1021 Fresno Street ■ Newman, CA 95360
(209) 862-2222 ■ FAX (209) 862-4133

mattos newspapers, inc.

***The Gustine PRESS•STANDARD* ■**
***The Tuesday REVIEW* ■**
***The West Side INDEX* ■**
***westsideconnect.com* ■**

Best information source

As trusted local news sources for over a century, The Gustine PRESS•STANDARD and The West Side INDEX, along with their companion publication, the Tuesday REVIEW, offer local community news journalism and advertising to over 19,000 West Side readers.

With a distribution territory stretching from Santa Nella to Crows Landing, Mattos Newspapers offers the broadest market coverage on the West Side and the best value for your advertising dollar.

All three publications are delivered by the U.S. Postal Service so readers receive them inside their homes with other important mail.

At Mattos Newspapers, we are proud of the tradition and the inspiration our publications bring into homes every week.

News which graces the front pages of The Gustine PRESS•STANDARD and The West Side INDEX reflects the commitment to our communities. Births, local clubs and community organization news, school news and sports are all a part of our weekly coverage.

We also bring the "hard news" stories to our readers, those concerning government, schools, police reports and other controversies.

We strive to provide the items that our readers want to have in their local paper.

In addition, we publish the West Side's leading online source for breaking news, information, entertainment and more—westsideconnect.com. To inquire about web advertising, contact our Advertising Sales department at (209) 862-2222 or by e-mail at info@mattosnews.com.

GENERAL AND RETAIL ADVERTISING RATES

Effective February 1, 2011

1. PERSONNEL

a. Susan E. Mattos, President and Publisher
e-mail: smattos@mattosnews.com

b. Toni Butero, Advertising Director
e-mail: tbutero@mattosnews.com

c. Dean Harris, Managing Editor
e-mail: dharris@mattosnews.com

d. Chris Cline, Creative Services Director
e-mail: ccline@mattosnews.com

2. MATTOS NEWSPAPERS, INC.

P.O. Box 878
Newman, CA 95360
Phone: (209) 862-2222
Fax: (209) 862-4133
corporate website: www.mattosnews.com
online news portal: www.westsideconnect.com

3. COMMISSION AND CASH DISCOUNT

Retail rate is non-commissionable.
General rate is commissionable.

4. ADVERTISING RATES

Effective February 1, 2011
BLACK AND WHITE RATES
Advertising sold in combination of The Gustine PRESS• STANDARD and The West Side INDEX

a. **General Advertising Rates**
NATIONAL (per col. inch)
The Gustine PRESS•STANDARD 9.50
The West Side INDEX 9.50

Combination Rate
One run in PRESS•STANDARD, REVIEW & INDEX 11.50
(Publisher retains the right to alter General Advertising rate after 60 days written notice.)

b. **Retail Open Per Inch**
The Gustine PRESS•STANDARD 8.00
The Tuesday REVIEW 8.00
The West Side INDEX 8.00

Combination Rate
One run in PRESS•STANDARD, REVIEW & INDEX 10.50

d. **Contract Rates**
Available upon request.

5a. COLOR RATES AND DATA

(no minimum size)

1. One color and black 90.00
   Two colors and black 155.00
   Three colors and black (full color) 225.00
2. Deadlines:
   Three full days in advance
3. Mechanical requirements:
   We accept advertisements from outside sources, provided that they are supplied to us in a press-ready PDF format. For specific details, please contact our Creative Services Department.

5b. PREPRINTED INSERT RATES

10-page & under tabloid ..... 55.00 per thousand
11-20 page tabloid ..... 75.00 per thousand
Rates available for over 20 pages.

6.SPECIAL SERVICES

a. Advertising Layout - A staff artist is maintained to assist the advertiser with layouts and production arts.
b. Clip Art Services - Available at no charge to the advertiser.
c. Proofs - Proofs will be delivered to the, providing they have been submitted by the advance deadline.
d. Marketing and Research - Demographic information is available from the advertising department covering areas of retailing and newspaper coverage.

7.SPECIAL DAYS, PAGES, FEATURES

a. Advertising Promotions Schedule available upon request - includes all promotions, deadlines and run dates.
b. Pages
   1. Agriculture
   2. Features
   3. Society
   4. Sports
   5. For The Record
   6. Business

8. ROP MAKEUP REQUIREMENTS

a. Ads measuring more than 19 inches in depth run and billed as 21 inches.

9.CLOSING TIMES

a. The Gustine PRESS•STANDARD
Publication Thursday
Deadline Friday, 5 p.m.

The Tuesday REVIEW
Publication Tuesday
Deadline Thursday, 5 p.m.

The West Side INDEX
Publication Thursday
Deadline Friday, 5 p.m.

b. Color or show proof ads advance deadlines one full day.
c. Large ads such as full pages or ads with difficult composition must be in considerably ahead of this last minute deadline. Any intervening holiday advances the deadline by a day.
d. Cancellation same as last minute deadline.

10. MECHANICAL MEASUREMENTS

a. Printing Method:
Advertising prepared by photo composition, exposed to aluminum plates for Goss Community Offset press.
b. Standard 6 Column ROP
Printed SAU page size is 11.625" wide by 21" deep.

Col.	Picas	Inches	Col.	Picas	Inches
1	11p0	1.833	4	46p3	7.708
2	22p9	3.792	5	58p0	9.667
3	34p6	5.750	6	69p9	11.625

Double Truck: 26" incl. 6.5 pica gutter.
c. Tabloids:
Printed tabloid size is 10.125" wide by 11.25" tall.
Ads are generally sold in fixed modular sizes.

1/8 page:	4.969" (w)	2.672" (t)	1/2 page vert.:	4.969" (w)	11.25" (t)
1/4 page:	4.969" (w)	5.531" (t)	full page:	10.125" (w)	11.25" (t)
1/2 page:	10.125" (w)	5.531" (t)	double truck:	21.0" (w)	11.25" (t)

d. Classifieds:
Printed classified page size is 11.625" wide by 21" deep.

Col.	Picas	Inches	Col.	Picas	Inches
1	8p0.75	1.344	5	43p3.75	7.219
2	16p10.5	2.813	6	52p1.5	8.688
3	25p8.25	4.281	7	60p11.25	10.156
4	34p6	5.750	8	69p9	11.625

Double Truck: 26" incl. 6.5 pica gutter.

11. SPECIAL CLASSIFICATIONS

Political advertisements must be paid in advance of publication.

12. CLASSIFIED RATES

The Gustine PRESS•STANDARD and
The West Side INDEX
a. Display $7.00 per col. inch - 2: minimum
b. Legal/Public Notices $8.00 per col. inch first run, $7.00 per col. inch each consecutive run
c. Word: $8.00 minimum of 15 words or less, 25¢ per word thereafter.

Reach over 19,000 readers in Newman, Gustine, Crows Landing, Santa Nella and surrounding areas.

The Tuesday REVIEW
a. Word: $8.00 minimum of 15 words or less, 25¢ per word thereafter.

Reach over 19,000 readers in Newman, Gustine, Crows Landing, Santa Nella and surrounding areas.

13. WEBSITE ADVERTISING - westsideconnect.com

a. Large display ad (static position) - $225/month
(3 month minimum commitment required)
b. Large display ad (rotating position) - $150/month
c. Small display ad (rotating position) - $75/month

Prices are for standard (non-Flash) ads and include URL link to advertiser's web site. Additional charge for Flash ads. Space is limited and ads are sold on a first-come, first-served basis.

13. PUBLICATIONS

a. The Gustine PRESS•STANDARD
1. Established in 1985.
2. Subscription Price: 75 cents per copy, $27.50 annually prepaid within county, $33.00 out-of-county.
3. Covers Gustine, Santa Nella and surrounding areas.

b. **The Tuesday REVIEW**
1. Established in 1988.
2. Shopper Publication.
3. Provides total market coverage to all households.

c. The West Side INDEX
1. Established in 1890.
2. Subscription Price: 75 cents per copy, $27.50 annually prepaid within county, $33.00 out-of-county.
3. Covers Newman, Crows Landing and surrounding areas.

d. westsideconnect.com
1. Provides local and regional breaking news, information and more to thousands of internet readers on the West Side and beyond.

GENERAL INFORMATION

a. Ad set and killed before original publication date will be held no more than 30 days. If an ad does not run within this period, composition charges will be made.
b. Static (non-rotating) website ads require a minimum 3 month commitment. Should a static ad be cancelled prior to fulfillment of 3 month commitment, advertiser shall be invoiced and charged for the remainder of the commmitment duration, up to 3 months.

PRIVILEGES AND CONDITIONS

1. **Retail Rates:** The accompanying Retail Rate schedule is available for the advertising of a single retail store or service establishment or a group under single ownership operating under a single name from one or more local address, and selling merchandise or service directly to consumers at retail. This retail schedule is also available for the advertising of a bonafide association selling goods or services directly to consumers in which the products of more than one manufacturer or wholesaler are advertised and for the institutional cooperative advertising of a group of retail merchants, service businesses or professional associations.
2. **General Rates:** The schedule of General Advertising Rates will apply for the advertising of Manufacturers, Jobbers, Distributors and Wholesalers advertising products which they in turn sell to others for resale to consumers. General Advertising rates will also apply to advertising agencies placing advertising from which discounts and cash discounts are taken.
3. **Time:** Every effort will be made to insert advertising as ordered, and when copy is received 24 hours before publication time, the advertiser is assured of publication as ordered, the Publisher is able to give adequate care and attention to production.
4. **Acceptance:** Advertising must be in good taste as to form, subject matter, size, wording, illustration and typography. The Publisher may refuse advertising considered in bad taste, offensive or detrimental to the public, the newspaper or another advertiser.
5. **Measurement:** Display advertisements are measured and charged as they appear in the printed paper to the nearest inch or half inch of depth from center of cut-off rule above to the center of the cut-off rule below the advertisement. Advertisements ordered more than 19 inches in depth are run and charged as full 21 inch columns.
6. **Position:** The rates on this schedule are for run of paper position. Requests for special position will be given every consideration and the Publisher will cooperate in following requests whenever possible. However, special positions are regarded as requests only unless the Advertiser authorizes an added charge of 25 percent: in that event the Publisher will insert in the specified position when possible without violation of established rules of makeup of The Gustine PRESS•STANDARD, The Tuesday REVIEW and The West Side INDEX.
7. **Omission and Error:** Although the Publisher assumes no financial responsibility for typographical errors, if at fault will reprint any portion of the advertisement in which an error has occurred that materially affects its value. All care and diligence are used to prevent omission of any ad or any part of any ad.
8. **Conditions:** The Advertiser assumes liability for the content of all advertisements that he authorizes for publication, and any claims that arise therefrom that may be made against the Publisher. It is expressly agreed that in the event direct taxation on advertising is imposed by the State of California or the United States, or both of them, that the amount of such tax shall be paid by the Advertiser, unless otherwise specifically provided in the law or laws imposing such tax.

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