

2016

MEDIA KIT



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COAST NEWS GROUP

The Coast News • The Rancho Santa Fe News • Inland Edition

Newspapers people love **760.436.9737**

RATE CARD

DISPLAY AD RATES

All rates are NET per ad per week.

THE COAST NEWS

published weekly

SIZE	1-2wks	3wks	6wks	12wks	26wks	52wks	color
Full page	\$1675	\$1325	\$1235	\$1155	\$1065	\$975	\$300
1/2 page	\$935	\$815	\$760	\$700	\$635	\$580	\$250
1/4 page	\$500	\$445	\$420	\$385	\$350	\$325	\$150
1/8 page	\$325	\$225	\$215	\$205	\$195	\$185	\$75
per col. in.	\$34	\$26	\$24	\$22	\$20	\$18	\$6

INLAND EDITION

published every other week

SIZE	1-2wks	3wks	6wks	12wks	26wks	52wks	color
Full page	\$1355	\$1080	\$1005	\$935	\$860	—	\$300
1/2 page	\$755	\$665	\$610	\$560	\$515	—	\$250
1/4 page	\$410	\$360	\$335	\$315	\$290	—	\$150
1/8 page	\$265	\$185	\$175	\$165	\$155	—	\$75
per col in.	\$28	\$20	\$18	\$16	\$14	—	\$6

THE RANCHO SANTA FE NEWS

published every other week

SIZE	1-2wks	3wks	6wks	12wks	26wks	52wks	color
Full page	\$1355	\$1080	\$1005	\$935	\$860	—	\$300
1/2 page	\$755	\$665	\$610	\$560	\$515	—	\$250
1/4 page	\$410	\$360	\$335	\$315	\$290	—	\$150
1/8 page	\$265	\$185	\$175	\$165	\$155	—	\$75
per col. in.	\$28	\$20	\$18	\$16	\$14	—	\$6

COST TO ADD COAST NEWS, INLAND OR RSF TO COAST NEWS

50% off space and 50% off color per paper

SIZE	1-2wks	3wks	6wks	12wks	26wks	52wks	color
Full page	\$680	\$540	\$500	\$465	\$430	—	\$150
1/2 page	\$380	\$330	\$305	\$280	\$260	—	\$125
1/4 page	\$205	\$180	\$170	\$160	\$145	—	\$75
1/8 page	\$135	\$95	\$90	\$85	\$75	—	\$35
per col in.	\$14	\$10	\$9	\$8	\$7	—	\$3



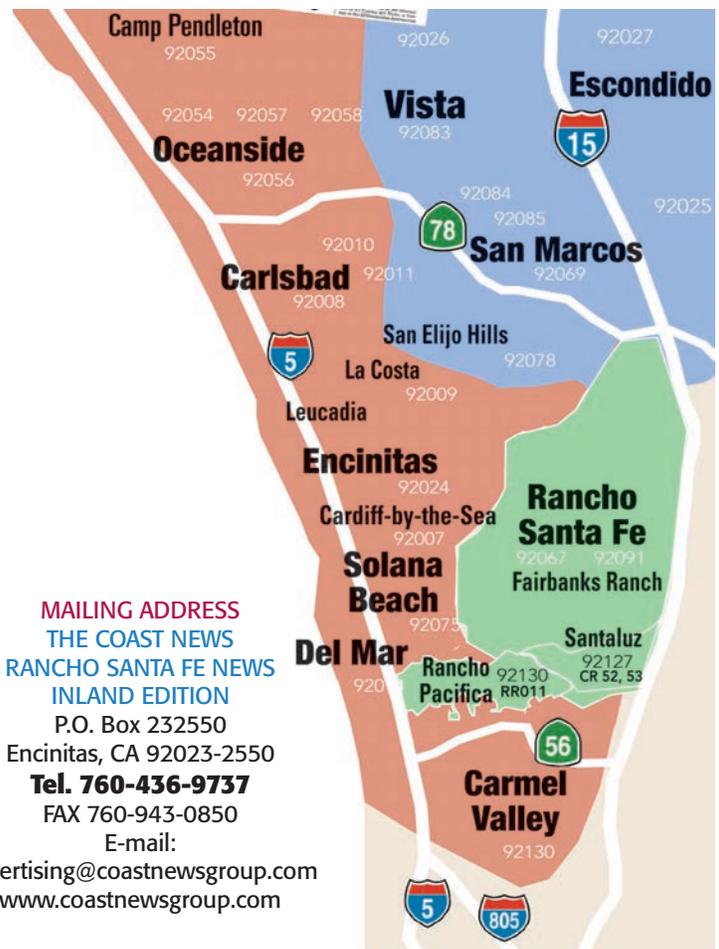
CLASSIFIED AD RATES

classified display rates

PER PAPER	1-2wks	3wks	6wks	12wks	26wks	52wks
Display PCI	\$40	\$36	\$32	\$28	\$24	\$20

CLASSIFIED LINE AD RATES

Place your own line ad online at thecoastnews.com. Classified ads run online and in all 3 papers - 100,000 print readers. Line ads placed online are \$7.50 per week for first 15 words, \$0.25 for each additional word. Line ads placed in-house are \$1 per word per week

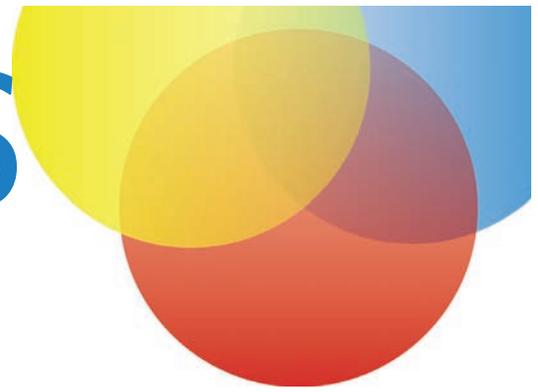


MAILING ADDRESS
THE COAST NEWS
RANCHO SANTA FE NEWS
INLAND EDITION
 P.O. Box 232550
 Encinitas, CA 92023-2550
Tel. 760-436-9737
 FAX 760-943-0850
 E-mail:

advertising@coastnewsgroup.com
 www.coastnewsgroup.com



DEMOGRAPHICS



AUDIT & READERSHIP REPORT –JUNE 2015

What does this mean? It means that, as a publication, audited by the Circulation Verification Council (CVC), we have a clear understanding of our impact, including the number of households we reach, how much we're read, and our influence on purchasing decisions. When it comes to serving readers and advertisers, CVC is the standard.

The Coast News Group

CIRCULATION & READERSHIP

- Average net circulation
Coast News - 19,514
Rancho Santa Fe News - 9,868
Inland Edition - 9,983
- The Coast News is distributed regularly in your area. Do you or someone in your household normally read or look through The Coast News?
YES (503 survey respondents)
- Do you frequently purchase products or services from ads seen in the (appropriate Coast News, Inc publication)?
74% Yes; 26% No
- How long do you keep it before discarding?
36% 1-2 Days; 29% 3-4 Days; 16% 5-6 Days; 19% 1+ Weeks
- Which of the following publications do you also read?
21.5% San Diego Union Tribune
07.6% Pick up SD Reader on weekly basis
- Which of the following publications do you consider your primary source for community news and advertising?*

The Coast News	76.3%
The San Diego Union Tribune	18.5%
San Diego Reader	00.0%
Other	05.2%

AGE, INCOME, GENDER, EDUCATION

6. Age: Please select the category that best describes your age.

AGE	READER DEMOS	MARKET DEMOS	AGE	READER DEMOS	MARKET DEMOS
18-20.....	00%.....	06%	45-54.....	23%.....	19%
21-24.....	03%.....	08%	55-64.....	22%.....	15%
25-34.....	15%.....	19%	65-74.....	14%.....	08%
35-44.....	20%.....	17%	75+.....	03%.....	05%

*Data from 2013

7. Income: What category best describes your combined annual household income for last year?

INCOME	READER DEMOS	MARKET DEMOS	INCOME	READER DEMOS	MARKET DEMOS
Under \$15,000.....	00%.....	08%	\$75-\$99,999.....	17%.....	13%
\$15-\$24,999.....	01%.....	06%	\$100-\$124,999.....	12%.....	10%
\$25-\$34,999.....	03%.....	08%	\$125-\$149,999.....	10%.....	07%
\$35-\$49,999.....	08%.....	12%	\$150-\$199,999.....	14%.....	09%
\$50-\$74,999.....	19%.....	16%	over \$200,000.....	16%.....	11%

8. Gender: (Voice recognition - Gender Bias Rotation)

GENDER	READER DEMOS	MARKET DEMOS
Male readers.....	44%.....	50%
Female readers.....	56%.....	50%

9. What is the highest level of education you have obtained?

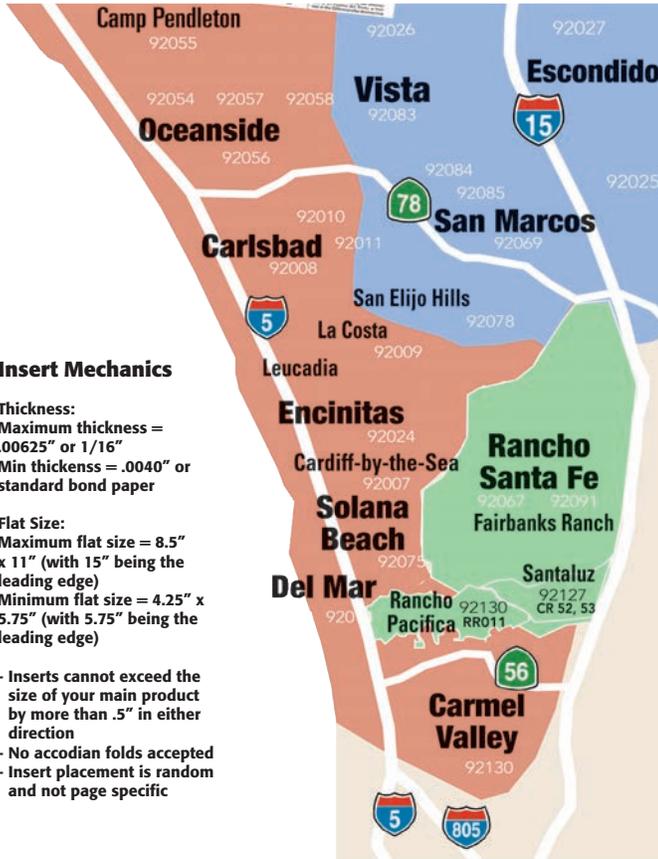
EDUCATION LEVEL	READER DEMOS	MARKET DEMOS
Some High School or Less.....	00%.....	14%
Graduated High School.....	15%.....	6%
Some College.....	36%.....	32%
Graduated College.....	31%.....	23%
Completed Master Graduate.....	13%.....	10%
Completed Professional Degree.....	04%.....	10%
Completed Doctorate Graduate.....	01%.....	02%

10. Which of the following products or services do you plan to purchase during the next twelve months?

21% New Automobile, 19% Used Automobile, **14% Antiques/Auctions**, **43% Furniture/ Home Furnishings**, **19% Major Home Appliance**, **18% Coputers/Tablets/Laptops**, **32% Home Improvements/ Home Improvement Supplies**, **34% Television/Electronics**, **16% Carpet/Flooring**, **58% Automobile Accessories (Tires, Brakes & Service)**, **42% Lawn & Garden Supplies**, **33% Florist/Gift Shops**, **18% Home Heating & Air Conditioning (Service, New Equipment)**, 63% Vacations/Travel, **10% Real Estate**, **65% Men's Apparel**, **72% Women's Apparel**, **40% Children's Apparel**, **03% Boats/ Personal Watercraft**, **15% Art & Crafts Supplies**, **16% Childcare**, **32% Education/Classes**, **10% Attorney**, **29% Veterinarian**, **19% Chiropractor**, **28% Financial Planner (Retirement, Investing)**, **66% Tax Advisor/Services**, **42% Health Club/Exercise Class**, **48% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)**, **14% Weight Loss**, **36% Lawn Care Service (Maintenance & Landscaping)**, **30% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)**, **65% Pharmacist/Prescription Service**, **28% Cell Phone Or Smart Phone (New Service Or Update Service)**, **88% Dining & Entertainment**, **28% Jewelry**, **09% Wedding Supplies**, **35% Athletic & Sports Equipment**, **04% Motorcycles / ATV's**



INSERT/AD SPECIFICATIONS



Insert Mechanics

Thickness:

Maximum thickness = .00625" or 1/16"
 Min thickness = .0040" or standard bond paper

Flat Size:

Maximum flat size = 8.5" x 11" (with 15" being the leading edge)
 Minimum flat size = 4.25" x 5.75" (with 5.75" being the leading edge)

- Inserts cannot exceed the size of your main product by more than .5" in either direction
- No accordion folds accepted
- Insert placement is random and not page specific

CUSTOM INSERT PRICING

Printing sold separately...see your rep for a quote

- The Coast News** **\$800** All zip codes, no zoning
Rancho Santa Fe News **\$600** Additional weight fees
Coast Inland Edition **\$400** All zip codes, no zoning

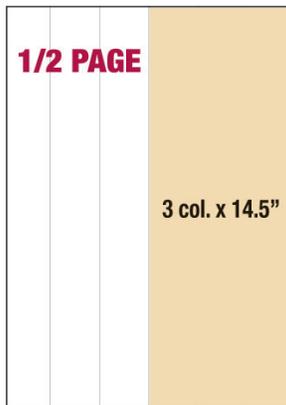
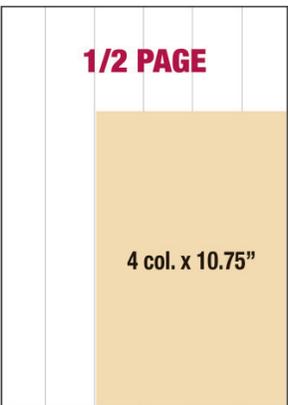
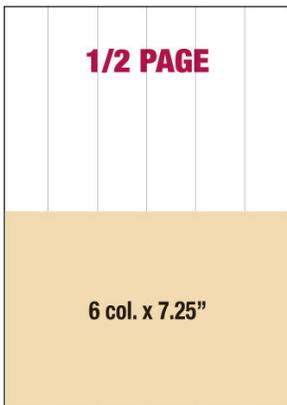
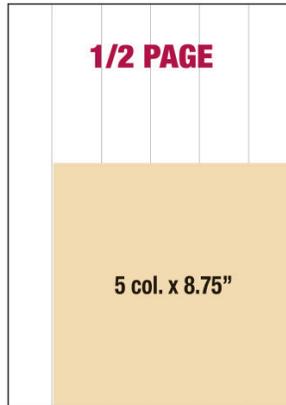
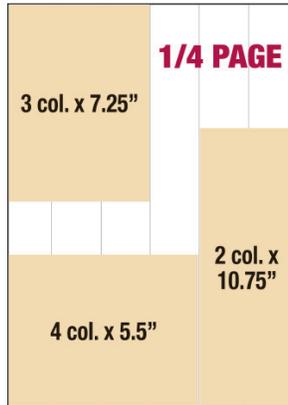
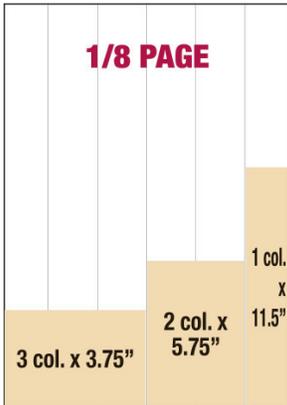
FREQUENCY DISCOUNT:

6x's = 10% 12x's = 15% 26x's = 20% 52x's = 25%

DEADLINE:

Inserts should arrive 7 days prior to the publication date. Printing of inserts requires a minimum of 14 days prior to the insertion date.

Deliver inserts to: Advanced Web Offset
 2260 Oakridge Way, Vista, CA 92081 * 760-727-1700



AD SPECIFICATIONS

DEADLINES: Space reservation and ad copy deadline is Friday at 3:00 PM, 7 days prior to the publication date.

GUARANTEED POSITIONS:

Banners (10.25" x 2" 4-color):
A1: \$500, **B1:** \$400; **A3:** \$300; **Back page or double-truck:** \$100 surcharge, color forced-buy;
A2 or B2: \$75 surcharge.

Ask your rep for position on feature pages.

FTP INFORMATION: Large file size ads that are too big to e-mail can be uploaded to our FTP at:

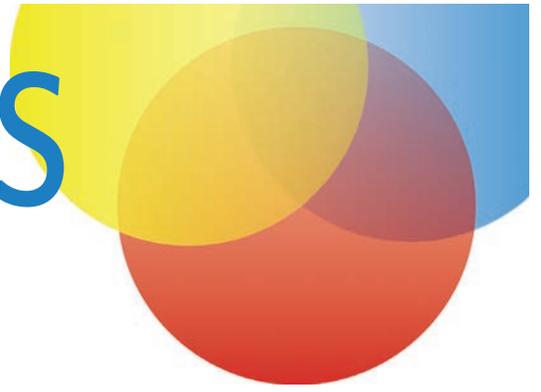
host: ftp.coastnewsgroup.com;
user: graphics@thecoastnews.com
password: coast001

Google Drive, Dropbox or other file-sharing platforms accepted

GRAPHIC GUIDELINES: PDF files preferred (EPS, JPEG, InDesign, & Photoshop files accepted). CMYK color, fonts outlined and image layers flattened.



DIGITAL AD RATES



Capture your digital audience with
The Coast News Group MOBILE-FRIENDLY website.
Feature your ad prominently on all devices and
browsers to over 38,000 users per month.

3 month agreement **10% off**

6 month agreement **20% off**

12 month agreement **30% off**

NOTE: Early termination will result in being billed the difference between discounts contracted for and discount actually earned.

AD REQUIREMENTS:

File types accepted are JPG, PNG, GIF
(Flash not accepted)

File must be in RGB color

Maximum file size is 75 kb

The Coast News Group will build your digital ad at no additional cost. Logo and any additional art or fonts to be used must be provided by advertisers

All ad sizes are run-of-site, with the exception of the banner ads which are limited to home and city specific pages.

Maximum rotation: 3 rotations per spot

Contact your ad rep for more details

Small
Box

125 x 125
pixels
\$75/ per box
per mo

Buy one
box...

or
combine
them

Medium Box

300 x 250 pixels
\$300/mo

Large Box

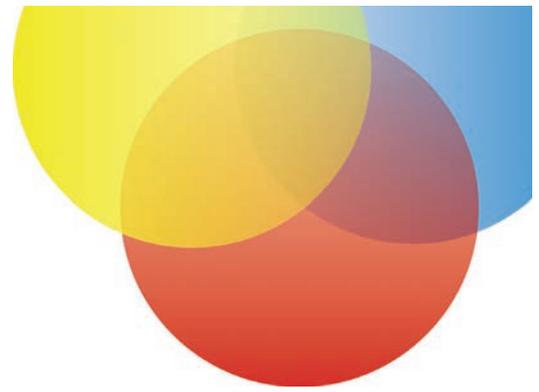
300 x 600 pixels
\$600/mo

Banner 970 x 90 pixels
\$200/mo



eNEWSLETTER

Our Business To Business Marketing Solution



2016 eNewsletter Rate Sheet

Nearly 8,000 recipients - 1/1/16

Highlight new promotions, events, sales, happy hours etc. in eNewsletters to almost 8,000 local business owners in North San Diego County.

Tuesday

Food & Wine updates of the week from our local columnists Frank Mangio of Taste of Wine & David Boylan of Lick the Plate

Thursday

Local News highlights and reviews from the upcoming printed edition

Ad Requirements

Acceptable formats are jpeg, gif, or png

File must be in RGB color

The Coast News Group will build your digital ad at no additional cost.

The most effective eNewsletter ads are simple, with large text stating a clear message or a call to action. Many eNewsletters function to drive visitors to a website for further action. If this is the case, please provide a click-thru link for you company or website.

**\$115 & \$75 rates apply with 26x minimum agreement. Rates are per email. Clients may purchase up to 2 emails per week.*

Large Ad

300 pixels (w) x 250 pixels (h)

Starting at

\$115/email*

Small Ad

300 pixels (w) x 125 pixels (h)

starting at **\$75/email***

Banner Ad

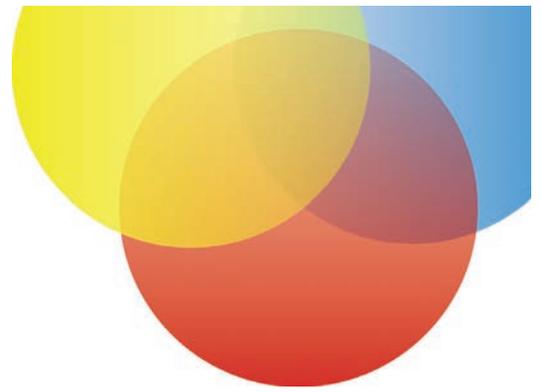
600 pixels (w) x 75 pixels (h) Starting at **115/email***



Rate per email	1wk	3wks	6wks	12wks	26+wks	Rate per email	1wk	3wks	6wks	12wks	26+wks
Large Ad	\$195	\$175	\$155	\$135	\$115	Sponsored Content	\$195	\$175	\$155	\$135	\$115
Small Ad	\$115	\$105	\$95	\$85	\$75	MP News Add On	\$100	\$95	\$90	\$85	\$80
Banner Ad	\$195	\$175	\$155	\$135	\$115						

How to get YOUR NEWS in...

The Coast News • The Rancho Santa Fe News • Inland Edition



PUBLICATION DAYS

The Coast News comes out every Friday
The Rancho Santa Fe News and Inland Edition
come out every other Friday

EDITORIAL CONTENT DEADLINES

The deadline to get something into
our publications
is 14 days prior to publication

EDITORIAL CONTACTS

Managing Editor

Tony Cagala
editor@coastnewsgroup.com

Community News Editor

Jean Gillette
news@coastnewsgroup.com

Reporter – Carlsbad/ Escondido

Steve Puterski
sputerski@coastnewsgroup.com

Reporter – Encinitas/ San Marcos

Aaron Burgin
aburgin@coastnewsgroup.com

PRESS RELEASES

If you would like to submit materials for publication, the items should be sent to Community News Editor Jean Gillette at news@coastnewsgroup.com.

Submitted press releases should be no longer than 400 words; if including a photograph, the format should be in a jpeg file with a resolution of 180.

The people in the photo should be identified by first and last name, their positions in the photo designated with from "left to right."

Please include name of the photographer if available, for proper credit. Also, please specify which publication(s) you would like your release to run in. We only run releases one time, and usually closer to the day of the event you are promoting.

CALENDAR

If you have an event you'd like listed in our Community Calendar, please send your Who, What, When and Where to: calendar@coastnewsgroup.com at least 10 days prior to publication. For a listing in our online event calendar, please add your event at <http://thecoastnews.com/calendar>

ADVERTISING INFORMATION

The primary e-mail for advertising inquiries is: advertising@coastnewsgroup.com. The deadline for all publications is the Friday, one week before publication by 5 p.m.

The advertising rate card and media kit are available for download online at: <http://thecoastnews.com/media-kit> or call for your area representative.



GOOD COMPANY

You are in good company
when you advertise with us!

