

Sonoma Pets

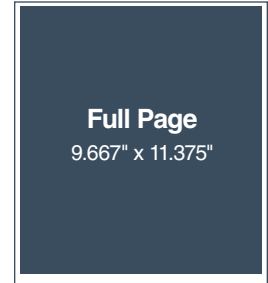
Tabloid Only and Online Ad Rates

1X / TABLOID ONLY RATES

Color included

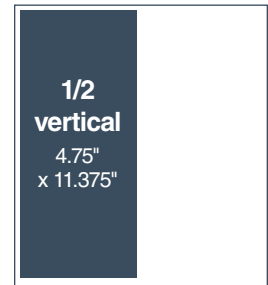
AD TYPE	OPEN RATE	2X	4X	DIMENSIONS
Back Page or Page 3	\$2,380	\$2,142	\$1,904	9.667" x 11.375"
Full Page	\$2,160	\$1,944	\$1,728	9.667" x 11.375"
1/2 Page horizontal	\$1,480	\$1,332	\$1,184	9.667" x 5.625"
1/2 Page vertical	\$1,480	\$1,332	\$1,184	4.75" x 11.375"
1/4 Page	\$760	\$684	\$608	4.75" x 5.625"

AD SIZES



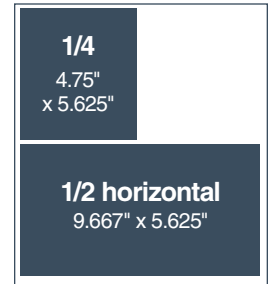
ONLINE RATES

AD TYPE	MONTHLY RATE	DIMENSIONS (in pixels)
Leaderboard	\$300	728 x 90
Skyscraper	\$200	120 x 600
Sponsored Blog	\$250	N/A



ONLINE AD GUIDELINES

- .swf, .gif or .jpg file format
- 30kb max file size
- maximum 15 frames
- 3 loops maximum
- 1 pixel (color appropriate) border
- Subject to additional editorial approval



Calendar

Summer 2008: June 12 **Ad Reservation:** May 13
Fall 2008: Sept. 11 **Ad Reservation:** Aug. 12
Winter 2008: Nov. 13 **Ad Reservation:** Oct. 14
Spring 2009: TBD **Ad Reservation:** TBD

WWW.SONOMAPETS.COM
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 CONTACT US AT 707-776-8450