

# INSIDE PUBLICATIONS

INSIDE THE CITY • INSIDE EAST SACRAMENTO • INSIDE ARDEN

## AFFORDABLE MONTHLY RATES

### ONE PUBLICATION

For low monthly rates advertise in either

- INSIDE THE CITY
- INSIDE EAST SACRAMENTO
- INSIDE ARDEN

### 2 PUBLICATIONS

### ALL 3 PUBLICATIONS

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

\* Annual Plan prices include a **10% discount**

Page Size	12 months		
	12 months	5-11 months	Month to Month
Full	\$715	\$799	\$863
Half	\$439	\$539	\$569
Quarter	\$279	\$315	\$370
Eighth	\$179	\$209	\$239

Page Size	12 months		
	12 months	5-11 months	Month to Month
Full	\$1,430	\$1,598	\$1,726
Half	\$878	\$1,078	\$1,138
Quarter	\$558	\$630	\$740
Eighth	\$358	\$418	\$478

Page Size	12 months*		
	12 months*	5-11 months	Month to Month
Full	\$1,930	\$2,397	\$2,589
Half	\$1,185	\$1,617	\$1,707
Quarter	\$754	\$945	\$1,110
Eighth	\$484	\$627	\$717

Page Size	12 months		
	12 months	5-11 months	Month to Month
Full	\$1,075	\$1,174	\$1,218
Half	\$664	\$734	\$764
Quarter	\$405	\$445	\$499

Page Size	12 months		
	12 months	5-11 months	Month to Month
Full	\$2,150	\$2,348	\$2,436
Half	\$1,328	\$1,468	\$1,528
Quarter	\$810	\$890	\$998

Page Size	12 months*		
	12 months*	5-11 months	Month to Month
Full	\$2,903	\$3,522	\$3,654
Half	\$1,793	\$2,202	\$2,292
Quarter	\$1,094	\$1,335	\$1,497

**Spot Red ACCENTS** Plus \$100 per ad per publication

### TERMS

All advertising PREPAID prior to publication. Visa-Mastercard accepted for guarantee of payment in lieu of credit approval. Cancellations charges apply for early termination of contract.

**PL26** Effective February 2006 and subject to change.

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

Please visit [insidepublications.com](http://insidepublications.com) for details.

### SPECIAL OPTIONS

- **PREMIUM PLACEMENT**  
20% up charge for pages 2-13 and inside back cover for 1/4, 1/2 and Full Page ads. Subject to availability. 4 Color and Spot Red ad pages are limited in placement.
- **SET UP FEE:** \$25 Initial Fee for all new customers
- **BASIC AD DESIGN:** \$60 per hour, \$30 minimum, in 15 minute increments.
- **DESIGN, IMAGE DEVELOPMENT & PHOTOGRAPHY:** \$60 per hour \$60 minimum.

- **AD SUBMISSIONS**  
Ads submitted via email or disk are accepted in **Adobe.pdf** format only.

- **AD CHANGES:**  
Received before the 5th of the month:  
**No Charge** (up to 30 minutes)

Ads and revisions received from the 6th to the 10th of the month: \$15 minimum per revision for copy changes, \$15-30 and up for graphic and photo changes.

- **LATE AD CHANGES:** Received after the 10th of the month: Design rate is doubled, time permitting.

**INSERT** your preprinted flyers in our HOME DELIVERED copies.  
Rate: Min. \$90 per thousand (9 cents each)  
Inserts other than 8<sup>1/2</sup> x 11 single-sheets are priced per ounce. Submit 10 copies of sample for approval and pricing.

All 3 Publications: 43,100  
· INSIDE EAST SACRAMENTO: 10,500  
· INSIDE ARDEN: 18,300  
· INSIDE THE CITY: 14,300

**DIRECT MAIL** rates including 2 color printing, mail service and postage, as low as 6 cents each. Ask for details.

**SUBSCRIPTIONS** by mail \$20/year.

