

DISPLAY ADVERTISING RATES*

OPEN RATE: \$30 per Column Inch
SINGLE RUN AND DISCOUNTED MULTIPLE
RUN RATES: See Grid

NATIONAL RATE: The national or commissionable advertising rate is \$3.00 per line. All advertisers using agencies which deduct commission on ads placed will be billed at the national rate. Contract and multiple run rates subject to negotiation.

MECHANICAL SPECIFICATIONS:

Print Process Offset
 Press 13-Unit Cottrell V-25
 Format Tabloid
 Page Width (5 or 6 columns): 10 1/4 inches
 Page Depth: 13 5/8 Inches
 Back Page: 14 inches
 Vertical Columns: 4, 5 or 6
 Single Column Width (6 Col): 9 1/2 Picas
 Interspace: 1 Pica
 Full Page: 84 Column Inches
 Total Four-Color Capacity Available
 Complete Computerized Backshop and Digital Camera
 Operation on Premises.
 Production Charges When Applicable:
 Halftone Screen: \$15
 Velox (Minimum Charge): \$25
 Enlargement/Reduction: \$10
 Reversal: \$15
 Agency Service: \$100 Per Hour
 First Spot Color: \$195 Second Color: \$150

Four Color: \$325
 Additional Four-Color Separation Charges that May Apply
 Are Available Upon Request.

BUSINESS AND SERVICES or PROFESSIONAL DIRECTORIES:

\$100 per calendar month's insertion (3 month minimum).

CLASSIFIED ADVERTISING:

Prepayment is required on all classified advertising
 Single Run: \$35 for 30 words or less. 50¢ for each additional word. No deviation from standard format.

Two-Week Discount: \$65 for standard 30-words-or-less classified in two consecutive issues. All other rules apply.

Four-Week Discount: Same 30-words-or-less ad—with no changes—runs four consecutive times for \$120. No refunds. Ad credit only will be given for early cancellation. All other advertising rules apply.

Ten-Week Special Discount: Same ad—no major changes—runs 10 consecutive times for \$250. All rules apply to extra words, copy changes and credit for early cancellation.

DISPLAY DEADLINES: Display advertising copy deadline is 5 p.m. Monday for the following Thursday's publication. Camera-ready copy can be accepted until noon on Tuesday with advance space reservation. Proofs cannot be provided for ads brought in after Thursday of the week prior to publication.

SPECIAL SECTIONS: The Malibu Surfside News publishes several feature magazines and special supplements (Fashion, Health and Beauty, Home Enhancement, Pet and Animal, Automotive, Financial Planning, Travel, Dining Out and Entertainment) throughout the year, including a Community Handbook and a Newcomers and Visitors Guide. Please contact the Display Advertising Office for information.

ACCOUNT REQUIREMENTS: All display accounts are due and payable within 30 days. Interest charges will be applied to all past due balances. All new advertisers (or changes of ownership) are required to prepay advertising until credit with the newspaper has been established. All classified advertising must be prepaid except for advertisers with current display accounts.

ADJUDICATION: Adjudicated a newspaper of general circulation qualified to publish legal notices and documents by the Superior Court of Los Angeles, Decree No. C149959, May 3, 1976. Legal publication rates quoted upon request.

CIRCULATION—13,500 PLUS (Overruns on special sections, holiday issues, summer projects and annual guides and handbooks increased to 25,000-plus.)

Publication day—Thursday (a.m.)

Full saturation of the 40-square-mile greater Malibu area from Topanga Canyon to the Ventura County line by paid subscription and controlled circulation direct mail (Second Class).

DISTRIBUTION AREA: Malibu was once a private rancho. The area's boundaries have expanded somewhat, and what is now thought of as "the Malibu area" serves as home to approximately 27,000 full-time residents. On a prime beach day, the population can swell to several hundred thousand as the community's recreational component comes into play. There are now more than 8,500 residential and commercial addresses. Homes run the gamut from beachfront cottage to palatial estate and illustrate that in Malibu there are indeed many "ways of life."

310-457-2112/NEWS/4235

FAX: 310-457-9908

E-mail: ads@malibusurfside.com

DISPLAY ADVERTISING RATES

	1x	2-5x	6-12x	13-19x	20-26x	27-36x	37-44x	45-52x
Full Page (10 1/4" w x 13 5/8" t).....	1600	1525	1450	1400	1350	1300	1250	1200
Flyer Page (8 1/2" w x 11" t).....	1300	1250	1200	1150	1100	1050	1000	950
Half Page (10 1/4" w x 7" t).....	900	850	800	750	700	675	650	625
Quarter Page (5" w x 7" t).....	495	470	445	420	395	370	350	330
3 col. x 6" (5" w x 6" t).....	425	400	375	350	325	310	300	290
3 col. x 5" (5" w x 5" t).....	375	360	345	330	315	300	285	270
3 col. x 4" (5" w x 4" t).....	340	330	320	310	290	280	270	260
3 col. x 3" (5" w x 3" t).....	290	275	260	245	230	215	200	185
3 col. x 2" (5" w x 2" t).....	210	195	180	165	150	135	120	110
2 col. x 10" (3 1/4" w x 10" t).....	425	410	395	380	365	350	335	310
2 col. x 9" (3 1/4" w x 9" t).....	400	385	370	355	340	325	310	295
2 col. x 8" (3 1/4" w x 8" t).....	385	370	355	340	325	310	295	280
2 col. x 7" (3 1/4" w x 7" t).....	350	320	310	290	270	250	230	220
2 col. x 6" (3 1/4" w x 6" t).....	320	300	280	260	240	230	210	190
2 col. x 5" (3 1/4" w x 5" t).....	300	280	260	240	220	200	180	160
2 col. x 4" (3 1/4" w x 4" t).....	275	255	235	215	195	175	155	140
2 col. x 3" (3 1/4" w x 3" t).....	210	195	180	165	150	140	130	120
2 col. x 2" (3 1/4" w x 2" t).....	150	145	140	135	130	120	110	100

* RATES FOR CONSECUTIVE PLACEMENT. NON-STANDARD SIZES SUBJECT TO SURCHARGE. PREFERRED PLACEMENT PREMIUM IS 25%. **ASK ABOUT FIRST-TIME ADVERTISER DISCOUNTS AND SPECIAL PROMOTIONS.**