINNING IMAGES ENTRY: 5/2-5/20

VOTE BEST OF NSBC: 5/23-6/17

NTMA ENTRIES ACCEPTED: 7/25-8/19

SEPT

- 5
- 12 ● STUDENT GUIDE
CAL POLY WOW WEEK
- 19
- 26 ★ AUTUMN ARTS

OCT

- 3 ● BREAST CANCER/DOMESTIC VIOLENCE AWARENESS ISSUES
- 10 COLUMBUS DAY MON. 10/14
- 17 ➡ MENUS
- 24 HALLOWEEN THURS. 10/31
- 31 NTMA SHOWCASE FRI. 11/1

NOV

- 7 VETERAN'S DAY MON. 11/11
- 14
- 21
- 28 ★ HOLIDAY GUIDE
THANKSGIVING TH-FRI 11/28-29

DEC

- 5
- 12 ● LAST MINUTE GIFT GUIDE
- 19 CHRISTMAS WED. 12/25
- 26 ★ BOYS & GIRLS CLUB
- NEW YEAR'S DAY WED. 1/1/20

We're Good at Making You Look Good!

Award-winning graphic design is included in our advertising prices, and we work extra hard to make your ads look extra good. We can start from scratch or follow your established branding. This goes for print and digital advertising!

CAMERA READY

(Print-ready advertisement built to NTMG guidelines that does not require any adjustments.)

Format:

All Camera Ready ads should be submitted in PDF file format. For best print quality, all advertisements must be **at least 300 dpi**. We do not accept Publisher files, Quark files, Word files, or Freehand files.

All fonts should be outlined, or converted to paths. All links should be embedded in the PDF file.

Color:

CMYK is the standard color-space for our ads. **We DO NOT accept ads that use spot colors** (e.g. Pantone colors or other non-process color swatches) as they cause problems during the printing process and can keep your ad from reproducing correctly.

Avoid using 4-color blacks (or rich blacks) as they create registration issues and can obscure type reproduction. Make sure that black and white ads are using only process black.

Images should be adjusted 15%-20% lighter to account for the dot gain common on a web press. **Remember, ads will print darker on newsprint paper.**

Text:

For best reproduction, **all text should be set in a layout program** (e.g. InDesign) and not in an image-editing program (e.g. Photoshop) or a word-processing program (e.g. Word).

Size:

Camera Ready ads should be cropped or built to the specified NTMG ad size.*

All ads print at full-size. There is no need for any printer marks (e.g. color bars, registration marks, or crop marks).

Images should be **at least 300dpi** to print crisply. Images taken from the web are not acceptable.

Changes to Camera Ready Ads:

NTMG is not responsible for changes to Camera Ready ads. The only changes to Camera Ready (CR) ads we do are color conversions and cropping. Any spot colors will be converted to CMYK and printer's marks will be cropped out.

If changes to a CR ad are required (e.g. logos, sizing, wording), it is recommended that the client make the changes through the original designer. If this is not possible, you must check with our Production Department to see if the proposed changes are possible before submitting the ad to be worked.

Minor changes MAY be accommodated. Major changes to CR ads will require the ad to be rebuilt, and all Ad Elements should be submitted separately and follow regular weekly ad production deadlines (due by Friday, 3:30pm).

AD ELEMENTS

(Logos / Photos / Images / Text)

For best print quality, **all logos and images must be at least 300 dpi**. Images taken from the web are not acceptable. Aside from legality issues, they are generally not high enough resolution to reproduce well.

If you would like us to use special or specific fonts, please include the font name and/or attach a copy to insure that we can create your ad correctly.

DEADLINE

Ad Element deadline is Friday by 3:30pm prior to publication.

***All ads turned in after 5pm on Friday will be allowed ONE proof, and one submission for corrections.**

GETTING ARTWORK TO US

Ad Elements and Camera Ready ads can be submitted to NTMG digitally via e-mail, dropbox, flash drive, or cd. Please send your artwork directly to your sales rep.

Please make sure to get your Ad Elements and Camera Ready ads in by the requested deadlines. This allows us time to troubleshoot any problems or issues.

File(s) Too Big?

Files that exceed the maximum email attachment file size may be sent to us using Dropbox. Your sales rep will be happy to send you a link to our Dropbox folder that files can be easily added to should you need to utilize this feature.

For more information about Dropbox visit [Dropbox.com](https://www.dropbox.com).

DEADLINE

Camera Ready ads are due Monday by 4pm prior to publication.

***NTMG will not take responsibility for Camera Ready ads that do not print correctly because they were not built to our specifications.**

specs

every thursday

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