



# SAN JOAQUIN Media Group

# 2013-2014

## Advertising Rate Card

Retail • National • Classified

The Record

[Recordnet.com](http://Recordnet.com)

Lifestyles

[ValleyJobFinder.com](http://ValleyJobFinder.com)

[ValleyHomeFinder.com](http://ValleyHomeFinder.com)

Vida en el Valle

[LimelightDeals.com](http://LimelightDeals.com)

[ValleyMarketPlace](http://ValleyMarketPlace)

# Experience

## THE STOCKTON METRO AREA

*Diverse, Affluent and Educated!*

### Reach Nearly 227,500\* Potential Customers

Since 1895, The Record has been the largest source of news and advertising in San Joaquin County, delivering more consumers in this market than all other local daily newspapers combined!

Today we've transformed – from a newspaper to a diversified media company. The San Joaquin Media Group includes *The Record* newspaper, signature publications such as *San Joaquin Lifestyles*, *Valley Home Finder* and *San Joaquin Coupon Book*, a Hispanic publication – *Vida en el Valle* – and the market's largest local internet site, Recordnet.com.

Advertisers who want to reach San Joaquin County consumers rely on the San Joaquin Media Group to satisfy all of their needs. Our advertising products connect with active consumers ready to purchase!

## WE'VE MADE ADVERTISING AS SIMPLE AS...

# 1

*Select your ad size  
based upon your  
unique business needs*

# 2

*Determine your annual  
spending level*

# 3

*Choose your weekly  
publishing frequency*

## NEW MODULAR SIZES

The Record has joined the ranks of many national newspapers in converting to modular advertising units. By employing modular sizing, we will no longer sell ads by column or inch, but by logical page portions, such as full, half, quarter, eighth, etc.

Our aim is to provide the same standardized sizes and target opportunities found in other media.

**DOMINANCE**

Ad units > 1/2 page

**IDENTITY**

Ad units 1/4 - 1/2 page

**IMPRESSION**

Ad units 1/8 - 1/4 page

**AWARENESS**

Small ad units

\*Read in the last week. Source: CMB 2009 market study

# 1 SELECT YOUR AD SIZE

Standard Modular Sizes – Base Rates (Prices shown are before spending and frequency discounts)

DOMINANCE	D1	D2	D3	D4	IDENTITY	ID1	ID2	ID3	ID4
	5 col. x 14 in.	5 col. x 18 in.	6 col. x 15 in.	6 col. x 21.5 in.		5 col. x 8.5 in.	2 col. x 21.5 in.	4 col. x 10.5 in.	4 col. x 15 in.
Daily	\$2,469.00	\$3,675.00	\$3,675.00	\$4,900.00	\$1,592.50	\$1,592.50	\$1,592.50	\$2,450.00	
Sunday/holiday	\$2,771.50	\$4,125.00	\$4,125.00	\$5,500.00	\$1,787.50	\$1,787.50	\$1,787.50	\$2,750.00	

National advertising rates – add 17.5% to rate shown for base rate net to paper.

IDENTITY	ID5	ID6	ID7	IMPRESSION	IM1	IM2	IM3
	5 col. x 11.5 in.	6 col. x 10.5 in.	3 col. x 21.5 in.		3 col. x 5.5 in.	6 col. x 5.5 in.	3 col. x 10.5 in.
Daily	\$2,185.00	\$2,450.00	\$2,450.00	\$622.50	\$1,225.00	\$1,225.00	
Sunday/holiday	\$2,362.00	\$2,750.00	\$2,750.00	\$698.50	\$1,375.00	\$1,375.00	

These units are used for all Standard Newspaper Sections (6 col. x 21.5" deep). Includes Main News, Sports and more.

**Col. Measurements**  
 6 col. - 11.625"  
 5 col. - 9.667"  
 4 col. - 7.708"  
 3 col. - 5.75"  
 2 col. - 3.792"  
 1 col. - 1.833"

National advertising rates – add 17.5% to rate shown for base rate net to paper.

AWARENESS	A1	A2	A3	A4	A5	A6	A7	A8
	1 col. x 2 in.	2 col. x 2 in.	1 col. x 4 in.	2 col. x 4 in.	4 col. x 2 in.	2 col. x 5.5 in.	3 col. x 4 in.	2 col. x 8 in.
Daily	\$76.00	\$147.00	\$147.00	\$304.00	\$304.00	\$429.00	\$468.00	\$622.50
Sunday/holiday	\$85.50	\$165.00	\$165.00	\$341.00	\$341.00	\$462.00	\$504.00	\$698.50

National advertising rates – add 17.5% to rate shown for base rate net to paper.

## Standard 5 Col. Tabloid Modular Sizes – Base Rates (Prices shown are before spending and frequency discounts)

TABLOID	ST1	ST2	ST3	ST4	ST5
	5 col. x 11.5 in.	5 col. x 5.5 in.	2 col. x 8 in.	2 col. x 5.5 in.	2 col. x 3.5 in.
Daily	\$2,185.00	\$1,092.50	\$622.50	\$429.00	\$273.00
Sunday/holiday	\$2,362.00	\$1,181.00	\$698.50	\$462.00	\$295.50
Color	\$450.00	\$300.00	\$175.00	\$150.00	\$125.00

These units are used for all tabloid newspaper sections (5 col. x 11.5" deep). Includes Timeout.

**Col. Measurements**  
 5 col. - 9.667"  
 4 col. - 7.708"  
 3 col. - 5.75"  
 2 col. - 3.792"  
 1 col. - 1.833"

National advertising rates – add 17.5% to rate shown for base rate net to paper.

\*Add 10% for Thanksgiving Day

# 2

## DETERMINE YOUR ANNUAL SPENDING LEVEL

### Revenue Agreements

#### Invest more, Pay Less

When you make an annual advertising commitment, you will earn significant discounts off the base rate.\*

Commitment Level	% Discount off Base Rate
\$2,500	5%
\$5,000	7%
\$10,000	10%
\$20,000	12%
\$30,000	14%
\$50,000	16%
\$75,000	18%
\$100,000	20%
\$150,000	22%
\$200,000	24%

\*Unfulfilled agreements will be re-rated to earned level.

### ADD IMPACT WITH COLOR

Size	Color Rate
129"	\$750
90"	\$600
60"	\$500
42"	\$400
31.5"	\$300
16"	\$175
8"	\$125
4"	\$75

# 3

## DAY OF THE WEEK, SECTION AND FREQUENCY DISCOUNTS

Monday or Tuesday insertion 10% off base rate

Sports, Work & Play or Classified section (excludes employment) 20% off base rate

#### Off each ad within 7 days

2 ads 5% off each ad

3 ads 10% off each ad

4-7 ads 20% off each ad

Discount does not apply.

## CALCULATE YOUR OPTIONS

1. Base Rate (from Chart 1) \$ \_\_\_\_\_

Monday or Tuesday 10% -\$ \_\_\_\_\_

Work & Play, Sports or Classified 20% -\$ \_\_\_\_\_

2. Frequency Discount \_\_\_\_\_% (from Chart 3) -\$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

3. Annual Discount \_\_\_\_\_% (from Chart 2) -\$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

Color: Rate \_\_\_\_\_ x \_\_\_\_\_ Inches = \$ \_\_\_\_\_

Total for one ad \$ \_\_\_\_\_

## MY SCHEDULE

Ask about our special rates for Restaurant, Entertainment, Non-Profit and select special tabloid sections.

Sunday \_\_\_\_\_  
 Monday \_\_\_\_\_  
 Tuesday \_\_\_\_\_  
 Wednesday \_\_\_\_\_  
 Thursday \_\_\_\_\_  
 Friday \_\_\_\_\_  
 Saturday \_\_\_\_\_

Total (one week) \_\_\_\_\_

Annual (52 weeks) \_\_\_\_\_

## Thanksgiving Day — our largest edition of the year! — 10% Premium on Sunday base rate

### Premium Position Charges

ROP premium positions are guaranteed for a 25% premium charge on space for quarter-page ads or larger upon availability only.

### Non-profit Rates\*\*

Organizations may be required to provide appropriate tax exempt status.

No other discounts apply.

#### 18% off base rate

### Merchant's Association & Shopping Centers\*\*

Any group of four or more stores in a geographic area designated as a shopping center or any business association with duly elected officers may use these rates for the general promotion of the center. No agreement necessary. No other discounts apply.

#### 18% off base rate

### Local Political (All ads are pre-paid)\*\*

Ads must conform to all related laws. Prior approval required.

#### 18% off base rate

\*\*spending-based discounts do not apply.

### Valley Market Place (Publishes every Saturday) TMC\*

Carrier delivered to non-subscribers.

\*spending-based discounts apply.

### Valley Market Place Display Ad Frequency Agreements. TMC - Rates

Size	Weekly base cost
Full page	\$1,000.00
3/4 page	\$750.00
Half page	\$500.00
1/3 page	\$325.00
1/4 page	\$250.00
1/8 page	\$127.00
1/16 page	\$62.00
1/32 page	\$30.00
1/64 page	\$15.50

### Classified line rates

Minimum 3 lines per unit – general.

All spending-based discounts apply.

	1 day	3 days	7 days	10 days	30 days
First 3 lines	\$14.49	\$13.24	\$12.44	\$10.76	\$9.69
Each additional line	\$4.83	\$4.41	\$4.14	\$3.58	\$3.23

Spending-based discounts apply.

Photos	\$5.00 + space
Logo	\$5.00 + space
Bold	\$2.00 per line
Color (units only)	\$5.00 per unit Grayscale default when color is not available

Blind boxes	\$25.00 Pick up at The Record
	\$45.00 Mailed

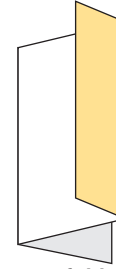
ValleyMarketPlace	\$2.25 First 3 lines. Additional lines \$0.75
Vida	\$2.25 First 3 lines. Additional lines \$0.75

**Gatefold & Spadea\*\* Available in Sunday Comics only**

	Gatefold	Spadea
1x	\$2,866.39	\$5,744.16
2x	\$2,682.53	\$4,898.42
4x	\$2,499.55	\$4,355.61
6x	\$2,313.95	\$3,809.30
12x	\$2,129.22	\$3,264.71



spadea wrap



gatefold

Spadea full-color 10" x 20" printed on both sides, folded around the front page of the Sunday color comics. Gatefold full-color 4½" x 20" printed on both sides, attached to the front page of the Sunday comics. Total cost based on Sunday gross distributions. Reservations and copy 30 days prior to publication. Spending-based discounts do not apply.

**Pre-Print Rates Per 1000** (spending base discount does not apply).

Size	Full Run Record CPM	Full Run TMC CPM
Card	\$37.00	\$31.00
2S/4T/8F	\$43.00	\$35.00
4S/8T/16F	\$49.00	\$39.00
6S/12T/24F	\$51.00	\$43.00
8S/16T/32F	\$54.00	\$45.00
10S/20T/40F	\$57.00	\$47.00
12S/24T/48F	\$60.00	\$49.00
14S/28T/56F	\$63.00	\$51.00
16S/32T/64F	\$66.00	\$53.00
18S/36T/72F	\$68.00	\$55.00
20S/40T/80F	\$70.00	\$57.00
22S/44T/88F	\$72.00	\$59.00
24S/48T/96F	\$74.00	\$61.00

Less than full run add \$6 cpm. Pre-Print Revenue discounts are available with signed annual pre-print agreement.

Frequency	Discount
12-23x	3%
24-47x	6%
48-75x	10%
76-109x	15%
110x+	20%

Frequency and spending-based discounts do not apply to zone charges.

**Additional Spending Level Pre-Print Discounts**

Level	Discount
\$100,000	3%
\$150,000	4%
\$200,000	5%
\$300,000	6%

Add 1% each additional \$50,000 increment over \$300,000. Maximum discount 15%.

**Record/ValleyMarketPlace TMC Preprint requirements**

Minimum 10,000 per insertion. Ask for current full-run quantities.

Signed agreements are required in advance for discount levels.

Preprints with editorial news content must be pre-approved by The Record.

Add \$1.00 CPM for inserts with gatefolds.

Add \$2.00 CPM for each additional 2 standard pages above 24 standard pages.

Reservation deadlines 10 days prior to publication. Holidays advance 5 days.

**Mechanical Requirements and Deadlines**

Daily and Sunday preprints must be in The Record mailroom 10 days prior to publish date. Preprints arriving after the 10-day deadline are subject to costs for handling. Shipment must be made on a 36" x 48" pallet, each plainly labeled as to the number of inserts stacked. Pallets must be non-returnable with platform top and bottom constructed to withstand double stacking. Free-floating inserts must be on a minimum of 70lb stock. Roto inserts must be powdered to avoid adhesion. To be compatible with Record mail room operation, pallets must not exceed 5 feet in height. Sections should be double-strapped to pallet on four sides. Insertion order to include name, address of printer, dates of shipment, waybill number and method of transportation.



## Shipping Addresses & Delivery Instructions

### RECORD PREPRINTS

The Record, Mailroom  
601 E. Washington Street  
Stockton, CA 95202  
Record Attn.: Mailroom Manager, (209) 546-8364

### VALLEYMARKETPLACE

ValleyMarketPlace  
601 E. Washington Street  
Stockton, CA 95202  
Record Attn.: Mailroom Manager, (209) 546-8364

### Record Receiving Hours

Monday - Friday 7:30 am - 3:45 pm & 8:30 pm - 10:00 pm  
Saturday - Sunday No receiving  
Our address is searchable using Google Maps: 601 E. Washington Street, Stockton, CA 95202  
GPS coordinates search: N37.95198° W121.28285°

**Call your Record Media Executive for rates and more information regarding other products of The Record.**

## Mechanical Requirements

- Typography** – The Record is not responsible for reproducing type sizes less than 6 pt. nor type strokes thinner than .006".
- Art** – Line art should not be lighter than .5 point.
- Copy** – No allowances on reproduction where material does not meet standards.
- Image Area** – Image area before processing: 11.5" wide by 21.5" deep. No shrinkage. Depth of column: ROP 21.5"; Tabloid 11.5".  
Number of columns to a page: Standard 6, Tabloid 5. Double truck 24.125" wide x 21.5" deep.
- LPI & Dot gain** – Line Screen: 100 lpi. Dot gain: 30%. Minimum type size: 6 pt. Minimum line width: .5 pt.
- Screens** – All screens should be no lower than 20% and no higher than 80%
- Scanning** – 35mm photo negatives or transparencies, 11" x 17" reflective flatbed. We will not scan items from inkjet printouts, business cards, printed materials, faxes, etc.
- Page Negatives** – We no longer accept negative film. All pages are being sent electronically direct to plate.

## Page Dimensions:

Ad Measurements	Broadsheet, Retail and Classified	Tab
1 col wide	1.833" (11p0)	1.833" (11p0)
2 col wide	3.792" (22p9)	3.792" (22p9)
3 col wide	5.750" (34p6)	5.750" (34p6)
4 col wide	7.708" (46p3)	7.708" (46p3)
5 col wide	9.667" (58p0)	9.667" (58p0)
6 col wide	11.625" (69p9)	–

## Sending Ads to The Record

PREFERRED FILE FORMAT is an ADOBE PDF. When you send a properly prepared PDF file, all fonts and graphics will be embedded and production issues will be reduced. We accept PDF files created with Adobe Acrobat 7 or earlier saved in Acrobat 4 format. PDFs should be formatted to the PDFx-1a specification. We will be happy to send you the Distiller job options to create this file. Contact [dispatch@recordnet.com](mailto:dispatch@recordnet.com). Please fax a copy of your ad showing how the ad is to look. Our fax number is: 209-547-8185.

NOTE: We make only limited changes to PDF files. Extensive changes require you submit a new ad.

## Fonts

Type 1 Postscript fonts are preferred, but we will accept TrueType & OpenType fonts as long as they are embedded in a PDF.

## Electronic Ad Delivery

Unless you are using a commercial service, we prefer you send finished ads to our FTP site. We also accept CDs and DVDs. Contact Ad Services at 209-546-8235 for specific requirements.

## E-mail Attachment

When sending via e-mail, send as an attachment and compress the files using Stuffit (Mac) or ZIP (PC). Attachments should be limited to 4 MB. If sending digital photos, they must be EPS – LEVEL 1, JPEG or TIFF format, at least 200 dpi and within 5% of their actual size. Pictures from a website generally are not acceptable. If you send them, The Record may reject them because of the resulting poor reproduction. DO NOT send us ads originally created with MS Word, MS Publisher, MS Works (or any Microsoft program), Corel WordPerfect, or Adobe Photoshop – even if you convert to PDF. These programs do not correctly handle color or text for printing on a 4-color press.

## ROP Closing Times Display and Multi-Col. Ads

Monday	Thurs. 5 p.m.
Tuesday	Fri. 5 p.m.
Wednesday	Fri. 5 p.m.
Wednesday Vida	Wed. 5 p.m. week prior
Thursday	Mon. 5 p.m.
Thursday TimeOut Tab	Mon. 5 p.m.
Friday	Tue. 5 p.m.
Saturday	Wed. 5 p.m.
Saturday ValleyMarketPlace	Mon. 5 p.m.
Saturday Valley Homes Tab	Wed. noon
Sunday / Sunday Valley Homes	Wed. 5 p.m.

- Advertiser deadlines include space reservation, complete copy, artwork and layout, including discs and ads sent electronically.
- One ad proof is provided by E-mail or FAX upon request, providing copy has been submitted by advertising deadline. Proof changes are to be made by noon for day prior to publication, 2 pm Friday for Saturday, Sunday and Monday. Proofs are for typographical changes only.
- Color, double truck & theme ad page advertisements please add one additional day to deadline.
- Holiday deadlines are advanced by 24 hours.
- Sunday Comics – ROP, Gatefolds & Spadeas – Friday, 30 days prior to publication.
- A complete calendar of special sections and theme pages is available – contact your advertising account executive.

## Creative Services

- All advertising created by The Record must publish with The Record before any outside publications.
- Layout and design services are available to advertisers at no additional charge for ads published in The Record.
- Original art services are also available (drawings, logos, lettering, etc.) and billed at \$60.00 per hour. Minimum charge 1/2 hour. Ask for advance estimates. Please allow 72 hours prior to ad copy deadline.

## ROP Make Up Requirements

- Ads not in compliance with size chart (col. width) specifications will be modified as necessary.
- Minimum ad size is 1 col. x 2 inch.

## Terms And Conditions

- Approved credit application required for net 30 day terms. Signed agreement required to earn spending discounts.
- Display advertising accepted on a cash with order basis until credit has been approved. VISA, Master Card, Discover and American Express are accepted.
- Advertising agencies which place advertisements and receive statements for their customers are acting as agents for the customer.
- Advertising agreements may not be back-dated more than 30 days.
- We can accept late payments or partial payments, checks or money orders marked “paid in full” without losing any of our rights or agreements.
- Advertisers signing revenue agreements will be billed at rates on current effective rate card and rebilled at higher earned rate if agreement is not fulfilled.



## Policy

- a. The Record reserves the right to refuse, alter, edit or omit any advertising submitted for publication, including addition of the words "Paid Advertisement" above any advertisement set to resemble news matter.
- b. Every effort will be made to return photographs or other materials furnished by advertisers upon their request; however, The Record cannot be held responsible in case of loss or damage.
- c. Publisher reserves the right to change advertising rates at any time. Contract advertisers will be given notice in writing 30 days prior and all contracts are accepted subject to this reservation.
- d. Political and advocacy advertising must be prepaid. National rates apply to all statewide and national candidates and propositions. Ads must conform to all related laws and must be submitted one week prior to publication for approval.
- e. Adjustments for billing errors will be made within 60 days of the error. Publisher will not be responsible for adjustments beyond 60 days of publication date in question.
- f. The Record's liability shall at no time in any way exceed the cost of the space involved. Any error in any advertisement should be reported immediately as The Record's liability is limited to the first insertion and ceases completely if not reported within five days of publication date. The Record will provide a letter of correction specifying any error in an insertion.
- g. The advertiser is solely responsible for the content of all advertisements published at the request of it or its agent, and shall indemnify, defend and hold harmless the publisher from any claim or lawsuit arising out of the advertisements.
- h. Dates and times for cancellation of advertisements are the same as the deadlines for placing advertisements. If time permits, emergency cancellation of advertisements past deadline will be accommodated for a cost of no less than half the cost of the advertisement.
- i. If deadline is met, a proof will be issued by e-mail, or FAX upon request. Extensive changes or revisions result in composition charges.
- j. All advertisements will be billed at modular ad sizes only as published in this rate card.
- k. Special position of any ad is not guaranteed. Failure to meet position requests will not constitute cause for adjustment, refund or rerun.
- l. Tearsheets are provided electronically at no charge. Paper tearsheets will be charged a minimum of \$5.00 (up to five copies).
- m. Affidavits requiring notary seal for performance will be charged \$10 per sealed notary document.

## Advertising Management Staff

### **Lisa C. Perry**

*Multimedia Sales Manager*  
(209) 546-8233 lperry@recordnet.com

### **Lee Hughes**

*Multimedia Sales Manager*  
(209) 546-8353 lhughes@recordnet.com

### **Patsy Prato**

*Classified Advertising Supervisor*  
(209) 546-8213 pprato@recordnet.com

### **Deitra R. Kenoly**

*Advertising Director*  
(209) 546-8238 dkenoly@recordnet.com

### **Roger Coover**

*Publisher & President*  
(209) 546-8243 coover@recordnet.com

Designed for the people of San Joaquin County

# SAN JOAQUIN Media Group

For an online media kit, visit  
<http://services.esanjoaquin.com/media-kit/advertising-rates/>

**Local People  
Local Stories  
Local Customers**

**The Record**  
RECORDNET.COM

**Lifestyles**

**Vida en el Valle**

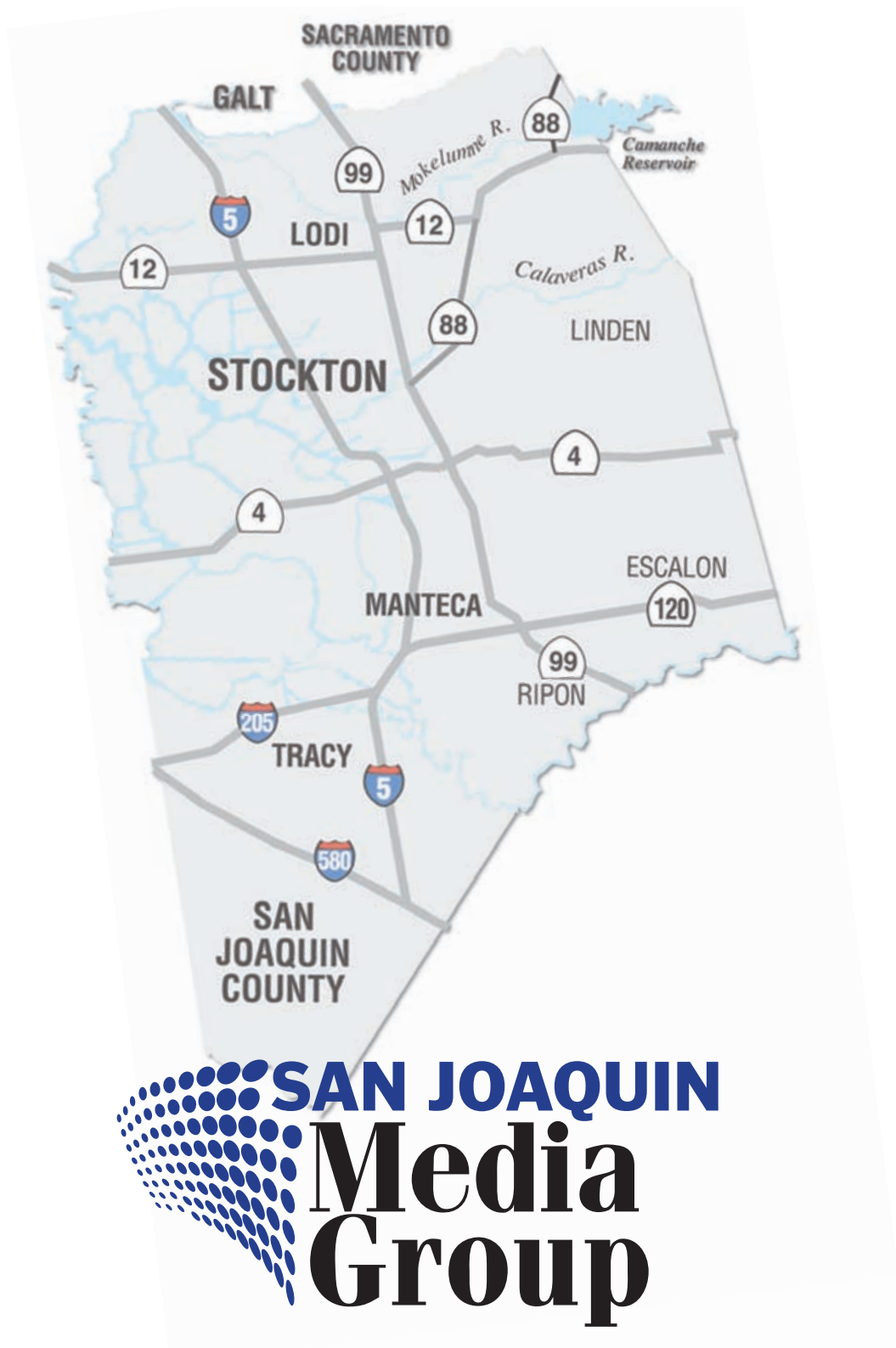
**Valley Home Finder**

**San Joaquin Coupon Book**

The products you need to reach the  
customers you want.

To advertise, call your  
San Joaquin Media Group  
Account Executive





**2012-2013 Retail Advertising Rate Card**

The Record publishes mornings: Sunday - Saturday  
530 E. Market Street, P.O. Box 900 Stockton CA 95202  
Phone: 209-546-8200, Toll Free: 1-800-606-9744, Fax: 209-547-8101

Rate Card #RC-13 Rev. 12.6.2013  
Expires June 2014