

<p>full page 4 col x 12.5"</p> <p>1x \$1200 2x \$920 26x \$840 52x \$700</p>	<p>3/4 page vertical 3 col x 12.5"</p> <p>1x \$995 2x \$880 26x \$730 52x \$590</p>	<p>3/4 page horizontal 4 col x 9.3333"</p> <p>1x \$995 2x \$880 26x \$730 52x \$590</p>	<p>9/16 page square 3 col x 9.3333"</p> <p>1x \$870 2x \$740 26x \$690 52x \$520</p>
<p>1/2 page vertical 2 col x 12.5"</p> <p>1x \$745 2x \$695 26x \$590 52x \$520</p>	<p>1/2 page horizontal 4 col x 6.187"</p> <p>1x \$745 2x \$695 26x \$590 52x \$520</p>	<p>3/8 page vertical 2 col x 9.3333"</p> <p>1x \$595 2x \$560 26x \$495 52x \$390</p>	<p>3/8 page horizontal 3 col x 6.187"</p> <p>1x \$595 2x \$560 26x \$495 52x \$390</p>
<p>1/4 page vertical 1 col x 12.5"</p> <p>1x \$360 2x \$295 26x \$260 52x \$210</p>	<p>1/4 page square 2 col x 6.187"</p> <p>1x \$360 2x \$295 26x \$265 52x \$210</p>	<p>1/4 page horizontal 4 col x 3"</p> <p>1x \$360 2x \$295 26x \$265 52x \$210</p>	<p>3/16 page vertical 2 col x 4.5982"</p> <p>1x \$300 2x \$250 26x \$200 52x \$165</p>
<p>3/16 page horizontal 3 col x 3"</p> <p>1x \$300 2x \$250 26x \$200 52x \$165</p>	<p>1/8 page vertical 1 col x 6.187"</p> <p>1x \$210 2x \$180 26x \$150 52x \$120</p>	<p>1/8 page horizontal 2 col x 3"</p> <p>1x \$210 2x \$180 26x \$150 52x \$120</p>	<p>1/16 page vertical 1 col x 3"</p> <p>1x \$120 2x \$95 26x \$75 52x \$65</p>
<p>1/16 page horizontal 2 col x 1.4028"</p> <p>1x \$120 2x \$95 26x \$75 52x \$65</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: Contact us 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

\$500 to insert entire issue (4 tabloid pages or less; must be quarter-folded)

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

(415) 669-1200
davidcharlesbriggs@gmail.com

More information at
ptreyeslight.com/advertise/

PO Box 210, Pt. Reyes Sta. CA 94956

Rates effective January 2024