

New Times



San Luis Obispo County's News & Entertainment Weekly

www.newtimesslo.com

Santa Maria Sun



Santa Maria Valley's Weekly Newspaper

www.santamariasun.com

On-Line Advertising Rate Card

New Times: Following rates are for a base of 10,000 ads served per week

Sun: Following rates are for a base of 5,000 ads served per week

Size	6 Weeks		13 Weeks		26 Weeks	
	NT	Sun	NT	Sun	NT	Sun
Leaderboard (728X90 pixels) IAB SIZE	\$153	\$68	\$126	\$56	\$108	\$48
Skyscraper (160X600 pixels) IAB SIZE	\$153	\$68	\$126	\$56	\$108	\$48
Medium Rectangle (300X250 pixels) IAB SIZE	\$153	\$68	\$126	\$56	\$108	\$48
Small Square (160X160 pixels)	\$117	\$68	\$95	\$42	\$81	\$36
Static Tile (125X60 Pixels)	\$25	\$15	\$20	\$12	\$15	\$10

Each Additional 1,000 Ads purchased (per week), add \$10 per week, Sun or New Times

Additional Options

Special Publications – Website

Ads served on all pages of Subsection Purchased (Brides, Best Of, etc.)

Limit of 4 advertisers per Special Publication

Rates are for full 12 month presence within section purchased

Ad Size: 160X250 Pixels

New Times \$600

Sun \$400

Newsletter Banner

Served on EVERY NEWSLETTER

ONLY ONE ADVERTISER PER NEWSLETTER

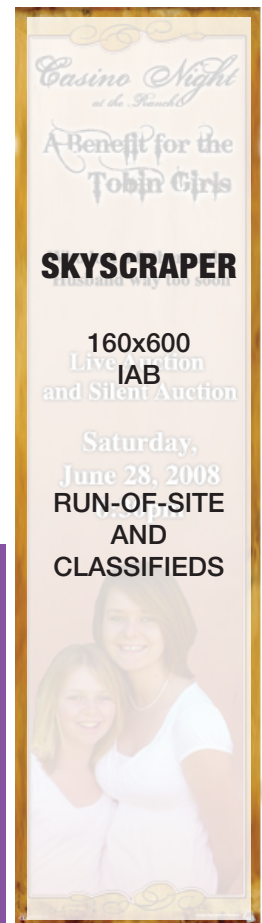
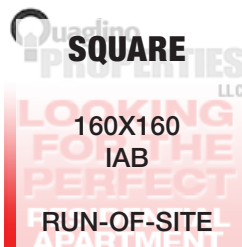
Leaderboard (728X90)

New Times: \$30 per week

Sun: \$20 per week

Sizes for reference only.

Ad sizes are larger on the website and measured in Pixel Size



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