

# anaheim

## Rate Card

Distribution: 464,000 Areas: City of Anaheim  
 Zip Codes: 92801, 92802, 92803, 92804, 92805, 92806, 92807, 92808

Shelf Life: 90 days, per issue, based on 6 issues through FY10-11

Issue	Publication Date	Space Reservation Date	Ad Materials Due
Spring	March 5, 2010	January 9, 2010	January 9, 2010
Summer	May 19, 2010	April 2, 2010	April 5, 2010
Fall	August 13, 2010	June 10, 2010	June 17, 2010
Winter	November 15, 2010	September 5, 2010	September 10, 2010

### Full-Page Ad\*\*

Position	Trim Size	Live Area	Bleed	Annual Rate	Costs per impression
Full Page	8.25" x 10.875"	7.75" x 10.375"	8.5" x 11.125"	\$8,000	.02
Inside Back Cover	8.25" x 10.875"	7.75" x 10.375"	8.5" x 11.125"	\$10,000	.02
Inside Front Cover	8.25" x 10.875"	7.75" x 10.375"	8.5" x 11.125"	\$12,000	.03
Back Cover	8.25" x 9.5"	7.75" x 9"	8.5" x 9.625"	\$20,000	.04

### Non-Bleed Half and Quarter Page Ads\*\*

Position	Trim Size	Annual Rate	Costs per impression
Half Page	7.5" x 4.75"	\$4,000	.01
<b>NEW</b> Quarter Page	3.625" w x 4.75l"	\$3,000	.01
<b>NEW</b> Half Page Ad Plus Quarter Page Online Ad	½ page: 7.5" x 4.75" ¼ page: 3.625" w x 4.75l"	\$5,500	.01

### Online Only Ads

Location/Size	3 Months	6 Months	12 Months
Business Logo & Link	\$500	\$750	\$1,500
Quarter Page Ad Space	\$800	\$1,000	\$1,850

\*Rates are subject to change after June 30, 2010

\*\*Single ad rates are available. Please contact editor for details.

\*\*\* All ad artwork must be saved as a QuarkXpress file,  
 sent in a hi-resolution PDF, or provided on CD.

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