

3-5-7 PLUS!

SAN JOAQUIN
Media
Group

2012

Expand Your Customer Base, Build New Traffic, Experience Business Growth With The Record's...

3-5-7 PLUS

All-new introductory program to assist your business in attracting more customers. Each ad schedule will include 3, 5 or 7 days in The Record plus one Valley Marketplace and one Vida insertion per week & 7-day PromoPak. \$49 PromoPak applied to first week. **Must run minimum 2 weeks per month.**

Ad size	3 days+	5 days+	7 days+
2 inches	\$112.25 per wk	\$142.15 per wk	\$170.65 per wk
4 inches	\$212.25 per wk	\$274.05 per wk	\$329.05 per wk
8 inches	\$412.25 per wk	\$535.85 per wk	\$645.85 per wk
11 inches	\$562.25 per wk	\$732.20 per wk	\$883.45 per wk
16 inches	\$837.25 per wk	\$1,092.18 per wk	\$1,319.05 per wk

3-5-7 PLUS TERMS

- Copy changes will not be accepted more than once for each weekly ad schedule.
- ALL 3-5-7 PLUS advertisements will be published at the discretion of the Publisher. Specific position requests cannot be accommodated.
- Cancellation of the 3-5-7 PLUS agreement before the expiration date will result in being re-rated at the open rate or appropriate contract rate for both The Record, ValleyMarketPlace and Vida en el Valle & 7-day PromoPak.
- Other discounts are not applicable with a 3-5-7 PLUS agreement.
- Can not run multiple campaigns within series
- 50% off color rate - 4" or larger

PLUS

Expand your reach by adding your print ad online!
30 days, 30,000 impressions ROS

\$360



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



2011-2012 3-5-7 PLUS Advertising Rate Card • Effective April 1, 2012

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