

<p>full page 4 col x 12.5"</p> <p>1x \$1000 2-12x \$920 26x \$840 52x \$700</p>	<p>3/4 page vertical 3 col x 12.5"</p> <p>1x \$880 2-12x \$730 26x \$590 52x \$540</p>	<p>3/4 page horizontal 4 col x 9.3333"</p> <p>1x \$880 2-12x \$730 26x \$590 52x \$540</p>	<p>9/16 page square 3 col x 9.3333"</p> <p>1x \$770 2-12x \$640 26x \$490 52x \$420</p>
<p>1/2 page vertical 2 col x 12.5"</p> <p>1x \$595 2-12x \$590 26x \$420 52x \$370</p>	<p>1/2 page horizontal 4 col x 6.187"</p> <p>1x \$595 2-12x \$590 26x \$420 52x \$370</p>	<p>3/8 page vertical 2 col x 9.3333"</p> <p>1x \$500 2-12x \$470 26x \$380 52x \$280</p>	<p>3/8 page horizontal 3 col x 6.187"</p> <p>1x \$500 2-12x \$470 26x \$380 52x \$280</p>
<p>1/4 page vertical 1 col x 12.5"</p> <p>1x \$330 2-12x \$275 26x \$240 52x \$195</p>	<p>1/4 page square 2 col x 6.187"</p> <p>1x \$330 2-12x \$275 26x \$240 52x \$195</p>	<p>1/4 page horizontal 4 col x 3"</p> <p>1x \$330 2-12x \$275 26x \$240 52x \$195</p>	<p>3/16 page vertical 2 col x 4.5982"</p> <p>1x \$270 2-12x \$220 26x \$180 52x \$150</p>
<p>3/16 page horizontal 3 col x 3"</p> <p>1x \$270 2-12x \$220 26x \$180 52x \$150</p>	<p>1/8 page vertical 1 col x 6.187"</p> <p>1x \$190 2-12x \$160 26x \$125 52x \$105</p>	<p>1/8 page horizontal 2 col x 3"</p> <p>1x \$190 2-12x \$160 26x \$125 52x \$105</p>	<p>1/16 page vertical 1 col x 3"</p> <p>1x \$100 2-12x \$85 26x \$65 52x \$55</p>
<p>1/16 page horizontal 2 col x 1.4028"</p> <p>1x \$100 2-12x \$85 26x \$65 52x \$55</p>			

EMAILING CAMERA READY ADS

Send to ads@ptreyeslight.com or direct to your ad rep.
We require a tiff or jpeg. Minimum 200dpi.
Color files need to be CMYK.
B/W files need to be sent as grayscale.

PROFESSIONAL DESIGN SERVICE

Design service available at no charge - maximum 1/2 hour.
Additional time charged at \$30/hour.

COLOR

Studies show that color not only increase the visibility of your ad but it also compels people to read it.
Cost: call about availability

Special Advertising Sections

Every week The Light features a special advertising section at a great rate. Ads are grouped under a banner, and many sections include editorial copy. Ask for a calendar of sections with special rates.

GUIDE TO THE COAST

The Weekend Guide to the Coast contains 6 line listings of businesses serving visitors to the coast. The location of each business is shown on a map. Each week there is a new photo.
26 consecutive weeks - \$38.00/week
52 consecutive weeks - \$28.00/week

INSERTS

\$300 to insert entire issue (4 tabloid pages or less; must be quarter-folded)
\$250 to insert all of West Marin (4 tabloid pages or less; must be quarter-folded)
Over 4 pages and oversized - call for rate.

CLASSIFIED DISPLAY ADS

Our classifieds work! If you are interested in a classified display ad ask your ad rep for a rate sheet.

COLUMN MEASUREMENTS

1 column = 2.4375" 3 column = 7.6458"
2 column = 5.0417" 4 column = 10.25"

PUBLISHES EVERY THURSDAY
DISPLAY Ad DEADLINES
Typesetting & Camera Ready
Monday noon

t. 415/ 669-1200
ads@ptreyeslight.com

ptreyeslight.com
PO Box 210, Pt. Reyes Sta. CA 94956
Rates effective July 2017