

# 2011 DISPLAY ADVERTISING RATES

Rates effective as of 01/01/2011 and are subject to change

## ADVERTISING RATES

### OPEN

\$14.00 per column inch

### 4-WEEK

\$9.50 per column inch  
under 40" per run

### 4-WEEK

\$9.00 per column inch  
over 40" per run

### NON PROFIT

\$5.00 per column inch

**example:** 2 columns x 3 inches = 6  
x rate per week

### SPOT COLOR

\$40.00

### FULL COLOR

Available. Call for quote.

### INTERNET

Available. Call for options & pricing.

All national display advertising is billed at the full run  
general advertising rates

## PAGE & COLUMN DIMENSIONS

### A FULL PAGE IS

10.875" wide x 21.5" high

### COLUMN WIDTHS ARE

1 = 1.674"

2 = 3.514"

3 = 5.354"

4 = 7.194"

5 = 9.034"

6 = 10.875"

## INSERT RATES

### PRE-PRINTED (1 SIDE)

\$215.00\*

### PRE-PRINTED (TWO SIDED)

\$295.00

### OTHER INSERTS

Call for pricing

### PRINTING CHARGES

Call for a quote.

Min. 24 lb. bond

### FLYERS DUE BY

Friday 10:00 a.m.

\*Xerox copies require additional hand insertion charge.

## SPECIAL PLACEMENTS

### SPORTS BANNER

10.875" wide x 4" high

### HORSEMAN PAGE

2nd week of every month

### SENIORS PAGE

3rd week of every month

### KIDS PAGE

4th week of every month

## CIRCULATION

Valley Roadrunner was established in 1974 and is legally adjudicated, published weekly on Wednesdays and is distributed throughout Valley Center, Pauma Valley, Palomar Mountain, Pala and portions of Escondido.

Single copy price is 50¢, subscription is \$25.00 per year in county, \$37 out of county.

## DEADLINE

Display advertising and copy due preceding Friday by 5 p.m.

# 2011 SIZE › FILE › E-MAIL › FTP SPECS

## ROADRUNNER SIZES

### 1 COLUMN

1.674"

### 2 COLUMNS

3.514"

### 3 COLUMNS

5.354"

### 4 COLUMNS

7.194"

### 5 COLUMNS

9.034"

### 6 COLUMNS

10.875"

Then choose your ad height in inches  
(ie. 2 columns x 3 inches = 3.514" x 3")

### 1/4 PAGE

3 columns x 10.5"

### 1/2 PAGE

6 columns x 10.5"

### FULL PAGE

6 columns x 21.5"

## SENDING EMAIL & FTP

If images or ads are less than 8 megabytes in size you can email them. When emailing include **your company's name, your name, your contact information, and what the item is to be used for.** Then email to: **graphics@valleycenter.com**

If images are greater than 8 megabytes, please use our **FTP Site.**

## SPOT & 4-COLOR ADS

If you purchase spot color, and are building your own ad, we must have your ad built in Quark Xpress or Illustrator using the generic spot colors given.

Four color ads can be built in most programs but must be saved CMYK and sent as quark, eps, ai, pdf, tif, or jpeg files.

## DIGITAL REQUIREMENTS

Below are the formats and file types we accept.

**When sending TEXT, send as...** txt, rtf, doc (MS Word) or embed in e-mail.

**When sending PHOTOS, send as...** jpeg (high resolution, full size), tif, pdf, or eps.

**When sending CAMERA READY ADS, send as...** tif, pdf, eps, ai, or quark (with fonts created into outlines or with your fonts included).

## USING OUR FTP SITE

**STUFF** your images or ad.

### Using FETCH -

FTP Site: ftp2.valleycenter.com  
username: valleycenter  
password: valley

### Using Internet Explorer/Netscape Navigator -

FTP Site: ftp://ftp2.valleycenter.com  
username: valleycenter  
password: valley  
account: leave blank

### EMAIL ARTWORK

Smaller than 8 megabytes  
to graphics@valleycenter.com

### FTP ARTWORK

Larger than 8 megabytes  
to our FTP Site per the  
instructions above

### EMAIL AD QUESTIONS

to advertising@valleycenter.com

# 2011 VALLEY CENTER MAGAZINE

Don't miss the opportunity to advertise in our upcoming magazines highlighting the special people and events in our community... Delivered to all mail recipients in Valley Center and the surrounding area (over 9,500)!

<p><b>Full Page</b></p> <p>Trim size 10.5" x 13.125" Add 1/2" for Bleed</p>	<p><b>1/2v Page</b></p> <p>4.7" x 13.125"</p>
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<p>10.5" x 6.5"</p>	<p>3.1" x 12.125"</p>
<p><b>1/2h Page</b></p>	<p><b>1/3v Page</b></p>

<p>9.5" x 3.9"</p>	<p>4.7" x 5.9"</p>
<p><b>1/3h Page</b></p>	<p><b>1/4 Page</b></p>

<p>4.7" x 3.9"</p>	<p>3.1" x 3.9"</p>
<p><b>1/6 Page</b></p>	<p><b>1/9 Page</b></p>

## ADVERTISING RATES

- 1/9 PAGE (3.1" X 3.9")**  
\$145 (4x)      \$195 (1x)
- 1/6 PAGE/MIDSIZE (4.7" X 3.9")**  
\$160 (4x)      \$210 (1x)
- 1/4 PAGE (4.7" X 5.9")**  
\$210 (4x)      \$260 (1x)
- 1/3 PAGE HORIZONTAL (9.5" X 3.9")**  
\$285 (4x)      \$335 (1x)
- 1/3 PAGE VERTICAL (3.1" X 12.125")**  
\$285 (4x)      \$335 (1x)
- 1/2 PAGE HORIZONTAL (10.5" X 6.5")\***  
\$345 (4x)      \$395 (1x)
- 1/2 PAGE VERTICAL (4.7" X 13.125")\***  
\$345 (4x)      \$395 (1x)
- FULL PAGE (10.5" X 13.125")\***  
\$650 (4x)      \$700 (1x)

### BACK COVER (10.5" X 13.125")\*

#### FULL COLOR GLOSSY

Call for special pricing

### INSIDE COVER PAGES (10.5" X 13.125")\*

#### FULL COLOR GLOSSY

Call for special pricing

**\*ADD 1/2" BLEED TO HALF AND FULL PAGE ADS**

## COLOR PRICING

### 4 COLOR

\$100

### SPOT COLOR

<b>1/3 PAGE OR MORE</b>	<b>1/4 PAGE OR LESS</b>
\$50	\$45

## INSERT PRICING

### 1-SIDED\*

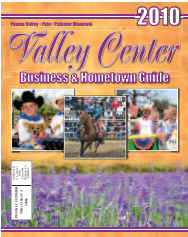




\$375

### 2-SIDED\*

\$525

*\*Not available in Summer*

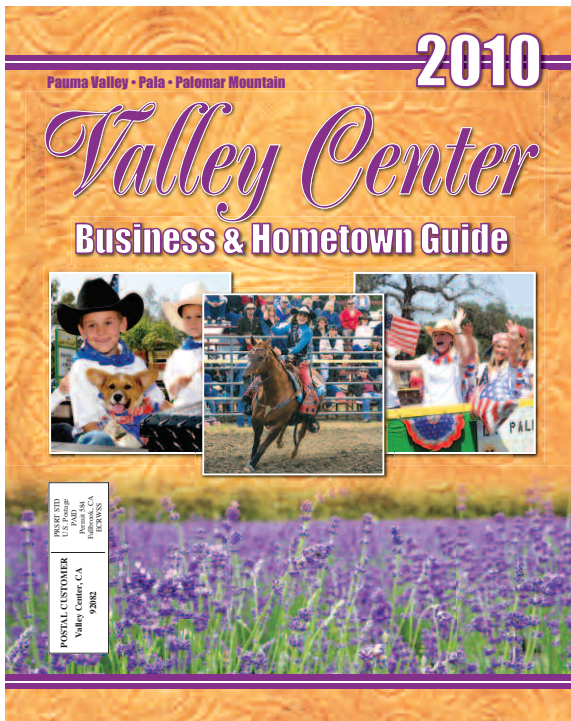
# 2011 VALLEY CENTER MAGAZINES A YEAR AT A GLANCE

<p><b>January</b></p>  <p><b>SPACE DEADLINE PUBLISHES</b> JAN 7th MID FEB</p>	<p><b>February</b></p>	<p><b>March</b></p>  <p><b>SPACE DEADLINE PUBLISHES</b> MAR 4th MAR 18th</p>	<p><b>April</b></p>
<p><b>May</b></p>  <p><b>SPACE DEADLINE PUBLISHES</b> MAY 2nd MAY 16th</p>	<p><b>June</b></p>	<p><b>July</b></p>	<p><b>August</b></p>  <p><b>SPACE DEADLINE PUBLISHES</b> AUG 1st AUG 12th</p>
<p><b>September</b></p>	<p><b>October</b></p>	<p><b>November</b></p>  <p><b>SPACE DEADLINE PUBLISHES</b> NOV 2nd NOV 18th</p>	<p><b>December</b></p>

Don't miss the opportunity to advertise in our upcoming special publications...Delivered to all mail recipients in Valley Center and the surrounding area (**over 10,000**)!

# 2011 BUSINESS & HOMETOWN GUIDE

The **Valley Center Business and Hometown Guide** annual publication is mailed directly to local residents, available at local businesses, mailed to new homeowners, and distributed by local REALTORS®. It includes places to visit, dine and play with extensive information on organizations, schools, health providers, churches, sports, important phone numbers and much more. Whether you've lived here for a long time or are new to the area, the **Valley Center Business and Hometown Guide** is a must!



## ADVERTISING RATES

### BACK COVER

\$1600

### INSIDE COVER

\$1550

### FULL PAGE

\$950 - \$1300

### 1/2 PAGE

\$460 - \$600

### 1/4 PAGE

\$290 - \$450

### 1/6 PAGE

\$195 - \$290

**\*Rates vary depending on placement and all ads are full color.**

## AD SIZES

### FULL PAGE AD

7.75"W X 10"H

### FULL PAGE AD w/BLEED

8.25"W X 10.5"H plus .5" bleed

### 1/2 PAGE AD

7.75"W X 4.95"H

### 1/4 PAGE

3.83"W X 4.95"H

### 1/6 PAGE AD

2.52"W X 4.95"

## PUBLICATION SPECS

### COVER

Glossy

### INSIDE

60 # High Bright

### PUBLICATION DATE

Mid February

Reserve your space for the 2011 Valley Center Business Directory **NOW!** Space is limited and placement is based on a first come first serve basis. **Ad space must be reserved by JANUARY 10, 2011.**

# 2011 COVERAGE MAP

The **Valley Roadrunner** is Valley Center's only hometown newspaper. It was established over 31 years ago, and serves the communities of Valley Center, Pauma Valley, Palomar Mountain, Pala, Rainbow, Hidden Meadows and parts of Escondido by providing excellent hometown news coverage not available from any other publication.

The **Valley Roadrunner** enjoys high readership due to the exclusive coverage of the news, the people, the places and the events which make this area such a special place to live. We also enjoy excellent shelf-life because of our exclusive coverage.

Growth combined with the demographic profile of the affluent, stable, professional residents, make this a very attractive market to reach with your advertising.



# 2011 READERSHIP DEMOGRAPHICS

## **The Valley Roadrunner, your Hometown Newspaper**

Residents here truly love their country living, some because they are “gentlemen” grove owners; some because their children can raise animals for 4-H; some because they love the space of two or more acres of land; some because you can still watch the hawks ride the winds; some because they want to be in the country and also be on or near a golf course; some because this is a great place to retire and be active; some because of the hometown feel of living in a small town where people get involved and can make a difference. The reasons for choosing to live here are as diverse as the people. And the only way to really know what is happening is by reading **The Valley Roadrunner**.

## **AT A GLANCE**

The median home price for **2007** was  
**\$627,500**

The median income is over **\$73,000**

**99%** of our readers have purchased a product or service advertised in the **Valley Roadrunner**

**87%** of our readers read most pages of the newspaper

## **DEMOGRAPHICS**

**51%** Women

**83%** Married

**89%** Own Their Home

**90%** Over the Age of 36

**71%** Over the Age of 46

**55%** Over the Age of 55

**77%** Have Attended College