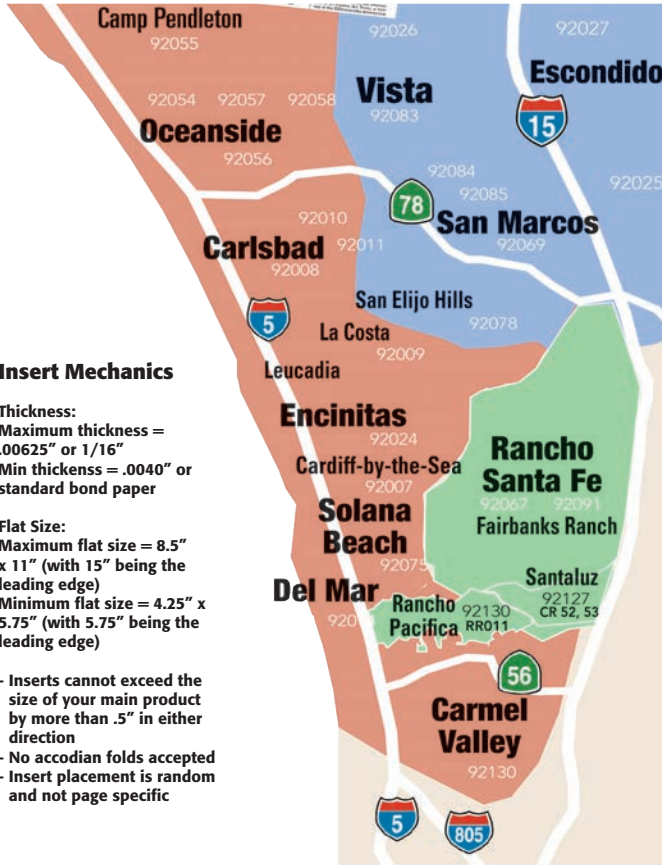


# INSERT/AD SPECIFICATIONS



## 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

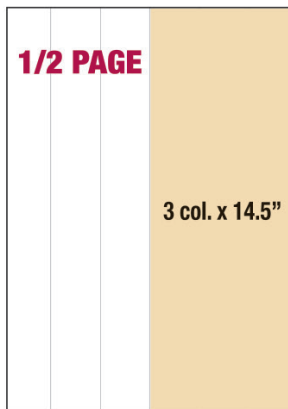
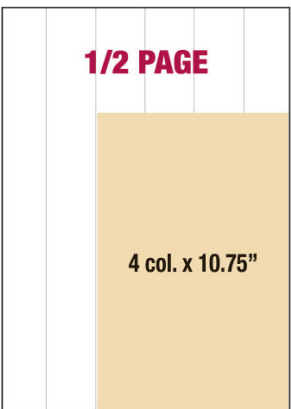
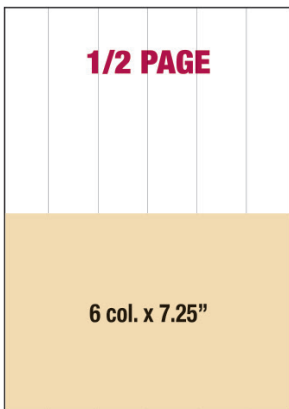
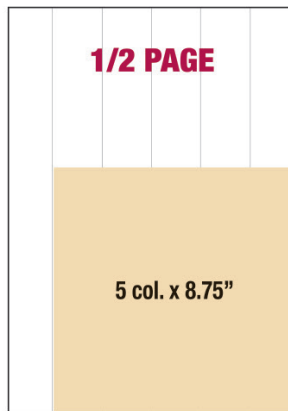
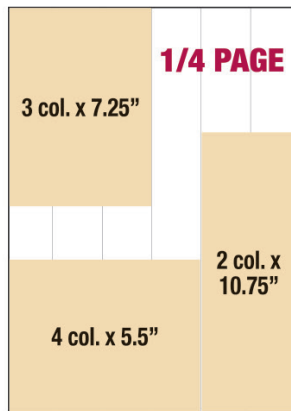
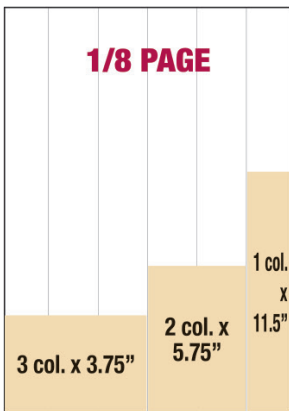
## FREQUENCY DISCOUNT:

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.coastnews.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.

