

INSIDE PUBLICATIONS

INSIDE THE CITY • INSIDE EAST SACRAMENTO • INSIDE ARDEN

AFFORDABLE RATES

ONE PUBLICATION

For low rates advertise in either

- INSIDE THE CITY
- INSIDE EAST SACRAMENTO
- INSIDE ARDEN

ALL 3 PUBLICATIONS

Run your ad in all three publications to reach a broader geographic area for the greatest effectiveness.

BEST VALUE!

12 month plans receive 13th month FREE*

SPECIAL OPTIONS

PREMIUM PLACEMENT

20% up charge for pages 2-9 and inside back cover. Subject to availability.

DESIGN & PRODUCTION

Inside Publications provides professional design and production services for our advertisers using PC-based Adobe Acrobat, InDesign 2, Pagemaker 7, Photoshop 7 and Illustrator 10 software.

• PRODUCTION FEE: \$30 Initial Fee for email or disk submission of ads in ADOBE.pdf format.

• BASIC AD DESIGN: \$60 per hour, \$30 minimum.

• DESIGN, IMAGE DEVELOPMENT & PHOTOGRAPHY: \$60 per hour \$60 minimum.

• AD CHANGES: \$15 minimum per revision for copy changes, \$15-30 and up for graphic and photo changes.

• LATE CHANGES: \$45 and up

INSERT your preprinted flyers in our HOME DELIVERED copies.

Rate: Min. \$80 per thousand (8 cents each)
 Inserts other than 8 1/2 x 11 single-sheets are priced per ounce. Submit 10 copies of sample for approval and pricing.

Quantities per publication:

- INSIDE EAST SACRAMENTO: 10,000
- INSIDE ARDEN: 12,000
- INSIDE THE CITY: 12,000
- All 3 Publications: 34,000

Page Size	12 months	5-11 months	1-4 months
Full	\$620	\$699	\$763
Half	\$359	\$449	\$479
Quarter	\$229	\$260	\$315
Eighth	\$149	\$180	\$209

BLACK & WHITE

Full	\$770	\$849	\$913
Half	\$529	\$599	\$629
Quarter	\$359	\$380	\$435
Eighth	\$269	\$300	\$329

RED ACCENTS

Full	\$995	\$1,074	\$1,138
Half	\$604	\$674	\$704
Quarter	\$379	\$410	\$465

4 COLOR
Great for Photos

Page Size	12* months	5-11 months	1-4 months
Full	\$1,860*	\$2,097	\$2,289
Half	\$1,077*	\$1,347	\$1,437
Quarter	\$687*	\$780	\$945
Eighth	\$447*	\$540	\$627

Full	\$2,310*	\$2,547	\$2,739
Half	\$1,587*	\$1,797	\$1,887
Quarter	\$1,077*	\$1,140	\$1,305
Eighth	\$807*	\$900	\$987

Full	\$2,985*	\$3,222	\$3,414
Half	\$1,812*	\$2,022	\$2,112
Quarter	\$1,137*	\$1,230	\$1,395

TERMS

All advertising PREPAID prior to publication.
 Visa-Mastercard accepted for guarantee of payment in lieu of credit approval.

PL23 Effective February 2003 and subject to change.

Please refer to our DISTRIBUTION MAP and AD SPECIFICATIONS for details.
 Please visit insidepublications.com for details.

