

2009 DISPLAY ADVERTISING RATES

Rates effective as of 01/01/2009 and are subject to change

ADVERTISING RATES

OPEN

\$14.00 per column inch

4-WEEK

\$9.50 per column inch
under 40" per run

4-WEEK

\$9.00 per column inch
over 40" per run

NON PROFIT

\$5.00 per column inch

example: 2 columns x 3 inches = 6
x rate per week

SPOT COLOR

\$40.00

FULL COLOR

Available. Call for quote.

INTERNET

Available. Call for options & pricing.

All national display advertising is billed at the full run
general advertising rates

PAGE & COLUMN DIMENSIONS

A FULL PAGE IS

10.875" wide x 21.5" high

COLUMN WIDTHS ARE

1 = 1.674"

2 = 3.514"

3 = 5.354"

4 = 7.194"

5 = 9.034"

6 = 10.875"

INSERT RATES

PRE-PRINTED (1 SIDE)

\$215.00*

PRE-PRINTED (TWO SIDED)

\$295.00

OTHER INSERTS

Call for pricing

PRINTING CHARGES

Call for a quote.

Min. 24 lb. bond

FLYERS DUE BY

Friday 10:00 a.m.

*Xerox copies require additional hand insertion charge.

SPECIAL PLACEMENTS

SPORTS BANNER

10.875" wide x 4" high

HORSEMAN PAGE

2nd week of every month

SENIORS PAGE

3rd week of every month

KIDS PAGE

4th week of every month

CIRCULATION

Valley Roadrunner was established in 1974 and is
legally adjudicated, published weekly on
Wednesdays and is distributed throughout Valley
Center, Pauma Valley, Palomar Mountain, Pala and
portions of Escondido.

Single copy price is 50¢, subscription is \$25.00 per
year in county, \$37 out of county.

DEADLINE

Display advertising and copy due
preceeding Friday by 5 p.m.

2009 SIZE › FILE › E-MAIL › FTP SPECS

ROADRUNNER SIZES

1 COLUMN

1.674"

2 COLUMNS

3.514"

3 COLUMNS

5.354"

4 COLUMNS

7.194"

5 COLUMNS

9.034"

6 COLUMNS

10.875"

Then choose your ad height in inches
(ie. 2 columns x 3 inches = 3.514" x 3")

1/4 PAGE

3 columns x 10.5"

1/2 PAGE

6 columns x 10.5"

FULL PAGE

6 columns x 21.5"

SENDING EMAIL & FTP

If images or ads are less than 6 megabytes in size you can email them. When emailing include **your company's name, your name, your contact information, and what the item is to be used for.** Then email to: **graphics@valleycenter.com**

If images are greater than 6 megabytes, please use our **FTP Site.**

SPOT & 4-COLOR ADS

If you purchase spot color, and are building your own ad, we must have your ad built in Quark Xpress using the generic spot colors given.

Four color ads can be built in most programs but must be saved CMYK and sent as quark, eps, pdf, tif, or jpeg files.

DIGITAL REQUIREMENTS

Below are the formats and file types we accept.

When sending TEXT, send as... txt, rtf, doc (MS Word) or embed in e-mail.

When sending PHOTOS, send as... jpeg (high resolution, full size), tif, pdf, or eps.

When sending CAMERA READY ADS, send as... tif, pdf, eps, ai, quark, (with fonts created into outlines or with your fonts included).

USING OUR FTP SITE

STUFF your images or ad.

Using FETCH -

FTP Site: ftp2.valleycenter.com
username: valleycenter
password: valley

Using Internet Explorer/Netscape Navigator -

FTP Site: ftp://ftp2.valleycenter.com
username: valleycenter
password: valley
account: leave blank

EMAIL ARTWORK

Smaller than 6 megabytes
to graphics@valleycenter.com

FTP ARTWORK

Larger than 6 megabytes
to our FTP Site per the
instructions above

EMAIL AD QUESTIONS

to advertising@valleycenter.com

2009 VALLEY CENTER MAGAZINE

Don't miss the opportunity to advertise in our upcoming magazines highlighting the special people and events in our community... Delivered to all mail recipients in Valley Center and the surrounding area (over 9,500)!

<p>Full Page</p> <p>Trim size 10.625" x 13.25" Add 1/4" for Bleed</p>	<p>1/2v Page</p> <p>5.2" x 13.25"</p>
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<p>10.625" x 6.5"</p> <p>1/2h Page</p>	<p>3.4" x 13.25"</p> <p>1/3v Page</p>
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<p>10.625" x 4.3"</p> <p>1/3h Page</p>	<p>5.2" x 6.5"</p> <p>1/4 Page</p>
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<p>5.2" x 4.3"</p> <p>1/6 Page</p>	<p>3.4" x 4.3"</p> <p>1/9 Page</p>
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ADVERTISING RATES

1/9 PAGE (3.1" X 3.9")

\$145 (4x) \$195 (1x)

1/6 PAGE/MIDSIZE (4.7" X 3.9")

\$160 (4x) \$210 (1x)

1/4 PAGE (4.7" X 5.9")

\$210 (4x) \$260 (1x)

1/3 PAGE HORIZONTAL (9.5" X 3.9")

\$285 (4x) \$335 (1x)

1/3 PAGE VERTICAL (3.1" X 12.125")

\$285 (4x) \$335 (1x)

1/2 PAGE HORIZONTAL (10.5" X 6.5")*

\$345 (4x) \$395 (1x)

1/2 PAGE VERTICAL (4.7" X 13.125")*

\$345 (4x) \$395 (1x)

FULL PAGE (10.5" X 13.125")*

\$650 (4x) \$700 (1x)

BACK COVER (10.5" X 13.125")*

FULL COLOR GLOSSY

Call for special pricing

INSIDE COVER PAGES (10.5" X 13.125")*

FULL COLOR GLOSSY

Call for special pricing

***ADD 1/2" BLEED TO HALF AND FULL PAGE ADS**

COLOR PRICING

4 COLOR

\$100

SPOT COLOR

1/3 PAGE OR MORE 1/4 PAGE OR LESS

\$50

\$45

INSERT PRICING

1-SIDED*

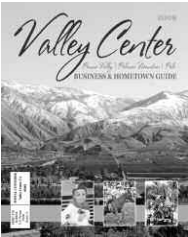




\$375

2-SIDED*

\$525

*Not available in Summer

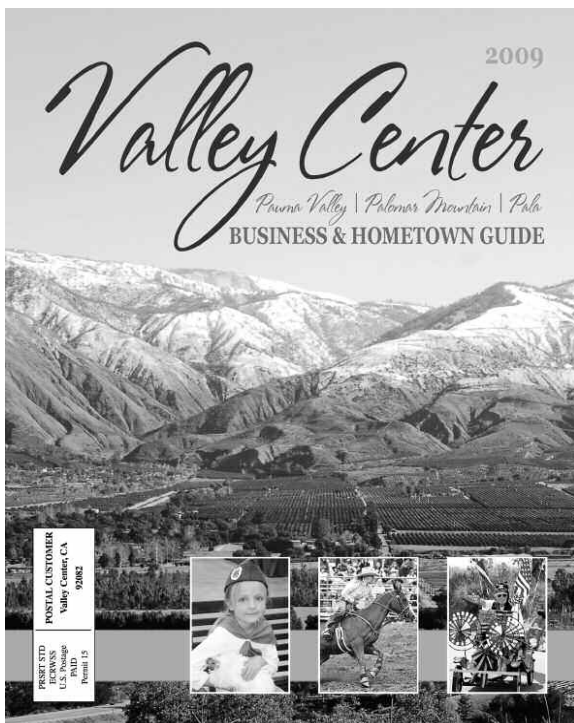
2009 VALLEY CENTER MAGAZINES A YEAR AT A GLANCE

<p>January</p>  <p>BUSINESS DIRECTORY</p> <p>SPACE DEADLINE PUBLISHES JAN 5th MID FEB</p>	<p>February</p>	<p>March</p>  <p>SPRING EDITION</p> <p>SPACE DEADLINE PUBLISHES MAR 2nd MAR 18th</p>	<p>April</p>
<p>May</p>  <p>SUMMER EDITION WESTERN DAYS OFFICIAL PROGRAM & RODEO GUIDE</p> <p>SPACE DEADLINE PUBLISHES MAY 1st MAY 16th</p>	<p>June</p>	<p>July</p>	<p>August</p>  <p>FALL EDITION WITH BUS SCHEDULE</p> <p>SPACE DEADLINE PUBLISHES AUG 1st AUG 13th</p>
<p>September</p>	<p>October</p>	<p>November</p>  <p>WINTER EDITION</p> <p>SPACE DEADLINE PUBLISHES NOV 2nd NOV 19th</p>	<p>December</p>

Don't miss the opportunity to advertise in our upcoming special publications...Delivered to all mail recipients in Valley Center and the surrounding area (**over 10,000!**)

2010 BUSINESS & HOMETOWN GUIDE

The **Valley Center Business and Hometown Guide** annual publication is mailed directly to local residents, available at local businesses, mailed to new homeowners, and distributed by local REALTOR®. It includes places to visit, dine and play with extensive information on organizations, schools, health providers, churches, sports, important phone numbers and much more. Whether you've lived here for a long time or are new to the area, the **Valley Center Business and Hometown Guide** is a must!



ADVERTISING RATES

BACK COVER

\$1600

INSIDE COVER

\$1550

FULL PAGE

\$950 - \$1300

1/2 PAGE

\$460 - \$600

1/4 PAGE

\$290 - \$450

1/6 PAGE

\$195 - \$290

*Rates vary depending on placement and all ads are full color.

AD SIZES

FULL PAGE AD

7.75"W X 10"H

FULL PAGE AD w/BLEED

8.25"W X 10.5"H plus .5" bleed

1/2 PAGE AD

7.75"W X 4.95"H

1/4 PAGE

3.83"W X 4.95"H

1/6 PAGE AD

2.52"W X 4.95"

PUBLICATION SPECS

COVER

Glossy

INSIDE

60 # High Bright

PUBLICATION DATE

Mid February

Reserve your space for the 2010 Valley Center Business Directory **NOW!** Space is limited and placement is based on a first come first serve basis. **Ad space must be reserved by JANUARY 10, 2010.**

2009 COVERAGE MAP

The **Valley Roadrunner** is Valley Center's only hometown newspaper. It was established over 31 years ago, and serves the communities of Valley Center, Pauma Valley, Palomar Mountain, Pala, Rainbow, Hidden Meadows and parts of Escondido by providing excellent hometown news coverage not available from any other publication.

The **Valley Roadrunner** enjoys high readership due to the exclusive coverage of the news, the people, the places and the events which make this area such a special place to live. We also enjoy excellent shelf-life because of our exclusive coverage.

Growth combined with the demographic profile of the affluent, stable, professional residents, make this a very attractive market to reach with your advertising.



2009 READERSHIP DEMOGRAPHICS

The Valley Roadrunner, your Hometown Newspaper

Residents here truly love their country living, some because they are "gentlemen" grove owners; some because their children can raise animals for 4-H; some because they love the space of two or more acres of land; some because you can still watch the hawks ride the winds; some because they want to be in the country and also be on or near a golf course; some because this is a great place to retire and be active; some because of the hometown feel of living in a small town where people get involved and can make a difference. The reasons for choosing to live here are as diverse as the people. And the only way to really know what is happening is by reading **The Valley Roadrunner**.

AT A GLANCE

The median home price for **2007** was
\$627,500

The median income is over **\$73,000**

99% of our readers have purchased a product or service advertised in the **Valley Roadrunner**

87% of our readers read most pages of the newspaper

DEMOGRAPHICS

51% Women

83% Married

89% Own Their Home

90% Over the Age of 36

71% Over the Age of 46

55% Over the Age of 55

77% Have Attended College