

The San Fernando Sun ADVERTISING RATES

FULL PAGE
5x12.75
\$1,000.00

HALF PAGE
5x6.25
\$500.00

HALF PAGE
3x10.25
\$500.00

QUARTER PAGE
3x5.25
\$250.00

QUARTER PAGE
4x4
\$250.00

1/5TH PAGE
3x3
\$141.30

1/8TH PAGE
2x2
\$62.80

OTHER SIZES AVAILABLE.

and MORE INFORMATION

WEEKLY PER COLUMN INCH

\$15.70

COLOR RATE

4-process20%

Guaranteed positions are available for a premium charge and/or frequency commitment. Minimum ad sizes apply. Please consult your Advertising Sales Representative for other information or frequency charges.

PREMIUM CHARGE

Pages 2, 3 and Back Cover25%

Pages 4, 5, and Inside Back Cover15%

Other requested Position10%

GUIDELINES AND MECHANICAL SPECIFICATIONS

1. Ads are measured in column inches. One column inch is one column wide by one inch deep. See table below for column widths and minimum and maximum ad depths.

2. All Display Editions and Sections are produced in San Fernando Sun ad unit column format. In addition to STAU sizes.
3. Standard Tabloid pages follow a five-column format. Classified a six-column format.
4. Standard Tabloid double truck – 11 columns (20-9/16") wide; 6.25" minimum depth.
5. Minimum ad depths as shown on chart below.
6. For information on how to send digital ads files, please call (818) 365-3111 ext 154.

RATES

To discuss acceptable guidelines and rates for any of these advertising products please consult your advertising Sales Representative.

DEADLINE

2 weeks prior from publication date for reservations; materials due Thursday at 4pm the week prior of publication date for materials.