

Front Page Advertising

SAN JOAQUIN
Media Group
2012

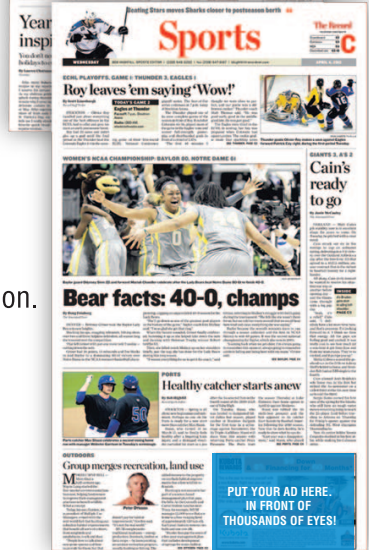
“Make your business front page news”

Front Page A-1

	Daily	Sunday
13 Weeks	\$702.18	\$747.54
26 Weeks	\$663.17	\$706.01
52 Weeks	\$585.15	\$622.95

Lens, Money & Sports

	Daily	Sunday
13 Weeks	\$596.88	\$634.14
26 Weeks	\$563.72	\$598.91
52 Weeks	\$497.40	\$528.45



All rates are based on consecutive runs. Prices effective April 1, 2012 with signed agreement. Front page A-1 advertising requires a minimum 13-time agreement with a 30-day notice of cancellation. Any ad can be refused at the discretion of the Advertising Ad Director. Prices listed include color.

Front page advertising guidelines

In order to maintain the integrity and quality of our product, please adhere to the following guidelines when selling front page advertising.

- Ad cannot appear to look like an editorial – “paid advertisement” is not an acceptable solution.
- Ad cannot contain bursts, coupons, or any other distracting symbols.
- No khaki-colored backgrounds.
- No political advertising.
- One illustration per ad (house, car, phone, etc).
- All advertising must be approved prior to publication by the ad director or publisher.

To reach a Record advertising executive, call 209-546-8200, 1-800-606-9744 or e-mail advertising@recordnet.com



2011-2012 Front Page Advertising Rate Card • Effective April 1, 2012

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