

RATE SHEET

Circulation: 30,000+

Lakewood (90712, 90713, 90714, 90716), & portions of Long Beach

Size	1 Month	Member	3 Months	Member	6 Months	Member	9 Months	Member	12 Months	Member
Full Page	\$1,900	\$1,520	\$1,800	\$1,440	\$1,700	\$1,360	\$1,600	\$1,280	\$1,500	\$1,200
1/2 Page	\$1,000	\$800	\$950	\$760	\$900	\$720	\$850	\$680	\$800	\$640
1/4 Page	\$500	\$400	\$475	\$380	\$450	\$360	\$425	\$340	\$400	\$320
1/8 Page	\$250	\$200	\$240	\$192	\$225	\$180	\$215	\$172	\$200	\$160
1/16 Page	\$150	\$120	\$130	\$104	\$120	\$96	\$110	\$88	\$100	\$80
Business Card Size	\$95	\$76	\$90	\$72	\$85	\$68	\$80	\$64	\$75	\$60
Classified Ads (Per Column Inch)	\$25	*	\$25	*	\$25	*	\$25	*	\$25	*
Inserts/10,000 Minimum	\$50/M	\$35/M								

4-Color (when available) - Full Page-\$100 • 1/2 Page-\$75 • 1/4 Page-\$50 • 1/8 Page-\$25 • 1/16 Page & Business Card-\$15

- A Chamber Business Membership in good standing receives a 20% discount on all advertising, plus 4 free help wanted listings
- 10% discount for a 12-Month pre-paid business ad (Chamber Members only).
- Non-conforming ads will be billed at the rate of \$24 per column inch (1 7/8" x 1" = 1 column inch)
- Position requests subject to 20% surcharge, otherwise position is not guaranteed.

Mechanicals

	Width		Depth
Full Page	10"	X	15"
1/2 Page - vertical	8"	X	10"
- horizontal	10"	X	7-1/2"
1/4 Page - vertical	3-7/8"	X	10"
- horizontal	8"	X	5"
- horizontal	10"	X	4"
1/8 Page - vertical	3-7/8"	X	5"
- horizontal	5-7/8"	X	3-1/4"
1/16 Page - vertical	1-7/8"	X	5-1/2"
- horizontal	3-7/8"	X	2-3/4"
Business Card Ad			
- vertical	1-7/8"	X	4"
- horizontal	3-7/8"	X	2"

Column width is 1-7/8 inches. Each page is 5 columns wide. All camera ready art should be 85 line screen for halftones, and should adhere to all listed specifications. The monthly deadline for advertising submittal is the 20th of the preceding month for camera-ready art and the 15th for space reservations that the ad is to appear.

Terms for advertising are cash with copy unless prior credit arrangements have been approved by publisher. With approved credit, terms are net 30 days. Unpaid balances are subject to a 1% per month service fee. Penalties will be assessed for ANY changes made during the contract period without prior written approval.

INSERTION ORDER

Advertiser _____ Contact Person _____
 Address _____ City, Zip _____
 Email _____ Phone/Fax No. _____
 Number of Insertions _____ Beginning _____ 201_____ through _____ 201_____
 Display Ad Size _____ Total Advertisement Price _____ Payable @ Monthly Rate of \$ _____

Advertisers Signature _____ Sales Rep _____ Date _____