

13 Stars media

2021 MEDIA & MARKETING KIT

The Atascadero News

The Paso Robles Press

ATASCADERO
NEWS MAGAZINE

CENTRAL COAST
TRVLR+Vino
PASSPORT TO PARADISE

PASO ROBLES
PRESS MAGAZINE

 MORRO BAY LIFE

 AVILA BEACH LIFE



13 STARS MEDIA FAMILY OF PRINT PUBLICATIONS

PASO ROBLES MAGAZINE

ATASCADERO NEWS MAGAZINE

ATASCADERO NEWS

PASO ROBLES PRESS

CENTRAL COAST TRVLR+VINO

CENTRAL COAST RANCH LIFE

AVILA BEACH LIFE

MORRO BAY LIFE

Designed
& Printed



Only in
California

WHO WE ARE

Family-owned and operated.
Locally-grown and locally-invested.
Family, community, and business focused.
Culturally-relevant, trusted • Designed and Printed in California.

OUR MISSION

To deliver the best source of quality, local news and information about the community, events, people, places, arts, business, and culture to every deliverable address in our coverage areas.

Most widely circulated print publications in San Luis Obispo County
No. 1 Online News Source & Top-ranked Traffic Metrics*

PASO ROBLES MAGAZINE™
30,000 Printed Monthly • 27,000 Direct Mailed

ATASCADERO NEWS MAGAZINE™
20,000 Printed Monthly • 17,000 Direct Mailed

ATASCADERO NEWS™
3,000 Printed Weekly • No. 1-ranked Online News Source

PASO ROBLES PRESS™
3,200 Printed Weekly • No. 1-ranked Online News Source

CENTRAL COAST TRVLR+VINO™
35,000 Printed Quarterly • 5,000 Direct Mailed

CENTRAL COAST RANCH LIFE™
20,000 Printed Monthly • 2,500 Direct Mailed

AVILA BEACH LIFE™
3,000 Printed Monthly • 1,700 Direct Mailed

MORRO BAY LIFE™
8,500 Printed Monthly • 6,500 Direct Mailed

**Ranked independently by alexa.com*



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Thank you for your trust in local media & hometown publications.

Our magazines and newspapers are central to community activity in San Luis Obispo County.

Nicholas & Hayley Mattson
Cofounders & Publishers

The Atascadero News The Paso Robles Press

ATASCADERO NEWS MAGAZINE **CENTRAL COAST** TRVLR+Vino PASSPORT TO PARADISE **PASO ROBLES** PRESS MAGAZINE

MORRO BAY LIFE  **AVILA BEACH LIFE**

☆☆☆☆☆ **13 Stars media**

Designed & Printed



In California

13starsmedia.com

(805) 466-2585

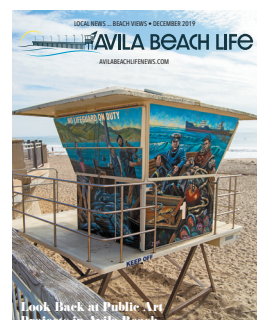
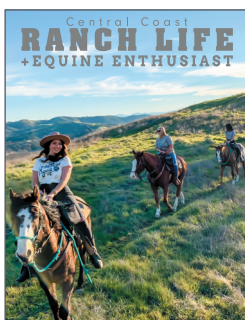
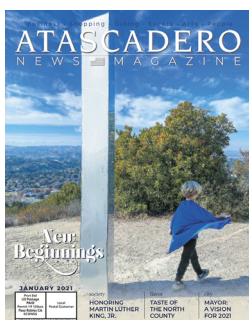
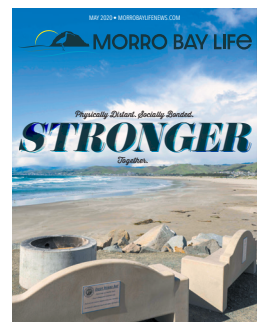
info@13starsmedia.com

COMPLETE LOCAL COVERAGE

100,000 PRINTED MONTHLY

65,000 DIRECT MAILED TO
CENTRAL COAST ZIP CODES
IN HIGH-QUALITY, HIGH-
INCOME NEIGHBORHOODS

SAN LUIS OBISPO COUNTY'S FINEST PUBLICATIONS & TOP-RANKED NEWSSITES



WHO WE SERVE

8 PUBLICATIONS • 1 GREAT MARKET

Our Demographics are Simple. Our Readers are Real People, not Clicks. We deliver to every address in North SLO County and Morro Bay — the fastest-growing economy in SLO County over the past 10 years. Our publications also reach the entire Central Coast from Monterey to Ventura counties, and around the Central Valley.

PASO ROBLES • TEMPLETON • SAN MIGUEL • SHANDON • BRADLEY

Population 56,113 • Median Age 40.1
Age 20-34 20.6% • Age 35-54 26.1% • Age 55-69 15%
Median Income \$63,773 • Median Property Value \$540,000

ATASCADERO • SANTA MARGARITA • CRESTON

Population 47,512 • Median Age 39.3
Age 20-34 19.3% • Age 35-54 28.6% • Age 55-69 19.6%
Median Income \$69,587 • Median Property Value \$571,000

MONTEREY • SAN LUIS OBISPO • SANTA BARBARA • VENTURA COUNTIES

The Central Coast is home of the best communities in California, hosting some of the best residents and travelers. in the world
Unparalleled beauty and unparalleled travel • California's Central Coast has a recipe all its own, and a reputation renowned around the world. Our hometown Paso Robles is central to the Central Coast, home of the world-famous California Mid-State Fair. *Only one company covers it all.*

VISITORS TO THE CENTRAL COAST FIND OUR PUBLICATIONS FIRST

Find us on street racks, in Hotels and B&Bs, tasting rooms & wineries, local restaurants, visitor centers, chambers of commerce, libraries and on the go with our mobile-friendly web apps at pasoroblespress.com • atascaderonews.com • cctrvlr.com • 13starsmedia.com

REACHING YOUR CLIENTS

PASO ROBLES MAGAZINE™

Reaches more than 120,000 readers monthly.

ATASCADERO NEWS MAGAZINE™

Reaches more than 70,000 readers monthly.

ATASCADERO NEWS™

10,000+ weekly readers • 100,000+ monthly website views

PASO ROBLES PRESS™

10,000+ weekly readers • 130,000+ monthly website views

CENTRAL COAST TRVLR+VINO™

150,000+ quarterly readers

CENTRAL COAST RANCH LIFE™

100,000+ quarterly readers

AVILA BEACH LIFE™

3,000 Printed Monthly • 1,700 Direct Mailed

MORRO BAY LIFE™

8,500 Printed Monthly • 6,500 Direct Mailed

LOCAL VISITOR HOTSPOTS

Thousands of local copies

- Local Hotels, Wineries & Tasting Rooms
- Restaurants, Coffee Shops, & Eateries
- Professional Offices & Waiting Rooms
- Local Businesses and Visitor's Centers
- Newsstands & Racks

DISCOUNTS

Nonprofit Discounts:

- Nonprofit organizations receive 10% off list prices in all our publications.

Concurrent Discounts:

- Insertions in concurrent publications receive 10% off list prices.

BONUS SPEND

For every \$5,000 spent in a 12-month period, the account will receive \$1,000

bonus spending credit to the account for use on future orders.*

* Not applicable on grandfathered rates or some discounted rates. Credit must be used within 6 months.

EDITORIAL PHILOSOPHY

All Original Content, Produced by Local Journalists.

California's Central Coast has an identity all its own.

Laid back, hard working, community oriented, historically unique, geographically ideal, and economically independent. We are the destination for new residents and visitors who enjoy our unique lifestyle, and the ambassadors of California love.

Our publications are the fountainhead of that lifestyle and the portal for those seeking the undiscovered that makes our community special.



ROUND TOWN.

Personal perspectives into parts of our community written by experienced columnists who hold intimate knowledge.

PEOPLE.

Personal profiles from our curious writers, looking for what makes a person unique and interesting — whether they are unsung heroes or local celebrities.

FEATURES.

Timely and essential articles on subjects that matter to our residents and visitors alike.

LOCAL BUSINESS.

Profiles on business that matters to the community, and business spotlights for select advertisers running on extended contracts.

OAK LEAF & TENT CITY.

Education, music, health, sports, visual & performing arts, nonprofit spotlights, and local culture.

TASTE.

Local deliciousness including wineries, tasting rooms, restaurants, pubs, breweries, coffee shops, and more that tantalize the senses. Our entrée special presents a local dining experience at one of our relevant advertisers.

EVENTS.

All things happening in North SLO County, from clubs and meetings to concerts and fundraisers.

LAST WORD.

Something to leave you uplifted and proud of our community.

EDITORIAL CALENDAR

JANUARY

The New Year's
and Restaurant Issue

FEBRUARY

Health, Fitness, & Wellness
Roblan/Citizen of the Year

MARCH

Best of 2021 Reader's Poll
Home Improvement
Wedding Issue

APRIL

Hikes, Bikes, Walks & Rides
Pets & Animals

MAY

Memorial Day
Planes, Trains & Automobiles
National Tourism Month

JUNE

The Art Issue
Local Summer Activities

JULY

4th of July
California Mid-State Fair

AUGUST

Back to School
Atascadero Cruisin' Weekend
Paso Rotary Winemaker's Cookoff

SEPTEMBER

Harvest Season

OCTOBER

Pioneer Day • Colony Days
Halloween

NOVEMBER

Veteran's Day
Thanksgiving
Holiday Shopping Preview

DECEMBER

Winter Holidays
Year in Review

FROM OUR CLIENTS

"Frontier Floors has advertised in EVERY issue of the Paso Robles Magazine for over 17 years — and now in Atascadero News Magazine! It is the best way to reach the entire North County community, promote our products and services and build long-term relationships with our customers!" — Dana Verreras, Frontier Floors

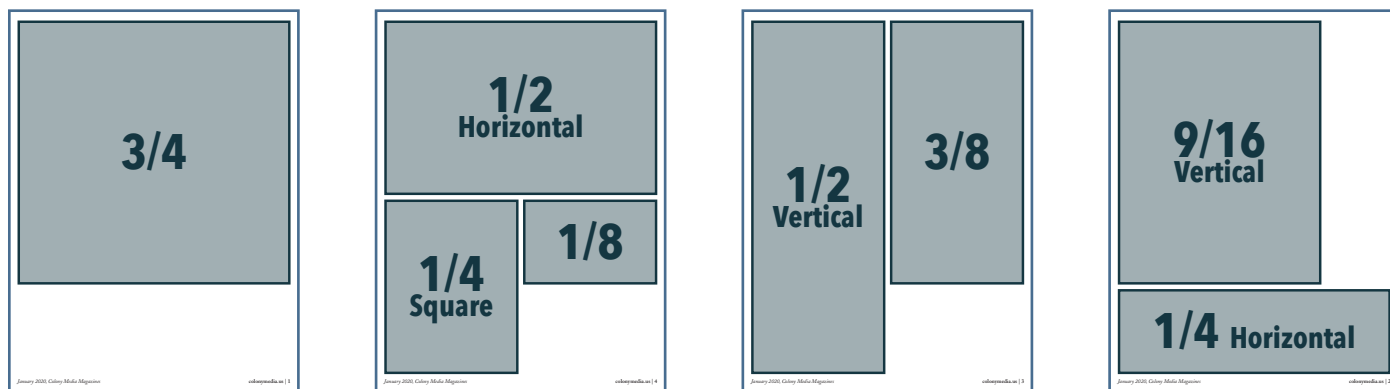
"Blake's has served Paso Robles for over 66 years and our best advertising is with Paso Robles Magazine. We've used it since it started nearly 17 years ago, and we know our customers read it cover to cover and hold on to it all month long. They talk about the stories and we always get good feedback over our ads. That lets us know our ad dollars are getting great results...it works!" — Brent Goodwin, Blake's True Value Hardware

"Paso Robles Magazine is a 'go-to' for local events and all the happenings in the area. My clients tell me they read it 'cover to cover.' With the new, improved glossy magazine, I'm glad to continue my support by advertising in this great publication!" — Kim Bankston, Patterson Realty

Paso Robles Magazine is the ONLY print advertising we do because it reaches the community and beyond! It just plain works! — Heart to Heart Real Estate

"As a real estate agent, I go into a lot of houses in the area, and what do I see on every coffee table? Atascadero News Magazine. Well done!" — Greg Malik, Malik Real Estate Group

MAGAZINE SIZES & SPECS



13 STARS MEDIA MAGAZINE MODULAR SIZES (INCHES)

SIZE	Width x Height	SIZE	Width x Height
1/8	3.75 x 2.4375	9/16	5.6875 x 7.5
1/4 Horizontal	7.625 x 2.4375	3/4	7.625 x 7.5
1/4 Square	3.75 x 5	Full Page	8.375 x 10.875
3/8	3.75 x 7.5	Bleed	8.875 x 11.375
1/2 Vertical	3.75 x 10.125	Live/Safe	7.875 x 10.375
1/2 Horizontal	7.625 x 5		

Printing: Heatset Offset — US Web Coated (SWOP) v2
 Binding: Saddle stitch | Paper: 65lb Glossy Cover, 45lb Glossy Text

COLORS:

CMYK process: No PMS, RGB or Spot Colors. Black must be 100% K, set to overprint. Total four-color ink density should not exceed 280 percent. *Note: exceeding 280% ink density may affect print quality or color matching. Color variations may occur sporadically during printing process*.*

PREFERRED PROCESSED FILE FORMATS:

PDF: PDF/X-1a Acrobat 5.0 Version 1.4 or higher with CMYK images between 200–400 ppi at 100% of final image size used. **No printer marks. No bleed on ads less than a full page. Embed or outline fonts.**

ACCEPTABLE NATIVE FILE FORMATS:

InDesign: CS6 or later. Package high-res images and fonts (or outline).

UNACCEPTABLE FILE FORMATS:

Jpeg, gif, Microsoft Publisher, Microsoft Word. Charges may apply.*

FONTS:

Package and submit, embed, or outline all fonts.

** Advertisers will incur 10% surcharge for graphic design file corrections.*

MAGAZINE RATES & DATES

PASO ROBLES PRESS MAGAZINE

Sizes	Rates
Full	1530
3/4	1200
9/16	930
1/2	835
3/8	640
1/4	440
1/8	230

ATASCADERO NEWS MAGAZINE

Sizes	Rates
Full	1110
3/4	880
9/16	680
1/2	610
3/8	465
1/4	320
1/8	165

RANCH LIFE +EQUINE ENTHUSIAST

Sizes	Rates
Full	795
3/4	695
9/16	595
1/2	495
3/8	395
1/4	295
1/8	195

PAYMENT DUE ON RECEIPT. SUBJECT TO LATE FEES AFTER 30 DAYS. *Exceptions must be in writing.*

2021 DATES	SPACE RESERVED*	MATERIALS*	CAMERA- READY ART*	MAGAZINE DELIVERY**
January	12/10	12/13	12/15	12/31
February	1/10	1/13	1/15	2/4
March	2/10	2/13	2/15	3/4
April	3/10	3/13	3/15	4/1
May	4/10	4/13	4/15	4/29
June	5/11	5/13	5/15	6/3
July	6/10	6/13	6/15	7/1
August	7/10	7/13	7/15	7/29
September	8/10	8/13	8/15	9/2
October	9/10	9/13	9/15	9/30
November	10/9	10/13	10/15	11/4
December	11/10	11/13	11/15	12/2

*Space reservations placed or materials received after due dates are subject to a 10% surcharge. Contact your ad consultant prior to the space closing date for an approved extension. **Dates are guaranteed to the best of our ability.

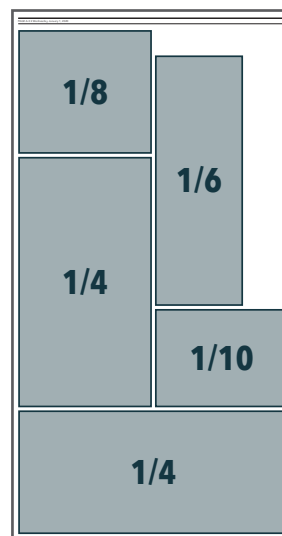
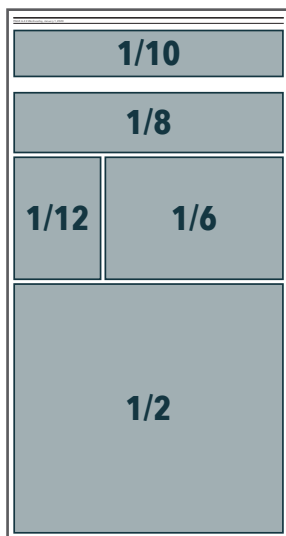
AD DESIGN & APPROVAL: Our graphic designers are fluent in design of ads to fit our specs, connect with our market, and communicate with our ad consultants. Provide your ad consultant with direction, high-resolution materials, and let our experts make you an ad that works. Get three revisions free of charge***.

IMPORTANT: Ad Approval is due 12 days prior to our "Magazine Delivery" date. If not approved by press date, the latest direction will be relied on as 'advertiser-approved' and set for print. ***Beyond three revisions, advertiser is subject to a design fee of 10 percent of the ad cost, per revision.

NEWSPAPER SIZES & SPECS

13 STARS MEDIA NEWSPAPER MODULAR SIZES (INCHES)

SIZE	Width x Height	SIZE	Width x Height
1/12.....	3.625 x 5	1/4.....	5.5 x 10.25 or 11.25 x 5.125
1/10.....	5.5 x 4.1 or 11.25 x 2	1/2.....	5.5 x 20.75 or 11.25 x 10.25
1/8.....	5.5 x 5.125 or 11.25 x 2.5	3/4.....	11.25 x 15.5
1/6.....	7.375 x 5.125 or 3.625 x 10.25	Full Page.....	11.25 x 20.75



Printing: Coldset Web Offset • Paper: 45 GSM Standard Newsprint

COLORS:

CMYK process: No PMS, RGB or Spot Colors. Black must be 100% K, set to overprint. Total four-color ink density should not exceed 240 percent. *Note: exceeding 240% ink density may affect print quality or color matching. Color variations may occur sporadically during printing process*.*

PREFERRED PROCESSED FILE FORMATS:

PDF: PDF/X-1a Acrobat 5.0 Version 1.4 or higher with CMYK images between 150-180 ppi at 100% of final image size used. **No printer marks. No bleed on ads less than a full page. Embed or outline fonts.**

ACCEPTABLE NATIVE FILE FORMATS:

InDesign: CS6 or later. Package high-res images and fonts (or outline).

UNACCEPTABLE FILE FORMATS:

Jpeg, gif, Microsoft Publisher, Microsoft Word. Charges may apply.*

FONTS:

Package, embed, or outline all fonts.

NEWSPAPER RATES & DATES

The Paso Robles Press • The Atascadero News

Rates are net and non-commissionable. Loyalty Bonus: \$1,000 bonus spend for every \$5,000 spent in a 12-month period.

Sizes	Cols. x Inches	Rates
Full	6col x 20.75in	999
3/4	6col x 15.5in	749
1/2	6col x 10.25in	499
1/4	3col x 10.25in	249
1/8	3col x 5.125in	149

NEWSPAPER DISCOUNT AND CONTRACT INFO

MODULAR DIMENSIONS

Broadsheet (120 column inches)
Dbl. Truck - 12 col. x 20.75 in. (249)
1 Full Page - 6 col. x 20.75 in. (124.5)
3/4 Page Horizontal - 6 col. x 15.5 in. (93)
1/2 Page Horiz. - 6 col. x 10.25 in. (61.5)
1/2 Page Vert. - 3 col. x 20.75 in. (62.25)
1/4 Page - 3 col. x 10.25 in. (30.75)
1/6 Page - 3 col. x 6.1625 in. (18.5)
1/8 Page - 3 col. x 5.125 in. (15.375)
1/10 Page - 3 col. x 4.0825 in. (12.25)
1/12 Page - 2 col. x 5.125 in. (10.25)
1/15 Page - 2 col. x 4.0825 in. (8.1625)

Bonus Spending

\$1,000 Bonus Spend Credit for every \$5,000 spent in a 12-month period

CLASSIFIED RATES

Classified \$17.50 per column inch

COLUMN WIDTHS

Broadsheet Display Ads
 (6 columns x 20.75 inches)
 1 column = 1.75 inches (.125 col. gutter)

Classified Ads and Legals
 (9 columns x 20.75 inches)
 1 column = 1.15 inches (.125 col. gutter)

PUBLICATION DEADLINES

Weekly Deadline:
 Monday, 5 p.m. prior to publication
Holiday Deadlines: Certain holidays may require earlier deadlines.

PREPRINT INSERTIONS

Single Sheet - \$85 per/M
 All other inserts quoted separately.

Deadlines: Preprint insertion orders and materials must be delivered to our office or the printing facility no later than eight working days prior to publication.

Delivery: Casey Printing Inc.
 398 E. San Antonio Dr.
 King City, CA 93930.
Deliveries are accepted from 9 a.m. to 3 p.m. Monday through Friday.

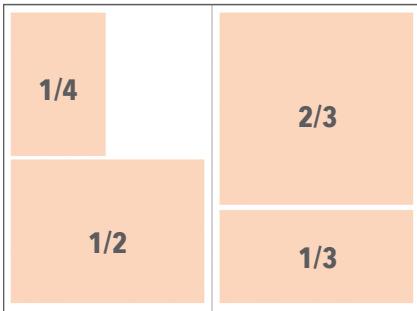


TRVLR+VINO RATES & DATES

Seven options provide for all variety of marketing needs
Get a Business Spotlight article with annual buy

AD SIZES	PRICE
Full Page + Ed	2375
Full Page	1695
2/3 Page	1295
1/2 Page	1025
1/3 Page	675
1/4 Page	575
Business Spotlight	895

Ask about our monthly payment options

MODULAR SIZES	UNITS IN INCHES						
	<table><tr><th>SIZE ... Width x Height</th></tr><tr><td>FULL PAGE ..6.75 x 10</td></tr><tr><td>2/36.25 x 6.2</td></tr><tr><td>1/26.25 x 4.625</td></tr><tr><td>1/36.25 x 3</td></tr><tr><td>1/43.0625 x 4.625</td></tr></table>	SIZE ... Width x Height	FULL PAGE ..6.75 x 10	2/36.25 x 6.2	1/26.25 x 4.625	1/36.25 x 3	1/43.0625 x 4.625
SIZE ... Width x Height							
FULL PAGE ..6.75 x 10							
2/36.25 x 6.2							
1/26.25 x 4.625							
1/36.25 x 3							
1/43.0625 x 4.625							

CIRCULATION

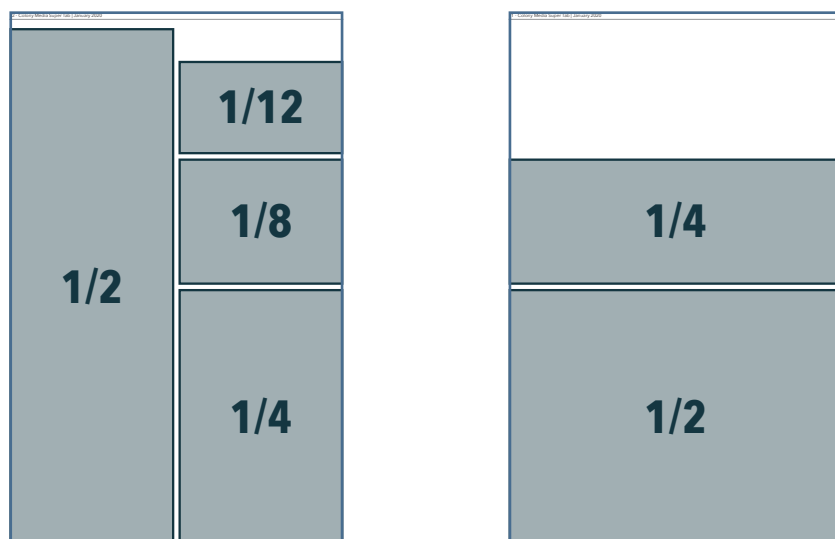
140,000 ANNUALLY • 35,000 PER QUARTER
MONTEREY COUNTY • SAN LUIS OBISPO COUNTY
SANTA BARBARA COUNTY • VENTURA COUNTY
500+ LOCATIONS: HOTELS, VISITOR CENTERS,
BUSINESS CENTERS, AND TRAVELER HOT SPOTS

CENTRAL COAST
TRVLR+Vino
PASSPORT TO PARADISE

PUBLICATION DATES

SPRING	Delivered March • Ad Order Deadline Feb. 10
SUMMER	Delivered June • Ad Order Deadline May 10
AUTUMN	Delivered Sept. • Ad Order Deadline Aug. 10
WINTER	Delivered Nov. • Ad Order Deadline Oct. 10

SUPER TAB SIZES & SPECS



13 STARS MEDIA SUPER TAB MODULAR SIZES (INCHES)

SIZE	Width x Height	SIZE	Width x Height
1/12	5 x 2.75	1/2	Vertical 5 x 15.5
1/8	5 x 3.75		Horizontal 10 x 7.6875
1/4	Horizontal 7.625 x 2.375	3/4	10 x 11.6
	Vertical 5 x 7.6875	Full Page	10 x 15.5

Printing: Coldset Web Offset • Paper: 45 GSM Standard Newsprint

COLORS:

CMYK process: No PMS, RGB or Spot Colors. Black must be 100% K, set to overprint. Total four-color ink density should not exceed 240 percent. *Note: exceeding 240% ink density may affect print quality or color matching. Color variations may occur sporadically during printing process*.*

PREFERRED PROCESSED FILE FORMATS:

JPG or PDF: PDF/X-1a Acrobat 5.0 Version 1.4 or higher with CMYK images between 150-180 ppi at 100% of final image size used. **No printer marks. No bleed on ads less than a full page. Embed or outline fonts.**

ACCEPTABLE NATIVE FILE FORMATS:

InDesign: CS6 or later. Package high-res images and fonts (or outline).

UNACCEPTABLE FILE FORMATS:

Jpeg, gif, Microsoft Publisher, Microsoft Word. Charges may apply.*

FONTS:

Package and submit, embed, or outline all fonts.

** Advertisers will incur 10% surcharge for graphic design file corrections.*



Sizes	Price
Full	849
1/2	649
1/4	449
1/8	249
1/12	199
BSD	***49

Sizes	Price
Full	449
1/2	299
1/4	199
1/8	139
1/12	119
BSD	***49

Prices are per-issue, per-publication. ***BSD must be paid in advance for the year.



2021 DATES	SPACE RESERVED*	MATERIALS*	CAMERA- READY ART*	DELIVERY**
January	12/15	12/15	12/20	1/1
February	1/15	1/15	1/20	2/1
March	2/15	2/15	2/20	3/1
April	3/15	3/15	3/20	4/1
May	4/15	4/15	4/20	5/1
June	5/15	5/15	5/20	6/1
July	6/15	6/15	6/20	7/1
August	7/15	7/15	7/20	8/1
September	8/15	8/15	8/20	9/1
October	9/15	9/15	9/20	10/1
November	10/15	10/15	10/20	11/1
December	11/15	11/15	11/20	12/1

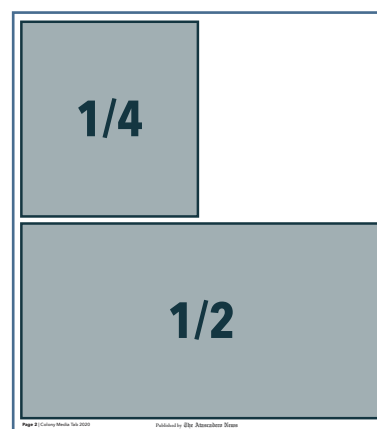
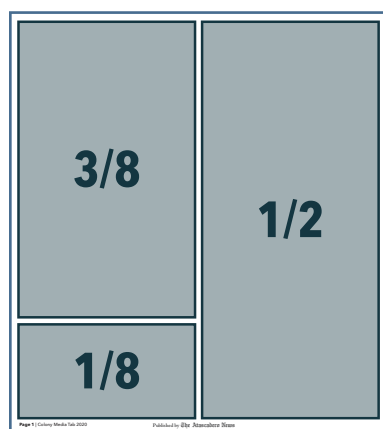
BSD: Our Business and Service Directory gives you meaningful, complete community coverage in every home and business.

IMPORTANT: Ad Approval is due at least 7 days prior to our "Delivery" date. If not approved by press date, the latest direction will be relied on as 'advertiser-approved' and set for print.

TABLOID SIZES & SPECS

13 STARS MEDIA TABLOID MODULAR SIZES (INCHES)

SIZE	Width x Height	SIZE	Width x Height
1/12.....	3.5 x 5	1/4.....	5.5 x 10 or 11 x 5
1/10.....	5.5 x 4 or 11 x 2	1/2.....	5.5 x 20 or 11 x 10
1/8.....	5.5 x 5 or 11 x 2.5	3/4.....	11 x 15
1/6.....	7.25 x 5 or 3.5 x 10	Full Page.....	11 x 20



Printing: Coldset Web Offset • Paper: 45 GSM Standard Newsprint

COLORS:

CMYK process: No PMS, RGB or Spot Colors. Black must be 100% K, set to overprint. Total four-color ink density should not exceed 240 percent. *Note: exceeding 240% ink density may affect print quality or color matching. Color variations may occur sporadically during printing process*.*

PREFERRED PROCESSED FILE FORMATS:

JPG or PDF: PDF/X-1a Acrobat 5.0 Version 1.4 or higher with CMYK images between 150-180 ppi at 100% of final image size used. **No printer marks. No bleed on ads less than a full page. Embed or outline fonts.**

ACCEPTABLE NATIVE FILE FORMATS:

InDesign: CS6 or later. Package high-res images and fonts (or outline).

UNACCEPTABLE FILE FORMATS:

Gif, Microsoft Publisher, Microsoft Word. Charges may apply.*

FONTS:

Package and submit, embed, or outline all fonts.

** Advertisers will incur 10% surcharge for graphic design file corrections.*

SPECIAL PRODUCTIONS

Our publications have run special productions for many organizations and events. From six pages of editorial dedicated to the California Mid-State Fair in 2018, to nine pages dedicated to the annual Pioneer Day Parade, our publications are dedicated to making an impact for our partners and the community regarding important area events.

Contact our ad consultants for special pricing and available packages.

Our expanded promotional menu includes multi-page foldouts and special productions that we have done for many of our local institutions, organizations and events.



AUGUST 2016
Client: ROTTA Winery
4-page Glossy Center Spread



JUNE 2017
Client: Firestone Walker
4-page Glossy Center Spread



APRIL 2018
Client: Estrella Warbirds
Warbirds, Wings, and Wheels 10
4-page Glossy Gatefold Cover Spread



MAY 2018
Client: Santa Margarita Ranch
Best of the West Antique Equipment Show
8-page Glossy Double Gatefold Cover



JUNE 2018
Client: Firestone Walker / Paso Pops
4-page Glossy Gatefold Cover Spread



ONLINE ADVERTISING

NORTH SLO COUNTY'S BEST-READ AND HIGHEST-RANKED SITES
PASOROBLESPRESS.COM | ATASCADERONEWS.COM



REACH THOUSANDS OF DAILY READERS LOCALS AND VISITORS
LOOKING FOR ACTIVITIES AND EVENTS IN NORTH SLO COUNTY!
TOP-RANKED BY ALEXA.COM

Sizes	Price
BANNER	499
SIDEBAR	225
VIDEO	999

DIMENSIONS:

Dimensions: All dimensions are pixels

Banner:

- Desktop & Mobile: 1200x200

Sidebar:

- Desktop & Mobile: 400x400

ACCEPTABLE FILE FORMATS:

JPEG: Jpeg files are preferred

GIF: Animated GIF files are acceptable. Please create to repeat

PNG: Portable Network Graphics are acceptable but not preferred

COLOR:

Color must be in RGB

UNACCEPTABLE FILE FORMATS:

PDF, Illustrator, Photoshop, any Microsoft documents or programs.

Note: Corrections made to submitted files will be billed to advertisers at our Design Fee rates. Ad sizes may vary on display by user device.

ADVERTISING POLICIES

PLACEMENT: Placement fees apply to Back Page (30%) and Inside Front Page (25%). All other placement request guarantees are a 20% fee. Publisher will insert a previously-run ad if a contracted advertiser does not submit a new ad, or provide new materials and direction, by Materials Due deadline. Publisher will make every effort to comply with placement requests, but will not guarantee location if it conflicts with the principles of the magazine. All ads are subject to Publisher's approval. Publisher reserves the right to reject any ad for any reason at any time. Publisher reserves the right to place the word 'Advertisement' on any ad that could, in the opinion of the Publisher, be mistaken for magazine editorial.

ARTWORK & DESIGN: Ads designed by 13 Stars Media are made to order for advertisers, and become shared property between the Publisher and the advertiser upon ad approval. There shall be no additional restrictions of use prescribed to either the Publisher and Advertiser. Ad revisions are limited to three Advertiser-prompted revisions before charges are applied.

DISCOUNTS: Advertising bonuses are applied for spending within a 12-mo period. For every \$5,000 spent in a 12-month period, a \$1,000 bonus spend is applied to the advertiser account for use on a future ad campaign.

PAYMENT: New, off-contract, or transient advertising orders must be accompanied with payment. Payments are due on receipt, late after 30 days. Exceptions must be authorized in writing by the Publisher. We accept checks and major credit cards (credit card charges more than \$1,000 may be subject to a 2% fee). ACH transfer is free.

LATE PAYMENTS: Balances will be assessed a 3% monthly fee (not to exceed 18% per year) every 30 days past due. Credit cards on file shall be charged for all invoices more than 30 days past due. Balances more than 120 days past due may be turned over for collection and the debtor will be liable for all costs accrued by the collection process. Accounts more than 90 days late required to prepay future ads until credit reestablished. Accounts more than 45 days late subject to credit hold until current.

CANCELLATIONS: Must be made in writing prior to reservation deadline. Cancellations after deadline incur a fee of 25% of the canceled ad price.

FULFILLMENT: Unless impeded by an Act of God, delivery on our advertising agreement will be made to the best of our ability. 13 Stars Media is not responsible for errors, omissions, or failures by third parties.

INDEMNITY: Advertisers and their agencies are solely responsible for the contents and claims of their advertisements. Advertisers and their agencies shall indemnify 13 Stars Media, their owners and their affiliates of any harm caused by their advertising.

Making Communities
Better Through Print.™



13 Stars media
Designed and Printed in California