



GET NOTICED

BECOME FRONT-PAGE NEWS!

• 7 DAYS

MAIN

☐ DAY _____

• 7 DAYS

SPORTS

☐ DAY _____

• MONDAY

HEALTH & FITNESS

☐

• TUESDAY

HOME & GARDEN

☐

• WEDNESDAY

FOOD & WINE

☐

• THURSDAY

TRAVEL & RECREATION

☐

• FRIDAY

GO & DO

☐

• SATURDAY

FAMILY & COMMUNITY

☐

• SUNDAY

PEOPLE & CULTURE

☐

Get your message
in front of
112,000* daily
Record readers
with an ad on the
front page!

We're offering
front-page advertising
on A1, SPORTS
and our **NEW** weekly
themed section fronts.



6X2 ROP
ad size.

Days are subject to availability – Please select 2nd choice.



Sign up
early and
SAVE!

13 Weeks – **SAVE 10%**
26 Weeks – **SAVE 15%**
52 Weeks – **SAVE 20%**

* Source: 2012 Clark, Martire & Bartolomeo, Inc. Market Study

FRONT PAGE A1

| | DAILY | SUNDAY |
|------------|----------|----------|
| OPEN DAILY | \$785.00 | \$830.00 |
| 13 WEEKS | \$805.00 | \$850.00 |
| 26 WEEKS | \$765.00 | \$810.00 |
| 52 WEEKS | \$685.00 | \$725.00 |

SECTION FRONT

| | DAILY | SUNDAY |
|------------|----------|----------|
| OPEN DAILY | \$670.00 | \$710.00 |
| 13 WEEKS | \$695.00 | \$735.00 |
| 26 WEEKS | \$665.00 | \$700.00 |
| 52 WEEKS | \$600.00 | \$630.00 |

**Includes 40,000
Recordnet
Online
Impressions**

(Excludes open rate)

All rates are based on consecutive runs. Prices effective with signed agreement.
Front-page advertising agreements require a minimum 30-day notice of cancellation.
Contract prices listed include color + 40,000 monthly Recordnet online impressions.

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.

*Advertiser agrees to run a minimum of _____ weeks in The Record/Recordnet.com at the above rates and specifications.
Additional discounts do not apply. If advertiser does not fulfill the selected agreement level, all ads will be re-rated to the appropriate rate level.
Advertiser agrees all invoices are due and payable within 30 days of invoice date, excluding advertisers that must pay in advance.*

Advertiser (Name of Business) _____ Account Number _____

Printed Name of Authorized Representative _____ Title _____

☒ Signature of Authorized Representative _____ Date Signed _____

Street Address _____ Billing Address (if different) _____

City _____ State _____ Zip _____

Phone Number _____ Fax Number _____ E-Mail _____

This agreement is not valid without an authorized Record representative signature. All other terms and conditions shown on The Record's current rate card apply. Upon review, the publisher reserves the right to reject this agreement.

Date: _____ Record Representative's Signature _____

Date: _____ Record Manager's Signature _____

The Record
RECORDNET.COM

**SAN JOAQUIN
Media
Group**

For more information contact your
Record account executive or call:

(209) 546-8200

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

2015 Front Page Advertising Rate Card • Expires December 27, 2015