

**NEW PRICES!**

*Effective February 2008*

# ADVERTISING RATES

# McKinleyville Press

**WE INVITE YOU** to advertise in the McKinleyville Press. Published every Tuesday, the Press is a community newspaper serving the residents of McKinleyville, Fieldbrook, Westhaven, Trinidad and Orick. All you need to do is pick a size. You may come up with the content of your ad or we can do it for you. We offer free advertising design, including photos and artwork. Or, if you prefer, you can make the ad yourself. If you have questions, call 839-0795. If we're not in, please leave a message.

## CONTACT INFORMATION

**OFFICE:**

1660 Central Avenue, Ste. F, McKinleyville, CA 95519

**MAILING ADDRESS:**

P.O. Box 2593, McKinleyville, CA 95519

**PHONE:** (707) 839-0795 • **FAX:** (707) 839-2638

**E-MAIL:** news@mckinleyvillepress.com

**PUBLISHED ON:** Tuesday

**DEADLINE:** Noon Saturday

**OPEN RATE:** \$7.50 a column inch

## SIZE EXAMPLES\*

SIZE	DIMENSIONS	PRICE (PER WEEK)
<b>FULL PAGE</b>	(11 5/8" wide by 21" tall)	<b>\$945</b>
<b>1/2 PAGE</b>	(11 5/8" wide by 10 1/2" tall or 5 3/4" wide by 21" tall)	<b>\$472.50</b>
<b>1/3 PAGE</b>	(7 3/4" wide by 10 3/4" tall)	<b>\$322.50</b>
<b>1/4 PAGE</b>	(5 3/4" wide by 10 1/2" tall)	<b>\$236.25</b>
<b>1/8 PAGE</b>	(3 3/4" wide by 6" tall)	<b>\$90</b>
<b>BASIC SIZE</b>	(3 3/4" wide by 3" tall)	<b>\$45</b>
<b>SMALL SIZE</b>	(1 3/4" wide by 3" tall)	<b>\$22.50</b>

\* Other sizes available. We also offer full color and spot color.

### BUSINESS DIRECTORY

For only \$10 a week, you can place a business card-size ad in the Business Directory. Your card must run a minimum of four weeks.

### INSERTS

Inserts are an economical and effective way to advertise. You provide the Press with 2,000 inserts and we'll put them in the Press and charge you a flat rate of \$135. That's for one week. The price may be higher if the inserts are abnormally large and heavy.

*NOTE: This is a simplified rate sheet. If you would like a full rate sheet with the column inch prices, dimensions, information about color, etc., please let us know.*

### FICTITIOUS BUSINESS NAME STATEMENTS

If your business needs to print a Fictitious Business Name Statement, the cost is only \$40 for the required four consecutive weeks.