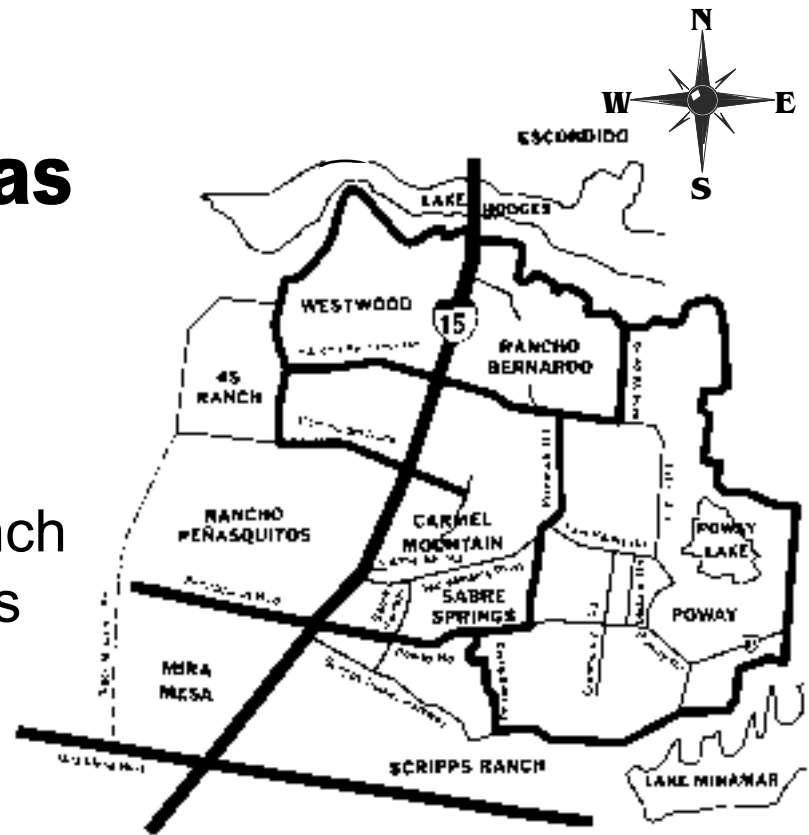


# Reaching Your Target Areas

- Rancho Bernardo
  - 4S Ranch
  - North Poway
- Carmel Mountain Ranch
  - Rancho Penasquitos
  - Sabre Springs
  - Scripps Ranch



Map not to scale

## 2010 Advertising and Editorial Schedule

COPY/AD DEADLINE	SPECIALS THEMES	DATE OF PUBLICATION
January 2.....	New Year Sales .....	January 9
January 27.....	Year End Sales .....	February 6
March 3 .....	Women In Business .....	March 13
March 30.....	Spring Sales - Home Improvement ..	April 10
April 28 .....	Mother's Day .....	May 8
May 26 .....	Dads & Grads .....	June 5
June 30.....	Sizzling Summer Sales .....	July 10
July 28.....	Back-To-School .....	August 7
August 25 .....	Senior Symposium .....	September 4
September 29 ...	4S Ranch Fall Festival .....	October 2
	Political Special	
October 27.....	Thanksgiving & Holidays .....	November 6
December 2 .....	Holidays, Year-End-Sales .....	December 11
December 29 ....	New Year Sales .....	January 8

**SPECIAL OFFERS...**

- \* Dining/Entertainment ad:  
*Includes a 200 - word article*
- \* BUSINESS PERSPECTIVE ad:  
*Includes an article or photo with display ad*
- \* REAL ESTATE ad:  
*Includes an article or photo with display ad*

\* Minimum requirement to earn these editorials is 3x contract and an eighth of a page display ad

PRE-PRINTED INSERTS: (1,000 minimum)  
(Define and pinpoint your target areas)

1,000 to 10,000	.04¢ea.	30,001 to 40,000	.0325¢ea.
10,001 to 20,000	.0375¢ea.	40,001 to 50,000	.03¢ea.
20,001 to 30,000	.035¢ea.	50,001 to 60,000+	.0275¢ea.

**Advertising Specifications**

**COLUMN SIZES:**

1 Col.	1.875"	wide	<b>Column Size by Depth Size = Total AD SPACE</b>
2 Cols.	4.0"	wide	
3 Cols.	6.0625"	wide	
4 Cols.	8.125"	wide	
5 Cols.	10.25"	wide	

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