ADVERTISING INFORMATION

Contact our Sales department for more information at (818) 365-3111 ext. 153 or e-mail sales@sanfernandosun.com
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PREMIUM CHARGES

- 4-process = 20%
- Pages 2, 3 and Back Cover = 25%
- Pages 4, 5, and Inside Back Cover = 15%
- Other requested Position = 10%
- Standard Tabloid double truck. Please call to inquire.

*Minium advertisment sizes apply to guaranteed positions that are available for a premium charge and/or frequency commitment. Please consult your advertising sales representative for other information, custom ad sizes or frequency charges at (818) 365-3111 ext. 151. All rates listed are gross and are effective as of May 2010.

ADDITIONAL SERVICES

- *Front Cover - Post-it Notes*

  This Includes printing of 3” x3” Post-its (a 10k min.). The Client is to provide camera-ready artwork and must reserve space three weeks prior to publication date.
- *Standard Inserts:*

  The Client is to provide pre-printed inserts (10k min.) and must reserve space two weeks prior to publication date.
- *Publication of Legals:*

  Submit your legal for a final quote. (2 inch Min.) and space must be reserved 1 week prior to publication date.
- *Classified Ads: $10 for the first 10 words or less, 45¢ each additional word.* Ads placed directly through our web site are also posted on-line at no additional charge.

All additional service rates are listed as Net.

CIRCULATION

The San Fernando Valley Sun is distributed directly to 6,000 homes in the San Fernando-Sylmar area with an additional 4,000 distributed through racks, in densely populated areas of the valley. Click here for our newsrack locations.

DISPLAY COLUMN SIZES

- 5 columns = 10.125”
- 4 columns = 8.067”
- 3 columns = 6.008”
- 2 columns = 3.95”
- 1 column = 1.891”

CLASSIFIED COLUMN SIZES

- 6 columns = 10.125"
- 5 columns = 8.41"
- 4 columns = 6.694"
- 3 columns = 4.979"
- 2 columns = 3.264"
- 1 column = 1.548"

DEADLINES AND MECHANICALS

The San Fernando Valley Sun is weekly-folded and printed web offset on tabloid newsprint. Follow SWOP, AAAA/MPA recommended standard specifications for newsprint web offset printing.

All ads should be sent at 300 dpi, CMYK/Grayscale accordingly. Files of a lower resolution are strongly advised against. We recommend artwork be submitted as a PDF file, compatible with Acrobat 8 or earlier. Artwork should be sized per our column sizes, cropped to the active area, with all fonts embedded or outlined.

Reservation deadlines are two weeks prior to publication date. Artwork is due Thursday at 4 p.m. the week prior to publication date. If production assistance is needed, please submit elements for artwork, two weeks before publication date. Send ads via e-mail to production@sanfernandosun.com
and a courtesy copy to your sales representative the Thursday prior to publication date no later than 4 p.m. Please include advertiser name, ad file, publication date(s) if known, ad size, contact name and phone number.

If supplying native file, when working in: Adobe Illustrator, all fonts must be outlined; QuarkXPress 7, output folder will need to accompany file; Adobe InDesign, file will need to be packaged or preflighted; or Adobe Photoshop, fonts rasterized. All Adobe files should be CS3 or below. EPS, TIFFs are also accepted. Please verify that all fonts are postscript fonts. Ads without fonts will not be accepted. We recommend also including a hard copy proof of the completed file if sending in the mail. **We do not accept artwork prepared in Microsoft Word, PowerPoint, or Publisher formats.**

Please feel free to contact our production department with any questions regarding our specifications and mechanicals via phone at (818) 365-3111 x154 or e-mail production@sanfernandosun.com .