mattos newspapers, inc.

RETAIL DISPLAY ADVERTISING RATES

Effective January 1, 2011

• RETAIL OPEN RATE •

PRESS/INDEX or REVIEW	PRESS/INDEX and REVIEW
Single Run Rate	Combination Rate
$8.00 pci	$10.50 pci

• CONTRACT DISCOUNTS & RATES •

100 Inches Per Year..... 10% Discount
Single Run.....$7.20 Combination Run..... $9.45

250 Inches Per Year.... 12% Discount
Single Run.....$7.04 Combination Run..... $9.24

500 Inches Per Year.... 14% Discount
Single Run.....$6.88 Combination Run..... $9.03

750 Inches Per Year.... 16% Discount
Single Run.....$6.72 Combination Run..... $8.82

1000 Inches Per Year.....18% Discount
Single Run.....$6.56 Combination Run..... $8.61

1200 Inches Per Year.....20% Discount
Single Run.....$6.40 Combination Run..... $8.40

Contract rates are available for larger inch totals.
Please call for more information.

westsideconnect.com

Your connection to the West Side!

REACH THOUSANDS OF ONLINE VISITORS MONTHLY!

Large FIXED Box Ad (300x250)
$225 per month

Large ROTATING Box Ad (300x250)
$150 per month

Small Rotating Box Ad (300x100)
$85 per month

SPACES ARE LIMITED
First Come, First Serve Basis
We Do Not Guarantee Placement

• PROCESS COLOR CONTRACT RATES •

Open Rate: $250 per run, Tuesday or Thursday.
Minimum 20 column inch advertisement for contract pricing.

13 Weeks Per Year (single run) $175
26 Weeks Per Year (single run) $125
52 Weeks Per Year (single run) $75
13 Weeks Per Year (combination run) $325
26 Weeks Per Year (combination run) $225
52 Weeks Per Year (combination run) $125

The Gustine PRESS•STANDARD

The West Side INDEX

The Tuesday REVIEW

INDEX Printing

INDEX Web Printing

www.westsideconnect.com

1021 fresno street
p.o. box 878
newman, california
95360

phone
209 862 2222

fax
209 862 4133

toni butero
advertising director

susan mattos
president/publisher