

With an alternative paper there's another voice—an alternative voice—for the community to partake of. With the consolidation of mass media today by vast corporate interest, these independent voices are all the more necessary if real knowledge and accurate information is to flourish. Without them, the world would be a poorer place.

—STEVE MOSS, FOUNDER  
(1948-2005)



NTMG New Times Media Group

NEW TIMES + SUN + MENUS + GET OUTSIDE + MY805TIX + DIGITAL ADVERTISING  
EST. 1986

### Print



Local news, arts, and entertainment weekly newspaper covering San Luis Obispo County published every Thursday



Local news, arts, and entertainment weekly newspaper covering Northern Santa Barbara County published every Thursday



The Central Coast guide to all things food and drink covering both San Luis Obispo and Northern Santa Barbara Counties



The Central Coast guide to all things outside covering both San Luis Obispo and Northern Santa Barbara Counties

### Ticketing



Online ticketing portal and media support dedicated exclusively to Central Coast events

### Additional print

#### FRONT COVER STICKY NOTES

Get your message on the front cover of *New Times* and the *Sun*

#### INSERTS

Insert your flyer or multipage inserts into *New Times* and the *Sun*

#### CLASSIFIEDS

Largest reach on the Central Coast for your real estate, business services, employment, and legal notice advertising

#### SHOP LOCAL (SUN)

Full color back page placement every week to promote your business

### Digital

#### WEBSITE ADS

[NewTimesSLO.com](http://NewTimesSLO.com) and [SantaMariaSun.com](http://SantaMariaSun.com)

#### E-NEWSLETTERS

Your opportunity for the premium spots on our five weekly e-newsletters

**MY805TIX** Wednesday **TICKET WIRE**

**NEW TIMES** Thursday **NEWS WIRE**

**SUN** Thursday **NEWS WIRE**

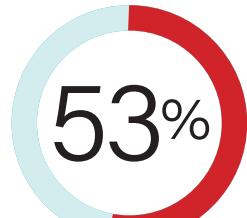
**NEW TIMES** Friday **EVENTS WIRE**

**SUN** Friday **EVENTS WIRE**

# LARGEST REACH ON THE CENTRAL COAST

NEW TIMES MEDIA GROUP

## READERSHIP



Percent of *New Times* readers who refer to their copy 1-3 times

77,500 (Pass Along Rate 3.1)

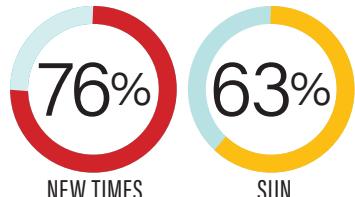


Percent of *Sun* readers who refer to their copy 1-3 times

33,600 (Pass Along Rate 2.8)

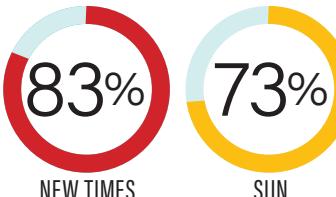
## EDUCATION

Percent of readers with college or advanced degree



## HOUSE OWNERS

Percent of readers who own their home



## ACTIVITIES

Percent of *New Times* and *Sun* readers who ...



... prefer to shop at locally-owned businesses



... dine in or get take out from restaurants 1-3 times a week

## WEBSITE STATS

**NewTimesSLO.com** - Page Views 65K · Unique Devices 50K

**SantaMariaSUN.com** - Page Views 28K - Unique Devices 20K

Website statistics reflect monthly average audience overview for 2025.

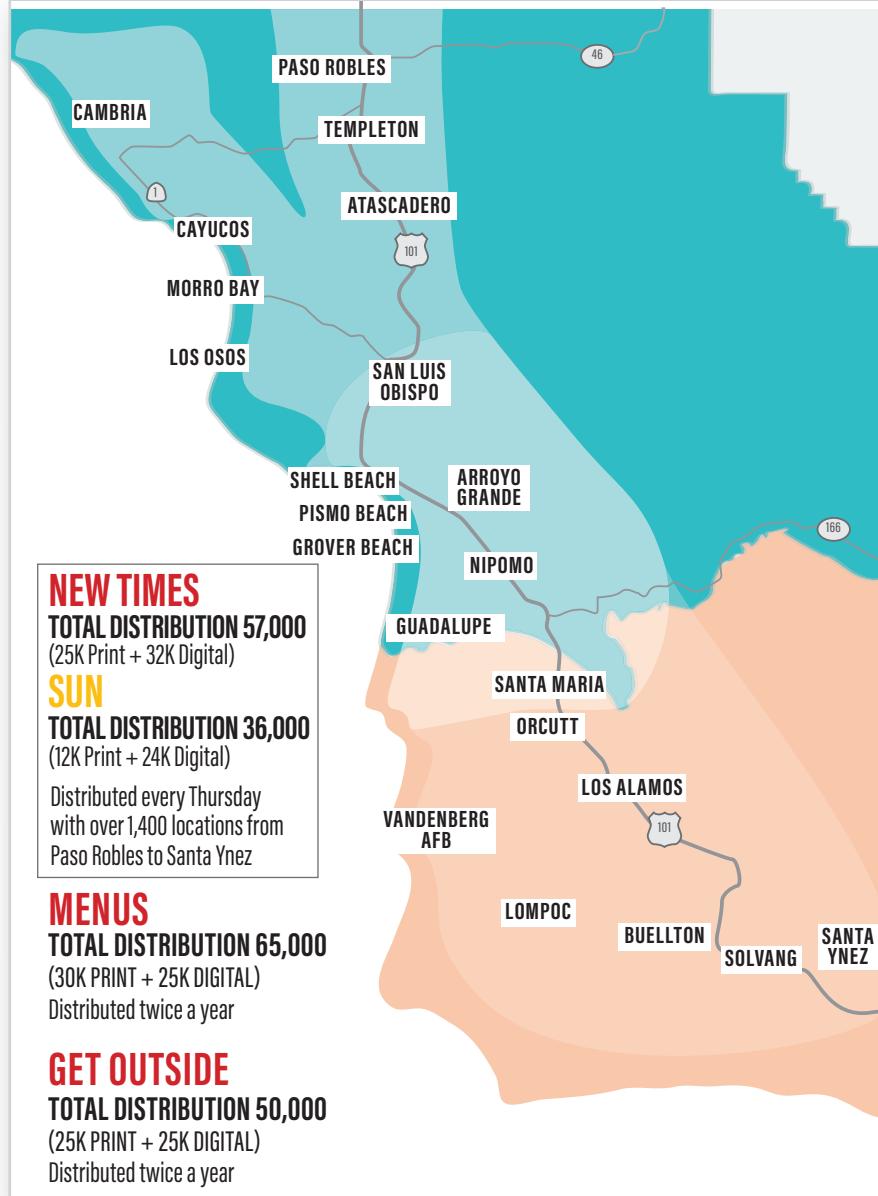
## E-NEWSLETTERS

(SUBSCRIBER NUMBERS AS OF NOVEMBER 2025)

**New Times NEWS WIRE** (approx. 16K subscribers) · **New Times EVENT WIRE** (approx. 16K subscribers)

**Sun NEWS WIRE** (approx. 12K subscribers) · **Sun EVENT WIRE** (approx. 12K subscribers)

**My805Tix TICKET WIRE** (approx. 77K subscribers)



**NewTimes**  
(805) 546-8208

1010 Marsh Street  
San Luis Obispo, CA 93401  
NewTimesSLO.com

**Sun**  
(805) 347-1968

801 South Broadway  
Santa Maria, CA 93454  
SantaMariaSun.com

**New Times** (805) 546-8208

**Sun** (805) 347-1968

# We offer award-winning graphic design and production totally free to our clients

## CAMERA READY ARTWORK

Camera ready ads are print-ready advertisements, supplied by the client, built to NTMG guidelines that do not require any adjustments.

## FORMAT

Camera-ready ads should be built to the specified NTMG ad size and submitted in **PDF file format**. For best print quality, all advertisements should be at least 300 dpi. We do not accept Publisher files, Quark files, Word files, or Freehand files. All fonts should be embedded, outlined, or converted to paths. All links should be embedded in the PDF file.

## AD ELEMENTS

(Logos / Photos / Images / Text)

For best print quality, all logos and supplied images should 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).

## 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.

## DEADLINES

Deadline for ad elements is **Friday by 3:30pm** prior to publication.  
Camera ready ads are due **Monday by 4pm** prior to publication.



# 2026 AD PLANNER

NEW TIMES MEDIA GROUP

## JANUARY

1	● 2025 YEAR IN REVIEW	NEW TIMES SUN-THURS 1/1-10/2025
8	● VOLUNTEERS	
15		GET OUTSIDE GUIDE
22	● GET OUTSIDE GUIDE	
29		

## FEBRUARY

5	GET OUTSIDE PUBLISHED IN FEB	
12	● HEALTH & WELLNESS	
	PRESIDENTS' DAY-MON 2/19 VALENTINE'S DAY-SAT 2/14	
19		
26	● WEDDINGS	BEST OF SLO BALLOT

## MARCH

5		BEST OF SLO BALLOT
12	● SPRING ARTS	BEST OF SLO BALLOT
19	★ SPRING ARTS	NEW TIMES
26	THE NEW'S 2026 ARTS & ENTERTAINMENT	

NEWTIMES & SUN PUBLICATION  
NEWTIMES ONLY PUBLICATION  
SUN ONLY PUBLICATION  
SPECIAL GLOSSY MAGAZINE

## APRIL

2		MENUS PUBLISHED IN APR EASTER SUNDAY-4/5
9		
16	★ STRAWBERRY FESTIVAL	
23	STRAWBERRY FESTIVAL 4/24-26	WINNING IMAGES ENTRY
30		WINNING IMAGES ENTRY

## MAY

7	● BEST OF SLO COUNTY	WINNING IMAGES ENTRY
14		
21		WINNING IMAGES ENTRY
28	★ SUMMER GUIDE	

## JUNE

4	● PRIDE	BEST OF NSBC BALLOT
11		BEST OF NSBC BALLOT
18	● WINNING IMAGES	BEST OF NSBC BALLOT
	FATHER'S DAY-SUN 6/25	GET OUTSIDE DL
	JUNETEENTH-FRI 6/19	BEST OF NSBC BALLOT
25		

## JULY

2	★ SB COUNTY FAIR	GET OUTSIDE PUBLISHED IN JULY 4TH OF JULY-4/20/26-7/4
9	★ CA MID-STATE FAIR	CA MID-STATE FAIR 7/16-28
16		NTMA ENTRY
23	● 55 ACTION	NTMA ENTRY
30		NTMA ENTRY

## AUGUST

6	● EDUCATION TODAY	
13	NEW TIMES' 40TH B'DAY 8/13	
20	● BEST OF NSBC	
27		PET PHOTO ENTRY

## SEPTEMBER

3		PET PHOTO ENTRY CARNIVAL-9/23/26-9/7
10	● STUDENT GUIDE	PET PHOTO ENTRY COL. FRESH WEEK OF 9/26/26
17		
24	★ AUTUMN ARTS	
31	● 2026 YEAR IN REVIEW	

## OCTOBER

1		MENUS DL & PUBLISHED IN OCTOBER
8		COLUMBUS DAY-MON 10/12
15		
22	● PET	
29		HALLOWEEN-SAT 10/31 ELECTION DAY-TUES 11/3

## NOVEMBER

5		VETERANS DAY-MON 11/13
12		
19	★ HOLIDAY GUIDE	NEW YEARS DAY-MON 1/1
26		THREE KING'S DAY-SUN 1/21

## DECEMBER

3		
10		
17		
24		CHRISTMAS-FRI 12/25
31	● 2026 YEAR IN REVIEW	

Winning Images entries due: Mon, May 11  
55 Fiction entries due: Mon, June 15  
NTMA entries due: Mon, August 3  
Pet photo entries due: Mon, Sept. 14

★ = FULL PUBLICATION

● = THREE EDITIONS



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.

### WHAT WE OFFER

- Media support
- Full page print ads in *New Times* and *Sun* weekly publications
- Promotion on NewTimesSLO.com, SantaMariaSun.com, and My805Tix.com
- Promotions via Ticket Wire e-newsletter and social media posts reaching thousands of people who love the Central Coast
- Customer data, reports, and tracking
- A highly-competitive credit card processing rate that you can pass along to the ticket buyer if you choose
- Online ticket sales from a trusted resource
- 30% off all NTMG print and digital products

### KEY FEATURES & BENEFITS

**ONE-PAGE CHECKOUT** - reduce cart abandonment

**TIME-ENTRY UPDATES** - space out check-in by venue, date, and time.

**SERIES EVENTS** - manage ticket inventory and packages across a series of events or reoccurring events

**SPONSORSHIP INVENTORY** - more branding opportunities than any other platform (brand tickets, logos, and links on checkout page, lead gen, etc.)

**UPSELL AT CHECKOUT** - create a pop-up during checkout when a ticket is added to the cart

CONTACT PAUL IRVING AT [PAUL@BIGGGSLO.COM](mailto:PAUL@BIGGGSLO.COM)



**VIRTUAL EVENTS** - embed a live stream or pre-recorded video to a new landing page that is gated by ticket type or activity

**MERCHANDISE** - include a merchandise section at checkout to add new revenue pre-event

**TAP TO REDEEM** - fans can now tap their tickets or activities to redeem for a completely contactless check-in

**DEDICATED CLIENT SERVICES TEAM** - training, building events, on-site support, strategic consulting

**MULTI-LANGUAGE** - build event details in two languages for fans to toggle between based on preference, like English and Spanish

# DIGITAL ADVERTISING

NEW TIMES MEDIA GROUP

## ADS

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

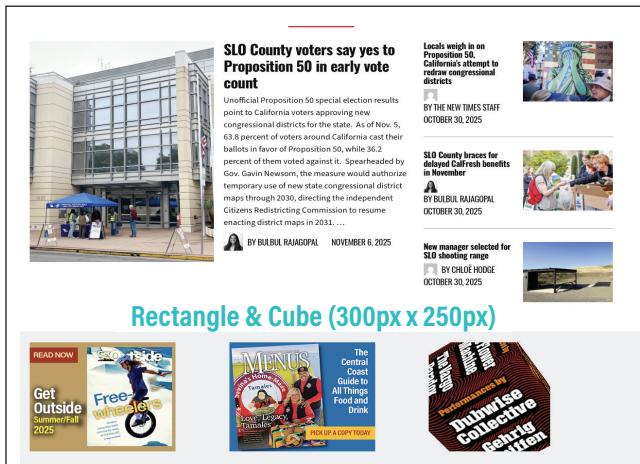
Billboard (2000px x 500px)



Luxury, Coastal Living Awaits  
Encore CCB  
SECURE YOUR HOME TODAY

New Times  
SLO COUNTY NEWS & ENTERTAINMENT SINCE 1968  
Leaderboard (728px x 90px)

MY 805 TIX  
LOCAL TICKETS, ONE PLACE  
NOW HIRING!  
OPTIONS



SLO County voters say yes to Proposition 50 in early vote count  
Unofficial Proposition 50 special election results point to California voters approving the measure to expand congressional districts. As of Nov. 5, 63.9 percent of voters across California cast their ballots in favor of Proposition 50, while 36.2 percent of them voted against it. Spearheaded by Gov. Gavin Newsom, the measure would authorize temporary use of new state congressional district maps through 2030, directing the independent Citizens Redistricting Commission to resume enacting district maps in 2031. ...  
BY BULBUL RAJAGOPAL NOVEMBER 6, 2025

Rectangular & Cube (300px x 250px)

READ NOW  
Get Outside Summer/Fall 2025  
Free Wheelers  
MENUS  
The Central Coast Guide to All Things Food & Drink  
Performance by Dubwise Collective  
Gettin' Itten

NewTimesSLO.com or SantaMariaSun.com

LEADERBOARD (728 x 90) RECTANGLE (300 x 250)

\$12 per 1,000 (10,000 minimum)

CUBE \$15 per 1,000 (10,000 minimum)

BILLBOARD (2000 x 500)

NewTimesSlo.com - \$1800/month

SantaMariaSun.com - \$1200/month

SNEAKER (728 x 90)

NewTimesSlo.com - \$800/month

SantaMariaSun.com - \$500/month

## NEWSLETTERS

Our weekly emailed newsletters feature premium leaderboard spots. Give your business optimum exposure in the limited premium space!



New Times  
NEWS WIRE  
CENTRAL COAST NEWS

e-NEWSLETTER (640px x 200px)

NEW TIMES MUSIC AWARDS SHOWCASE EVENT FRI NOV 21 2025 • 7PM @ SLO BREW ROCK

New Times NEWS WIRE (Thursday)

(approx 16,000 subscribers - size: 640x200)

1x=\$280 4x=\$252 8x=\$238 13x=\$210

New Times EVENT WIRE (Friday)

(approx 16,000 subscribers - size: 640x200)

1x=\$280 4x=\$252 8x=\$238 13x=\$210

Sun NEWS WIRE (Thursday)

(approx 12,000 subscribers - size: 640x200)

1x=\$280 4x=\$252 8x=\$238 13x=\$210

Sun EVENT WIRE (Friday)

(approx 12,000 subscribers - size: 640x200)

1x=\$280 4x=\$252 8x=\$238 13x=\$210

NEWSLETTER TAKEOVER

2 spots on ALL 4 Newsletters

1x=\$950 4x=\$855 8x=\$808 13x=\$713

## MY805TIX TICKET WIRE NEWSLETTER



MY 805 TIX TICKET WIRE  
VISIT MY805TIX.COM

FESTIVALS | CONCERTS | ART | THEATER | FOOD + DRINK  
UPCOMING EVENTS

FEATURED EVENTS

Ticket Wire Image (500px x 380px)

Orchestra Novo presents:  
Silent Movie: "Show People" with Live Orchestra  
Harold J. Miessi CPAC at Cuesta College  
Sunday, October 30 • 4pm  
BUY TICKETS NOW

Basin Street Regulars presents:  
Barrelhouse Wailers and The Decomposing Brass Quintet  
Pismo Beach Veterans Hall  
Sunday, October 30 • 1-4pm  
BUY TICKETS NOW

My805Tix TICKET WIRE

(Wednesday)

(approx 72,000 subscribers - size: 500x380)

1x=\$455 4x=\$410 8x=\$387 13x=\$341

My805Tix TICKET WIRE BUNDLE

Print and Digital New Times

1x=\$625 4x=\$563 8x=\$531 13x=\$469

Print and Digital SUN

1x=\$600 4x=\$540 8x=\$510 13x=\$450

New Times (805) 546-8208 Sun (805) 347-1968

### Print & Digital BUNDLES\*

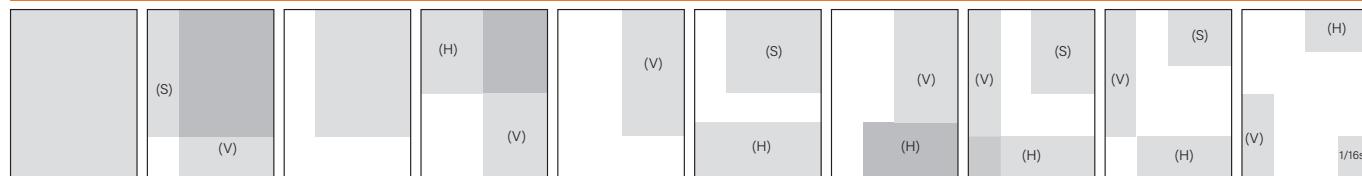
SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,597	\$1,287	\$1,195	\$1,117	\$200
3/4	\$1,203	\$972	\$903	\$846	\$200
JR	\$932	\$756	\$703	\$659	\$200
1/2	\$848	\$688	\$641	\$601	\$150
3/8	\$677	\$551	\$514	\$483	\$150
5/16	\$603	\$493	\$459	\$432	\$150
1/4	\$496	\$407	\$380	\$358	\$75
3/16	\$394	\$326	\$305	\$288	\$75
1/8	\$283	\$236	\$222	\$211	\$50
1/16	\$184	\$158	\$149	\$143	\$25

### Print ONLY\*

SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,547	\$1,237	\$1,145	\$1,067	\$200
3/4	\$1,153	\$922	\$853	\$796	\$200
JR	\$882	\$706	\$653	\$609	\$200
1/2	\$798	\$638	\$591	\$551	\$150
3/8	\$627	\$501	\$464	\$433	\$150
5/16	\$553	\$443	\$409	\$382	\$150
1/4	\$446	\$357	\$330	\$308	\$75
3/16	\$344	\$276	\$255	\$238	\$75
1/8	\$233	\$186	\$172	\$161	\$50
1/16	\$134	\$108	\$99	\$93	\$25

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

### PRINT AD SIZES



Full Page  
10.125" w x  
12.75" h

3/4 Page  
(V) 7.5" w x 12.75" h  
(S) 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  
(V) 5" w x 9.5" h  
(H) 10.125" w x 4.625" h

5/16 Page  
(S) 7.5" w x 6.25" h  
(H) 7.5" w x 4.625" 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  
(V) 7.5" w x 3" h  
(H) 2.375" w x 9.5" h  
(S) 5" w x 4.625" h

1/8 Pg. (H) 5" w x 3" h  
(V) 2.375" w x 6.25" h  
(S) 2.375" w x 3" h  
1/16 Page  
(S) 2.375" w x 3" h

### ADDITIONAL PRINT INFO

#### PLACEMENT

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

#### FRONT COVER STICKY NOTES

\$70 per 1,000 includes printing. Rates are net. Minimum 12,000 per publication. Deadline is three weeks prior to publication date

#### INSERTS

Insert rates \$50 per 1,000 for 12,000; \$45 for up to 37,000. Minimum inserts: 10,000. Call for multiple-page insert pricing.



# MENUS

THE CENTRAL COAST GUIDE TO ALL THINGS FOOD AND DRINK

The premier food and drink guide to the Central Coast with 65,000\* copies distributed every six months throughout San Luis Obispo and Northern Santa Barbara Counties

\*40,000 print • 25,000 digital



## RATES

### FRONT COVER

Includes consult, photoshoot, front cover, full page ad, and 1/2 page written feature story  
\$3800

### PREMIUM PAGE PLACEMENT

Inside front cover, inside back cover, or back cover  
3x - \$1663 • 2x - \$1954 • 1x - \$2111

### FULL PAGE AD +

### 1/2 PAGE FEATURE STORY

3x - \$1964 • 2x - \$2331 • 1x - \$2625

### 1/2 PAGE AD +

### 1/2 PAGE FEATURE STORY

3x - \$1399 • 2x - \$1649 • 1x - \$1895

### FULL PAGE AD

3x - \$1386 • 2x - \$1628 • 1x - \$1759

### 1/2 PAGE AD

3x - \$821 • 2x - \$966 • 1x - \$1029

### DIGITAL/WEB ADS

Add digital for \$12 per 1,000

(10,000 impressions)

## PRINT AD SPECS

**FULL PAGE** = 8.625" x 11.125" (includes 0.25" bleed)

Image Area = 8.375" x 10.875" (trim size)

Live Area = 8.125" x 10.625"

**1/2 PAGE VERTICAL** (no bleed) = 3.75" x 9.75"

## DIGITAL/WEB ADS (PIXELS)

**Leaderboard** = 728 x 90 **Rectangle** = 300 x 250

## PICK UP POINTS THROUGHOUT THE CENTRAL COAST:

Hotels • Wineries • Shopping Centers • Chambers of Commerce Corporations • High-traffic areas including many *New Times* and *Sun* newspaper racks.

### PUBLICATION DATES:

April & October 2026

# Get Outside

## THE CENTRAL COAST GUIDE TO EVERYTHING OUTSIDE

**Get Outside** is a full-color glossy magazine with a print circulation of 25,000 and 25,000 digital copies. It is distributed throughout San Luis Obispo and Northern Santa Barbara Counties. Pickup points include chambers of commerce, hotels, college campuses, corporations, shopping centers, and other high-traffic areas, including many *New Times* and *Sun* newspaper racks.

**PUBLICATION DATES:**  
February & July 2026

### RATES

#### FULL PAGE AD

3x (30% OFF) - \$1075  
2x (20% OFF) - \$1228  
1x - \$1535

#### 1/2 PAGE AD

3x (30% OFF) - \$578  
2x (20% OFF) - \$660  
1x - \$825

#### DIGITAL RATES

Add Digital for \$12 per 1,000  
(10K minimum impressions)

#### 1/4 PAGE AD

3x (30% OFF) - \$339  
2x (20% OFF) - \$387  
1x - \$484

#### BUSINESS DIRECTORY

3x (30% OFF) - \$129  
2x (20% OFF) - \$140  
1x - \$165



### PRINT AD SPECS

**FULL PAGE** = 8.625" x 11.125" (includes 0.25" bleed)

Image Area = 8.375" x 10.875" (trim size)

Live Area = 8.125" x 10.625"

#### 1/2 PAGE

VERTICAL = 3.75" x 9.75"

HORIZONTAL = 7.625" x 4.8125"

1/4 PAGE = 3.75" x 4.8125"

**BUSINESS DIRECTORY** = 2.5" x 2.4"

# So you want to be on the COVER?



# STICKY NOTES

*are the way to do it!*

## DEADLINES:

Three weeks in advance for artwork and space reservations.

## SPECIFICATIONS:

- Image should be a 3" wide x 3" tall PDF (this includes the bleed area).
- Final trim size will be 2.875" x 2.875"
- The optimum resolution of images in the PDF file is 266 dpi.
- The text in your art should be converted to outlines.
- Only B/W text is available on back cover.

## RATES:

\$70 per 1,000 includes printing. Rates are net.  
Minimum 12,000 per paper.  
50% deposit non-refundable.

## SHIPPING:

SF Media Co  
c/o SLO New Times  
1201 Evans Ave.  
San Francisco, CA 94124

# the classics

NEW TIMES MEDIA GROUP

## CLASSIFIED LINE AD RATES

All line ads are placed in both *New Times* and/or the *Sun* and will be placed on both [newtimesslo.com](http://newtimesslo.com) and [santamariasun.com](http://santamariasun.com).

### RATES

Run in New Times and/or the Sun		
1x	4 lines	\$16 per week
13x	4 lines	\$12 per week
26x	4 lines	\$10 per week
52x	4 lines	\$8 per week

Rates are per line per paper.

additional lines \$4.00  
additional lines \$3.00  
additional lines \$2.50  
additional lines \$2.00

### 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, Two Lines, Two Papers.

Applies to the For Sale category only for items \$200 or less.

*Free ads apply to non-commercial advertisers.*

### AUTO SPECIAL

Sell you car, van, rv, etc for just \$35 a week! Includes one photo and up 40 words of text. Rate is per paper.

### 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.

## NEW TIMES

SIZE	1X	6x	13X	26X	52X	COLOR
<b>FULL</b>	\$1547	\$1392	\$1237	\$1145	\$1067	\$100
<b>1/2</b>	\$798	\$718	\$638	\$591	\$551	\$100
<b>1/4</b>	\$446	\$402	\$357	\$330	\$308	\$50
<b>3/16</b>	\$344	\$310	\$260	\$245	\$230	\$50
<b>1/8</b>	\$233	\$210	\$177	\$156	\$121	\$25
<b>1/16</b>	\$134	\$121	\$102	\$90	\$70	\$15
<b>1/32</b>	\$67	\$60	\$50	\$45	\$35	\$10

## SUN

SIZE	1X	6x	13X	26X	52X	COLOR
<b>FULL</b>	\$1033	\$930	\$827	\$765	\$713	\$100
<b>1/2</b>	\$540	\$486	\$432	\$400	\$372	\$100
<b>1/4</b>	\$289	\$260	\$231	\$214	\$199	\$50
<b>3/16</b>	\$240	\$216	\$173	\$160	\$150	\$50
<b>1/8</b>	\$166	\$149	\$126	\$110	\$86	\$25
<b>1/16</b>	\$85	\$77	\$65	\$57	\$44	\$15
<b>1/32</b>	\$50	\$45	\$38	\$34	\$26	\$10

### DEADLINE

Line ads are due by 3pm Monday. Display deadline is 3:30pm Friday.

Email us at [classifieds@newtimesslo.com](mailto:classifieds@newtimesslo.com) or call (805) 546-8208

New Times (805) 546-8208

Sun (805) 347-1968