

PRINT ADVERTISING

	OPEN	3 MONTHS	6 MONTHS	YEAR
<input type="checkbox"/> Full Page	\$825 <i>per month</i>	\$740 <i>per month</i>	\$700 <i>per month</i>	\$620 <i>per month</i>
<input type="checkbox"/> Full Page Premium	\$925 <i>per month</i>	\$830 <i>per month</i>	\$780 <i>per month</i>	\$690 <i>per month</i>
<input type="checkbox"/> Half Page	\$495 <i>per month</i>	\$445 <i>per month</i>	\$420 <i>per month</i>	\$370 <i>per month</i>
<input type="checkbox"/> Quarter Page	\$325 <i>per month</i>	\$290 <i>per month</i>	\$275 <i>per month</i>	\$240 <i>per month</i>
<input type="checkbox"/> Eighth Page	\$225 <i>per month</i>	\$200 <i>per month</i>	\$190 <i>per month</i>	\$160 <i>per month</i>

WEB & DIGITAL ADVERTISING

	3 MONTHS	6 MONTHS	ONE YEAR
<input type="checkbox"/> Banner Ad Home	\$200 <i>per month</i>	\$175 <i>per month</i>	\$150 <i>per month</i>
<input type="checkbox"/> Banner Ad Secondary	\$125 <i>per month</i>	\$100 <i>per month</i>	\$75 <i>per month</i>
<input type="checkbox"/> Newsletter Ad	\$125 <i>per month</i>	\$75 <i>per month</i>	\$50 <i>per month</i>
<input type="checkbox"/> Newsletter Banner	\$200 <i>per month</i>	\$125 <i>per month</i>	\$100 <i>per month</i>

EMAIL & SOCIAL MEDIA

<input type="checkbox"/> Social Media Post	\$150 <i>per post</i>	
<input type="checkbox"/> Email Plus	\$550 <i>20,000 addresses</i>	\$725 <i>30,000 addresses</i>

NOTES: _____

Business Name _____ Representative _____

Address _____ City/State/Zip _____

Telephone _____ Email _____

Ad to run from: _____ to _____ Total # of issues _____

Special Requests: _____

Signature: _____

Credit Card # _____ Expiration _____ Sec. Code _____

PRINT AD SIZES:

Full Page	7.25 x 9.5
1/2 Page	7.25 x 4.5
1/2 Page Vertical	3.5 x 9.5
1/4 Page	7.25 x 2.25
1/4 Page Vertical	3.5 x 4.5
1/8 Page	3.5 x 2.275

DIGITAL SIZES:

Leaderboard/banner	728 x 90 pixels
Newsletter Ad	360 x 180 pixels
Instagram post	1080 x 1080 pixels
Facebook post	940 x 788 pixels

All ads must be sent as a PDF file, be sure you embed fonts and artwork when making your PDF. We cannot accept native files. Files should have a resolution of 300dpi for all artwork and photos. Include a 1/4 inch bleed on all ads that bleed but be sure all critical areas are at least 1/2 inch from edge. We are not responsible for typographical errors or other mistakes due to your file preparation.

AD DESIGN: Our design department would be happy to design your ad for you. One free ad design every 6 months is available for those on 12 month contracts. All other design work is charged at \$35 additional per 1/8 page ad, \$50 per 1/4 page ad, \$75 per 1/2 page ad and \$100 per full page ad.

DEADLINES: Ad reservation deadline is the 15th of the month preceding insertion.

All clients must pay for first issue in advance and all clients must have a credit card on file. If you prefer to send check after invoicing, please note that on contract. Otherwise, we will charge your card on the first of the month for that month's invoices. By signing this contract you agree to make each payment upon receipt of invoice and adhere to all deadlines as indicated. You also agree to pay any costs associated with collection of monies due Monterey Bay Parent, LLC. A finance charge of 5% will be added to any payment that is 30 days or more late. You also agree to have credit card on file charged for your monthly payment on the first of each month. PLEASE NOTE: The full amount of the entire contract is due and payable if advertiser chooses to withdraw ad from the publication. No refunds will be made for prepaid contracts if advertiser chooses to withdraw ad before contract ends.