

# 13 Stars media

## 2020 MEDIA & MARKETING KIT

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**The Atascadero News**

**The Paso Robles Press**

**COLONY**  
MAGAZINE

Central Coast  
**TRVL R**  
Passport to Paradise

**PASO ROBLES**  
MAGAZINE

 **MORRO BAY LIFE**

 **AVILA BEACH LIFE**

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# SAN LUIS OBISPO COUNTY'S FINEST PUBLICATIONS

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PASO ROBLES MAGAZINE

COLONY 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

### COLONY 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 interest in  
trusted hometown publications.*

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

Nicholas & Hayley Mattson  
Owner-Publishers

The Atascadero News    The Paso Robles Press

COLONY  
MAGAZINE

CENTRAL COAST  
TRVLR  
Passport to Paradise

PASO ROBLES  
MAGAZINE



MORRO BAY LIFE



AVILA BEACH LIFE

13 Stars media

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& Printed



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California

13starsmedia.com

(805) 466-2585

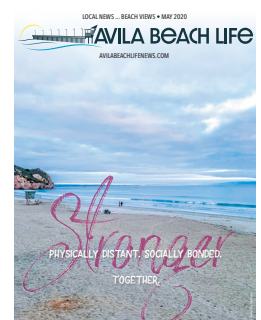
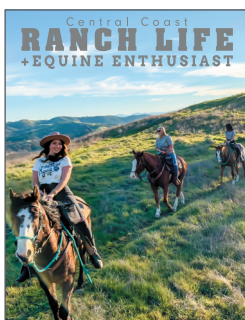
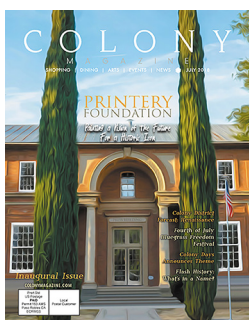
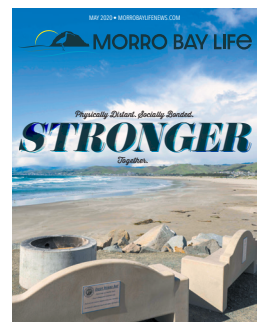
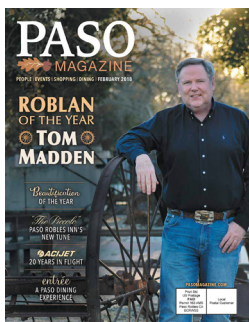
info@13starsmedia.com

## 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 WEBSITES





# WHO WE SERVE

## 8 PUBLICATIONS • 1 GREAT MARKET

Our Demographics are Simple.

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 \$411,550

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 \$397,400

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](http://pasoroblespress.com) • [atascaderonews.com](http://atascaderonews.com) • [centralcoasttrvlr.com](http://centralcoasttrvlr.com) •

# REACHING YOUR CLIENTS

## PASO ROBLES MAGAZINE

Reaches more than 100,000 readers monthly.

## COLONY MAGAZINE

Reaches more than 70,000 readers monthly.

## ATASCADERO NEWS

10,000+ weekly readers • 100,000+ impressions monthly

## PASO ROBLES PRESS

10,000+ weekly readers • 130,000+ impressions monthly

## 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

Our local connection with the communities we serve not only come with the highest saturation, but with the highest level of trust. Our content matters to our readers. We inform them, connect them, and inspire them.

*Our strength is in our network.*

We trust our readers. We trust our advertisers.  
And they trust us. Find out why by joining the family.

# FROM OUR CLIENTS

*“Frontier Floors has advertised in EVERY issue of the Paso Robles Magazine for over 17 years — and now in Colony 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!*  
— Mark McConnell and Liz Lee – Heart to Heart Real Estate

*I’m so glad you two have taken over much of the publishing in north county! You’re doing a wonderful job! I love how it’s returning to our hometown roots, but keeping view of the larger world picture.*  
— Joyce Rabellino, Local Resident

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

*“As a new home owner in Paso five years ago, my husband and I knew little about the businesses and resources in the area. Paso Robles Magazine became an invaluable resource in finding businesses, services, entertainment, events and more. Your articles are not only informative, but also warmly reflective of the Paso community. We continue to look forward to each monthly issue.”*  
— Kristine Peterson, Paso Robles resident & Paso Robles Magazine reader



# EDITORIAL PHILOSOPHY

*All Original Content, Produced by Local Journalists.*

North San Luis Obispo County 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

## PASO ROBLES

M A G A Z I N E

### JANUARY

New Year Special  
Taste of Paso Restaurant Issue

### FEBRUARY

Health, Fitness, & Wellness  
Roblan of the Year

### MARCH

Home Improvement  
Wedding Issue

### APRIL

Wildflowers  
Hikes, Bikes, Walks & Rides  
Pets & Animals

### MAY

Memorial Day  
Planes, Trains & Automobiles  
National Tourism Month

### JUNE

The Art Issue  
Local Summer Getaways

### JULY

Paso Pops / 4th of July  
California Mid-State Fair

### AUGUST

Back to School  
Winemaker's Cookoff

### SEPTEMBER

Harvest Season

### OCTOBER

Pioneer Day

### NOVEMBER

Veteran's Day  
Thanksgiving

### DECEMBER

Holiday Gift Guide  
Winter Holidays  
Year in Review

## C O L O N Y

M A G A Z I N E

### JANUARY

New Year Special  
Taste of Colony Restaurant Issue

### FEBRUARY

Health, Fitness & Wellness  
Citizen of the Year

### MARCH

Home Improvement  
Wedding Issue

### APRIL

Wildflowers  
Hikes, Bikes, Walks & Rides  
Pets & Animals

### MAY

Memorial Day  
Planes, Trains & Automobiles  
National Tourism Month

### JUNE

The Art Issue  
Local Summer Getaways

### JULY

4th of July  
California Mid-State Fair

### AUGUST

Back to School  
Cruisin' Weekend

### SEPTEMBER

Harvest Season

### OCTOBER

Colony Days

### NOVEMBER

Veteran's Day  
Thanksgiving

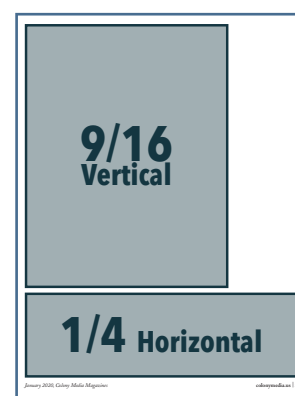
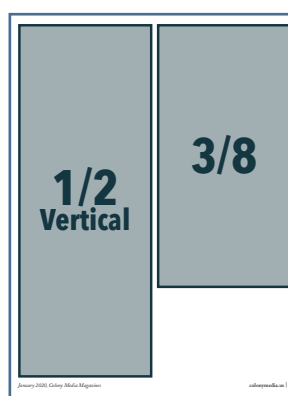
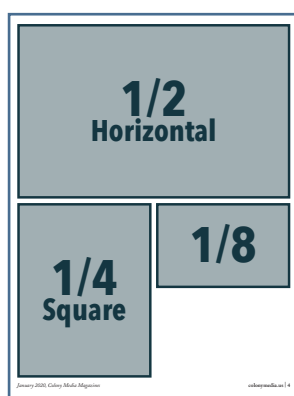
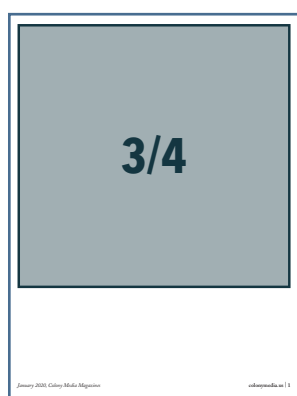
### DECEMBER

Holiday Gift Guide  
Winter Holidays  
Year in Review

# 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
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
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				C O L O N Y			
M A G A Z I N E				M A G A Z I N E			
Sizes	Open	6-Mo.	12-Mo.	Sizes	Open	6-Mo.	12-Mo.
Full	\$1795	\$1530	\$1350	Full	\$1305	\$1110	\$980
3/4	\$1420	\$1200	\$1100	3/4	\$1035	\$880	\$780
9/16	\$1090	\$930	\$820	9/16	\$800	\$680	\$600
1/2	\$980	\$835	\$735	1/2	\$720	\$610	\$540
3/8	\$750	\$640	\$560	3/8	\$550	\$465	\$415
1/4	\$520	\$440	\$390	1/4	\$375	\$320	\$285
1/8	\$275	\$230	\$205	1/8	\$195	\$165	\$150

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

2020 DUE DATES	SPACE RESERVED*	MATERIALS*	CAMERA-READY ART*	IN HOMES**
January	12/10/2019	12/12/2019	12/16/2019	1/2/2020
February	1/10	1/13	1/15	1/30
March	2/10	2/12	2/14	2/27
April	3/10	3/12	3/13	4/2
May	4/10	4/13	4/15	4/30
June	5/11	5/13	5/15	5/29
July	6/10	6/12	6/15	7/2
August	7/10	7/13	7/15	7/31
September	8/10	8/12	8/14	9/3
October	9/10	9/11	9/15	10/1
November	10/9	10/12	10/15	10/29
December	11/10	11/12	11/16	12/3

\*Space reservations placed or materials received after due date 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.

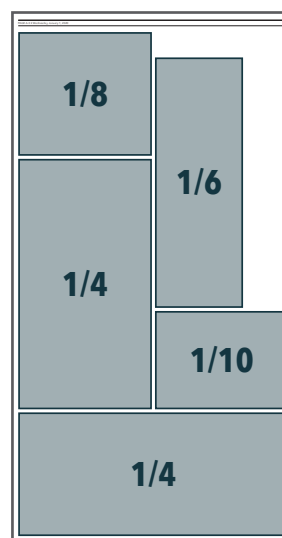
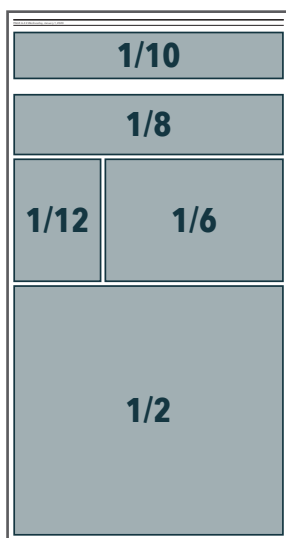
**DESIGN FEES:** Contract graphic design fees for new designs are 10% of reserved ad size. Monthly updates to ads will be billed at 5% of ad rate.

**IMPORTANT:** Ad Approval is due at least 12 days prior to our "In Homes" date. If not approved by press date, the latest direction will be relied on as 'advertiser-approved' and set for print.; fees may be waived only at the discretion of our contracted designers.

# 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 and submit, embed, or outline all fonts.

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

# NEWSPAPER RATES & DATES

**The Paso Robles Press**

**The Atascadero News**

*All contract rates are net and non-commissionable. All advertising space other than contract accounts will be billed at open rate.*

Sizes	Open	2x per mo.	4x per mo.
Full	\$2770	\$2355	\$1800
3/4	\$2065	\$1755	\$1340
1/2	\$1385	\$1175	\$900
1/4	\$685	\$580	\$445
1/8	\$340	\$290	\$220

## 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)

### FREQUENCY DISCOUNTS

**15% discount** for 2 monthly insertions  
**25% discount** for 3 monthly insertions  
**35% discount** for 4 monthly insertions

### GENERAL & OPEN RATES

**Display** \$22.25 per column inch  
**Classified** \$17.50 per column inch  
**Non-Profit** \$16.75 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)

### PREPRINT INSERTIONS

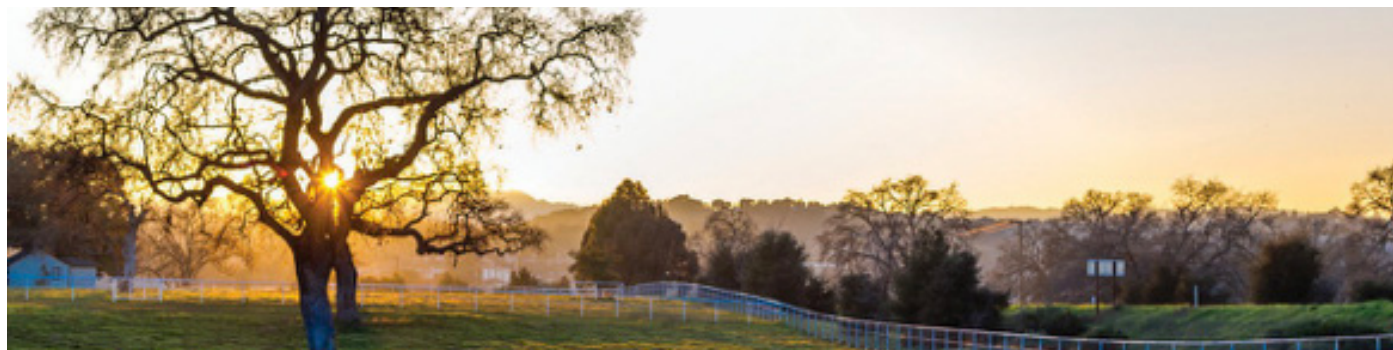
**Single Sheet** - \$85 per/M  
 All other inserts quoted separately.

**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.*

### PUBLICATION DEADLINES

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





# TRVLR+VINO RATES & DATES

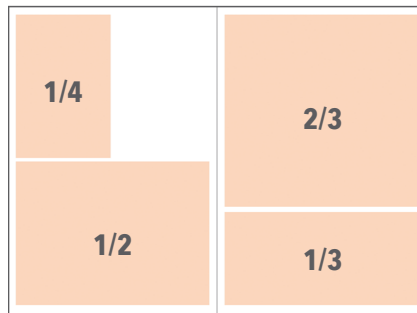
Seven options provide for all variety of marketing needs

*Get 10% off for 2X, or 25% off for 4X annually*

AD SIZES	1X	2X	4X
Full Page + Ed	\$2275	N/A	N/A
Full Page	\$1595	\$1,435	\$1,195
2/3 Page	\$1195	\$1,075	\$895
1/2 Page	\$925	\$835	\$695
1/3 Page	\$575	\$515	\$430
1/4 Page	\$475	\$425	\$355
Business Spotlight	\$795	\$715	\$595

*Ask about our monthly payment options*

## MODULAR SIZES



## UNITS IN INCHES

### SIZE ... Width x Height

FULL PAGE ..	6.75 x 10
2/3 .....	6.25 x 6.2
1/2 .....	6.25 x 4.625
1/3 .....	6.25 x 3
1/4 .....	3.0625 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**  
**Passport to Paradise**

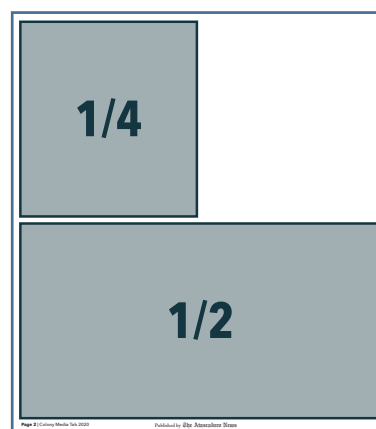
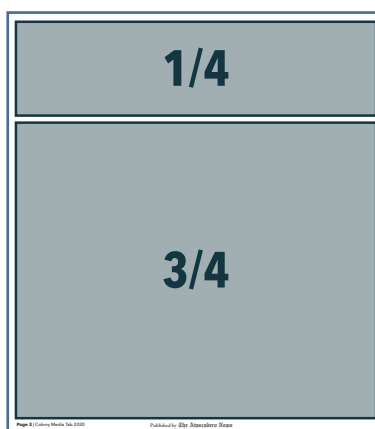
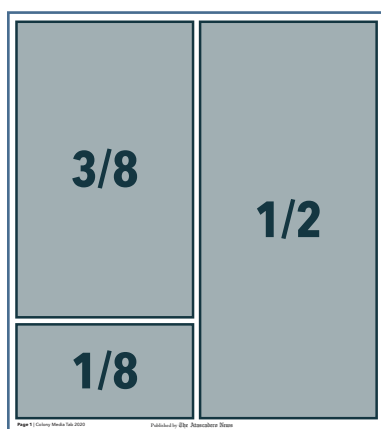
## PUBLICATION DATES

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

# 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:

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:

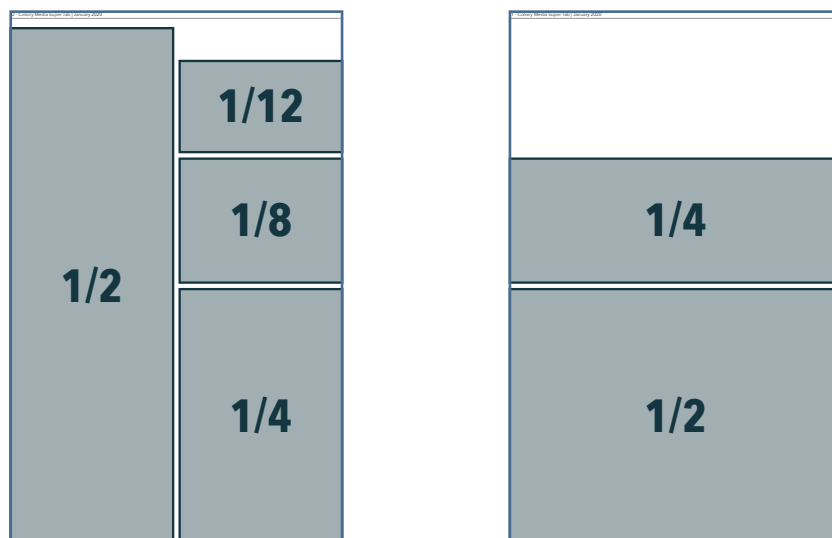
Package and submit, embed, or outline all fonts.

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

# 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:

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	Open	3-Mo.	6-Mo.	12-Mo.
Full	\$1199	\$949	\$849	\$749
1/2	\$849	\$699	\$649	\$549
1/4	\$549	\$499	\$449	\$349
1/8	\$349	\$299	\$249	\$199
1/12	\$299	\$249	\$199	\$149
BSD	\$650 per year***			

Sizes	Open	3-Mo.	6-Mo.	12-Mo.
Full	\$599	\$499	\$449	\$399
1/2	\$449	\$349	\$299	\$249
1/4	\$299	\$249	\$199	\$149
1/8	\$199	\$149	\$139	\$129
1/12	\$149	\$129	\$119	\$99
BSD	\$480 per year***			

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

2020 DUE DATES	SPACE RESERVED*	MATERIALS*	CAMERA- READY ART*	IN HOMES**
January	12/20/2019	12/20/2019	12/26/2019	1/2/2020
February	1/17	1/17	1/22	1/30
March	2/14	2/14	2/19	2/27
April	3/20	3/20	3/25	4/2
May	4/17	4/17	4/22	4/30
June	5/15	5/15	5/20	5/28
July	6/19	6/19	6/24	7/2
August	7/17	7/17	7/22	7/31
September	8/21	8/21	8/26	9/3
October	9/18	9/18	9/23	10/1
November	10/16	10/16	10/21	10/29
December	11/20	11/20	11/25	12/3

\*Space reservations placed or materials received after due date 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.

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

**\*\*\*** Must be paid 12 months in advance.

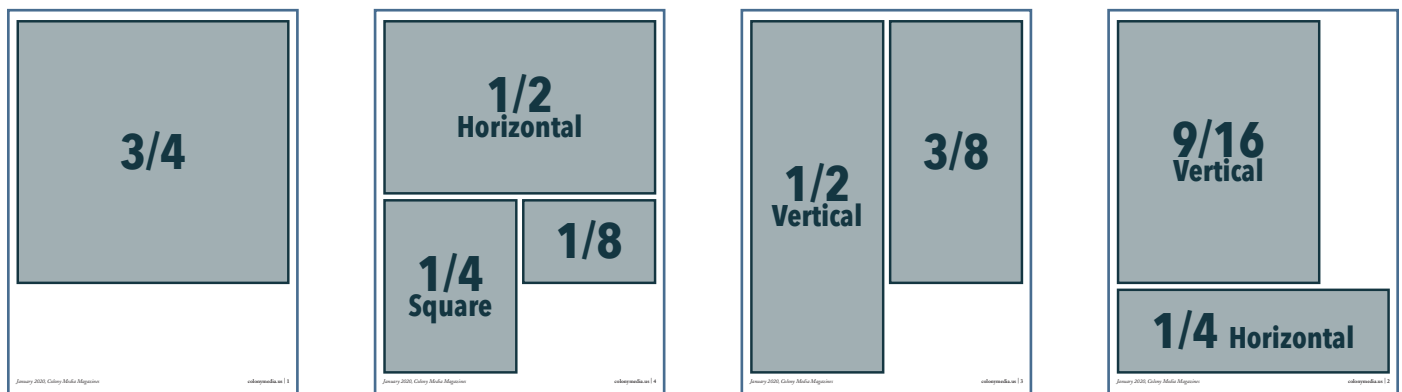
**DESIGN FEES:** Contract graphic design fees for new designs are 10% of reserved ad size. Monthly updates to ads will be billed at 5% of ad rate.

**IMPORTANT:** Ad Approval is due at least 7 days prior to our "In Homes" date. If not approved by press date, the latest direction will be relied on as 'advertiser-approved' and set for print.; fees may be waived only at the discretion of our contracted designers.

# RANCH LIFE 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
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
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.*

# RANCH LIFE RATES & DATES

Seven options provide for all variety of marketing needs  
*Get 10% off for 2X, or 25% off for 4X annually*

AD SIZES	1X	2X	4X
Full Page + Ed	\$1275	N/A	N/A
Full	\$795	\$715	\$595
3/4	\$695	\$625	\$520
1/2	\$495	\$445	\$370
1/4	\$295	\$265	\$220
1/8	\$195	\$175	\$145

*Ask about our monthly payment options*

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## COMING SOON!

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## CIRCULATION

80,000 ANNUALLY • 20,000 PER QUARTER

300+ LOCATIONS: RANCH, FARM, EQUINE AND  
AGRICULTURE BUSINESS CENTERS & HOT SPOTS

CITIES AND COUNTIES THROUGHOUT THE  
CENTRAL COAST AND CENTRAL VALLEY

Central Coast  
**RANCH LIFE**  
**+EQUINE ENTHUSIAST**

## PUBLICATION DATES

SPRING	Delivered Feb. • Ad Order Deadline Jan. 10
SUMMER	Delivered May • Ad Order Deadline Apr. 10
AUTUMN	Delivered Aug. • Ad Order Deadline Jul. 10
WINTER	Delivered Nov. • Ad Order Deadline Oct. 10

# 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  
ROTTA Winery  
4-page Glossy Center Spread



JUNE 2017  
Firestone Walker  
4-page Glossy Center Spread



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



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



JUNE 2018  
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



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

Sizes	1-Mo	3-Mo.	6-Mo.
BANNER	\$499	\$399	\$299
SIDEBAR	\$225	\$175	\$125

SPECIAL PRICING: Nonprofits and our print  
advertisers receive 25% off listed prices.

## DIMENSIONS:

Dimensions: All dimensions are pixels

Banner:

- Desktop: 1200x200
- Mobile: 800x300

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:** Ads designed by our contracted designers are made to order for advertisers, and become shared property between the Publisher and the advertiser as of the date of ad approval. There shall be no additional restrictions of use prescribed to either the Publisher and Advertiser.

**DISCOUNTS:** Frequency and other discounts are earned on execution of accepted and approved terms. Accounts that fail to execute according to terms will be charged back the difference between earned and open rates.

**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 3% 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:** Cancellations must be made in writing prior to space reservation deadline. Cancellations made after deadline shall not cancel charges, including design surcharges, regardless of whether ad is printed.

**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.





NOBODY TRAVELS AS FAR AS 13 STARS.  
THE CENTRAL COAST'S NO. 1 FAMILY OF PUBLICATIONS





**13 Stars media**

Designed and Printed in California

Making  
Communities  
Better  
Through  
Print.™