



13 STARS MEDIA

Making Communities Better Through Print.™

2022 MEDIA & MARKETING KIT

Our Family of Publications

ATASCADERO
NEWS  MAGAZINE

CCJ CENTRAL COAST
JOURNAL

PASO ROBLES
PRESS  MAGAZINE

The Atascadero News

The Paso Robles Press

 **MORRO BAY LIFE**

Vino
THE WINE MAGAZINE OF THE CENTRAL COAST

 **AVILA BEACH LIFE**


Proudly Serving California

13 STARS MEDIA FAMILY OF PRINT PUBLICATIONS

PASO ROBLES MAGAZINE

ATASCADERO NEWS MAGAZINE

ATASCADERO NEWS

PASO ROBLES PRESS

VINO MAGAZINE

CENTRAL COAST JOURNAL

AVILA BEACH LIFE

MORRO BAY LIFE

OPENDOOR DIRECTORIES

THE MALIBU TIMES

MALIBU TIMES MAGAZINE

SANTA YNEZ VALLEY STAR

Designed
& Printed



PROUDLY 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

Making Communities Better Through Print.™
To deliver the best source of quality, local news and information about
the community, events, people, places, arts, business, and culture.

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

PASO ROBLES MAGAZINE™
21,500 Printed Monthly • 19,000 Direct Mailed

ATASCADERO NEWS MAGAZINE™
13,000 Printed Monthly • 11,500 Direct Mailed

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

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

VINO MAGAZINE™
25,000 Printed Quarterly • 5,000 Direct Mailed

CENTRAL COAST JOURNAL™
12,000 Printed Monthly • 10,000 Direct Mailed

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

MORRO BAY LIFE™
8,500 Printed & Direct Mailed Monthly



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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.

Hayley Mattson
Publisher

Nicholas Mattson
CEO

ATASCADERO
NEWS MAGAZINE

CCJ CENTRAL COAST
JOURNAL

PASO ROBLES
PRESS MAGAZINE

The Atascadero News

The Paso Robles Press

MORRO BAY LIFE

Vino

AVILA BEACH LIFE

POWERED BY **13 Stars media**

Designed
& Printed



PROUDLY In
California

13starsmedia.com

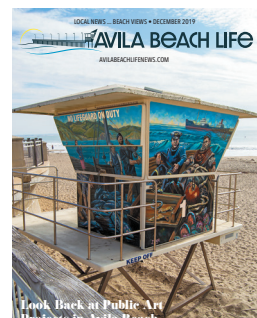
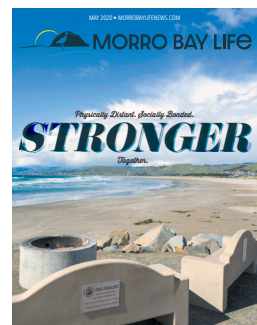
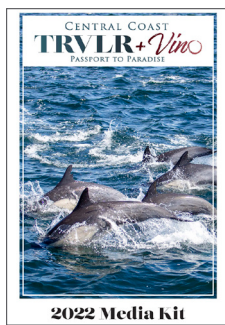
(805) 466-2585

office@13starsmedia.com

COMPLETE LOCAL COVERAGE

110,000 PRINTED MONTHLY
70,000 DIRECT MAILED TO
CENTRAL COAST ZIP CODES
IN HIGH-QUALITY, HIGH-
INCOME NEIGHBORHOODS

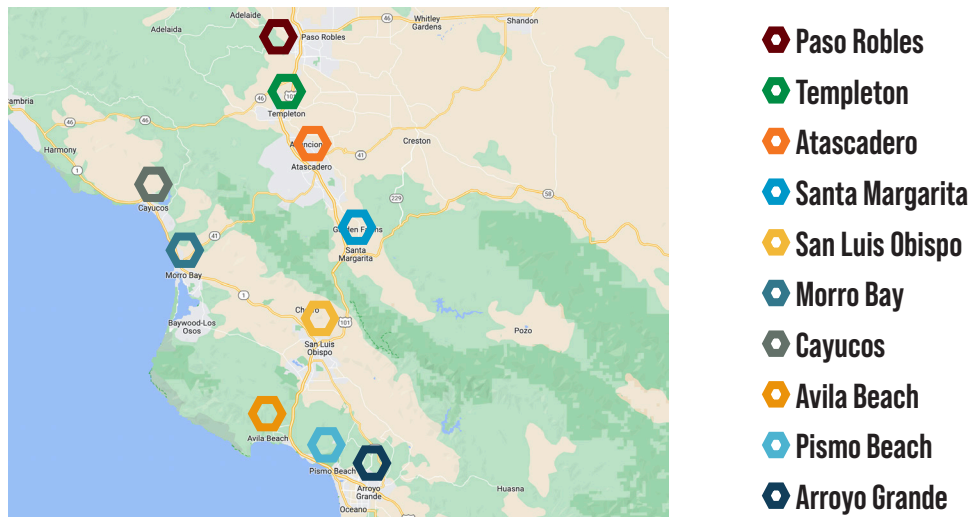
SAN LUIS OBISPO COUNTY'S FINEST PUBLICATIONS & ONLINE NEWS SITES



WHO WE SERVE

SAN LUIS OBISPO COUNTY, COVERED

Our Demographics are Simple. Our Readers are Real People, not Clicks. We deliver to more than 50,000 addresses in San Luis Obispo County, serving Paso Robles, Templeton, Atascadero, Morro Bay, Cayucos, Pismo Beach, Arroyo Grande and San Luis Obispo, and more. It's printed, and delivered, all from California — from Californians to Californians.



MONTEREY • SAN LUIS OBISPO • SANTA BARBARA • VENTURA
The Central Coast is home of the best communities in California, and hosts 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. Vino Magazine covers all the best of the wine regions from Monterey to Malibu.

VISITORS TO THE CENTRAL COAST FIND OUR PUBLICATIONS FIRST
Find us in Hotel lobbies and B&Bs, tasting rooms & wineries, local restaurants, visitor centers, chambers of commerce, libraries and on the go with our mobile-friendly web apps

REACHING YOUR CLIENTS

PASO ROBLES MAGAZINE™

Reach more than 120,000 readers monthly • 27,000 direct mailed

ATASCADERO NEWS MAGAZINE™

Reach more than 70,000 readers monthly • 17,000 direct mailed

ATASCADERO NEWS™

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

PASO ROBLES PRESS™

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

VINO MAGAZINE™

150,000+ quarterly readers • 5,000 mailed quarterly to high-income neighborhoods

CENTRAL COAST JOURNAL™

100,000+ monthly readers • 5,000 direct mailed to San Luis Obispo, Pismo Beach, Arroyo Grande

AVILA BEACH LIFE™

3,000 Printed Monthly • 1,700 Direct Mailed to Avila Beach and Shell Beach

MORRO BAY LIFE™

10,000 Printed Monthly • 8,500 Direct Mailed to Morro Bay and Cayucos

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 our best list prices in all our publications.

Concurrent Discounts:

- Concurrent insertions in any of our publications receive 10% off list prices.

DIRECT MAILED

All of our publications are direct mailed to consumer. Our commitment is to get our advertisers into the homes and businesses of the people they are trying to reach. We don't mail out with junk mail. We mail direct on Thursdays to reach our readers.

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 ambassadors of California love, and the favorite destination for new residents and visitors who enjoy our unique lifestyle.

Our publications reflect the lifestyle and microcultures that make Central Coast communities unique. Be part of what makes them 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

MONTHLY CALENDAR

JANUARY

The New Year's
and Restaurant Issue

FEBRUARY

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

MARCH

Best of 2021 Reader's Poll
Spring • Wedding Issue

APRIL

Hikes, Bikes, Walks & Rides
Pets & Animals

MAY

Memorial Day • Mother's Day
Planes, Trains & Automobiles
National Tourism Week

JUNE

Summer • The Art Issue
Local Summer Activities

JULY

Independence Day • *Flag Insert*
California Mid-State Fair

AUGUST

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

SEPTEMBER

Autumn
Prep Sports Preview

OCTOBER

Pioneer Day • Colony Days
Harvest • Halloween

NOVEMBER

Veteran's Day
Thanksgiving
Holiday Shopping Preview

DECEMBER

Winter • Holidays
Year in Review

QUARTERLY CALENDAR

SPRING

Outdoors Fun
Health+Fitness

SUMMER

Travel+Leisure
Fun in the Sun

AUTUMN

Harvest
Family+Friends

WINTER

Getting Intimate
Light+Dark

FOOD+WINE

Tastes from the Central Coast
Recipes for Living

RATES & DATES

PASO ROBLES MAGAZINE DELIVERS: Since 2001, Paso Robles Magazine has delivered to every business and residence in Paso Robles and the surrounding areas — 21,500 copies monthly, delivered.

CELEBRATING PASO ROBLES: In the pages of Paso Robles Magazine, your advertising is paired with complimentary material celebrating the People, Businesses, History, Culture and Events of the local area.

PROOF POSITIVE: Our advertisers are as consistent as we are. Many of our advertisers have graced the pages of our magazine for more than 20 years.

Ad Page Size	Open Rate	6 Month Rate	12 Month Rate
Full Page	1650	1403	1238
3/4	1341	1140	1005
9/16	1031	877	773
1/2	928	789	696
3/8	722	614	541
1/4	516	438	387
1/8	309	263	232

Rates are net, per issue. See page 13 for specs and sizing information.

2022 DATES	SPACE RESERVED*	MATERIALS*	CAMERA-READY ART*	MAGAZINE DELIVERY**
January	12/10	12/13	12/15	12/30
February	1/10	1/13	1/15	2/3
March	2/10	2/13	2/15	3/3
April	3/10	3/13	3/15	3/31
May	4/10	4/13	4/15	4/28
June	5/11	5/13	5/15	6/2
July	6/10	6/13	6/15	6/30
August	7/10	7/13	7/15	7/28
September	8/10	8/13	8/15	9/1
October	9/10	9/13	9/15	9/29
November	10/9	10/13	10/15	10/27
December	11/10	11/13	11/15	12/1

*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.

RATES & DATES

CENTRAL COAST JOURNAL DELIVERS: The Journal saturates San Luis Obispo County with 12,000 copies, dropped to hundreds of locations and direct mailed to top income-earners in SLO, Arroyo Grande & Pismo Beach.

CELEBRATING THE CENTRAL COAST: San Luis Obispo County consistently ranks as one of the “*happiest places on earth.*” Reading through the pages of Central Coast Journal, you can see why.

PROOF POSITIVE: Throughout the years, the Central Coast Journal has adapted and evolved to meet the needs of our community, and still does.

Ad Page Size	Open Rate	6 Month Rate	12 Month Rate
Full Page	1535	1305	1151
3/4	1247	1060	935
9/16	959	815	720
1/2	863	734	648
3/8	672	571	504
1/4	480	408	360
1/8	288	245	216

Rates are net, per issue. See page 13 for specs and sizing information.

2022 DATES	SPACE RESERVED*	MATERIALS*	CAMERA-READY ART*	MAGAZINE DELIVERY**
January	12/10	12/13	12/15	12/30
February	1/10	1/13	1/15	2/3
March	2/10	2/13	2/15	3/3
April	3/10	3/13	3/15	3/31
May	4/10	4/13	4/15	4/28
June	5/11	5/13	5/15	6/2
July	6/10	6/13	6/15	6/30
August	7/10	7/13	7/15	7/28
September	8/10	8/13	8/15	9/1
October	9/10	9/13	9/15	9/29
November	10/9	10/13	10/15	10/27
December	11/10	11/13	11/15	12/1

*Space reservations placed or materials recieved 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.

RATES & DATES

ATASCADERO NEWS MAGAZINE DELIVERS: Since 2018, Atascadero News Magazine has delivered to every business and residence in Atascadero and the surrounding areas — 17,000-20,000 copies monthly, delivered.

CELEBRATING THE COMMUNITY: Atascadero is quietly one of the best places to live in Atascadero. Our magazine delivers the community news and events about people, businesses, culture and issues that matter.

PROOF POSITIVE: Atascadero News Magazine has continued to deliver, through pandemic and crisis, because it matters to the community.

Ad Page Size	Open Rate	6 Month Rate	12 Month Rate
Full Page	1404	1193	1053
3/4	1141	970	856
9/16	878	746	658
1/2	790	671	592
3/8	614	522	461
1/4	439	373	329
1/8	263	224	197

Rates are net, per issue. See page 13 for specs and sizing information.

2022 DATES	SPACE RESERVED*	MATERIALS*	CAMERA-READY ART*	MAGAZINE DELIVERY**
January	12/10	12/13	12/15	12/30
February	1/10	1/13	1/15	2/3
March	2/10	2/13	2/15	3/3
April	3/10	3/13	3/15	3/31
May	4/10	4/13	4/15	4/28
June	5/11	5/13	5/15	6/2
July	6/10	6/13	6/15	6/30
August	7/10	7/13	7/15	7/28
September	8/10	8/13	8/15	9/1
October	9/10	9/13	9/15	9/29
November	10/9	10/13	10/15	10/27
December	11/10	11/13	11/15	12/1

*Space reservations placed or materials recieved 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.



RATES & DATES

VINO MAGAZINE DELIVERS: For more than a decade, Vino Magazine has brought the sights and stories of the Central Coast wine regions to new wine club members — 15,000 copies quarterly, delivered around California.

BY THE GLASS, BOTTLE, OR VINEYARD: Around California, vineyards, wineries, and tasting rooms come in all shapes, colors and sizes. Vino Magazine serves up the lifestyle we enjoy in a classy, classic format.

AGING LIKE FINE WINE: Vino Magazine keeps getting better, and is ready to harvest readers by the bushel. Don't miss the next issue.

Ad Page Size	1x Rate	2x Rate	4x Rate
Back Cover	2995	2625	2395
Inside Cover	2765	2425	2145
Full Page	2125	1806	1594
3/4	1727	1468	1295
9/16	1328	1129	996
1/2	1195	1016	896
3/8	930	790	697
1/4	664	564	498
1/8	398	339	299

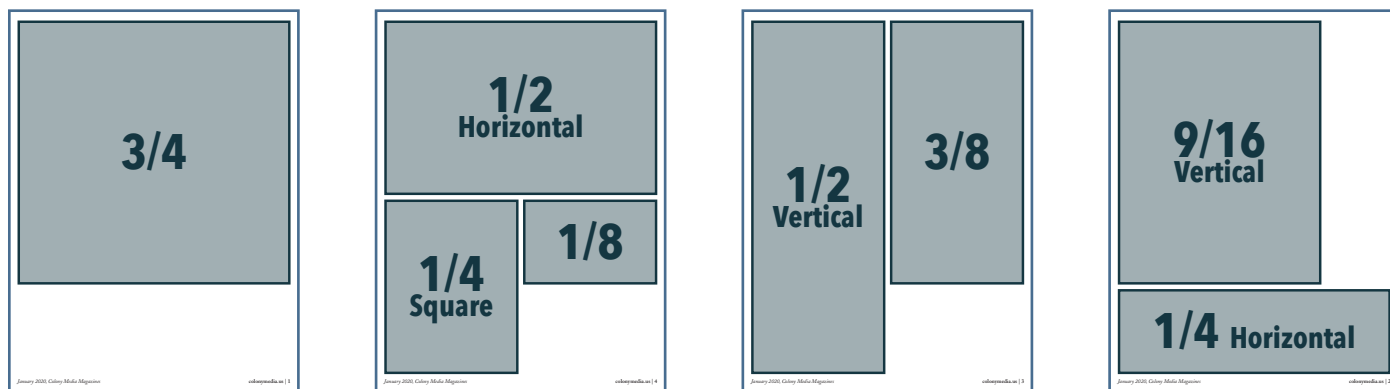
Rates are net, per issue. See page 13 for specs and sizing information.



PUBLICATION DATES

SPRING	Delivered January • Ad Order Deadline December 5
SUMMER	Delivered April • Ad Order Deadline March 5
AUTUMN	Delivered July • Ad Order Deadline June 5
WINTER	Delivered October • Ad Order Deadline September 5

MAGAZINE SIZES & SPECS



13 STARS MEDIA MAGAZINE MODULAR SIZES (INCHES)

SIZE	Width x Height	SIZE	Width x Height
1/8	3.8125 x 2.4375	9/16	5.6875 x 7.5625
1/4 Horizontal	7.625 x 2.4375	3/4	7.75 x 7.5625
1/4 Square	3.8125 x 5	Full Page	8.375 x 10.875
3/8	3.75 x 7.5625	Bleed	8.875 x 11.375
1/2 Vertical	3.75 x 10.125	Live/Safe	7.875 x 10.375
1/2 Horizontal	7.75 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 CC 2018 or later. Package high-res images and fonts (or outline).

UNACCEPTABLE FILE FORMATS:

Jpeg, gif, Microsoft Publisher, Microsoft Word.

FONTS:

Package, 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

Rates are net, per newspaper, and non-commissionable.

Sizes	Cols. x Inches	Rates
Full	6col x 20.75in	1299
3/4	6col x 15.5in	929
1/2	6col x 10.25in	629
1/4	3col x 10.25in	319
1/8	3col x 5.125in	199

Custom Sizes are \$20 per column inch

SPECS, 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)

CONTRACT DISCOUNTS

Get **10% off** for 3-month contract

Get **20% off** for 6-month contract

CLASSIFIED RATES

Classified \$20 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 - \$105 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.

IMPORTANT INFO

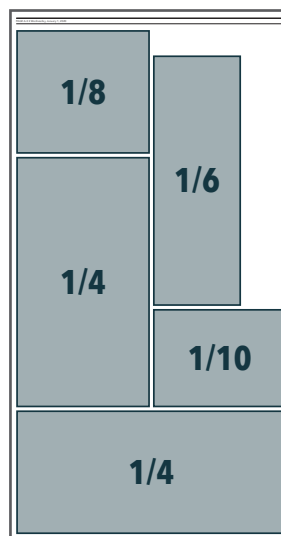
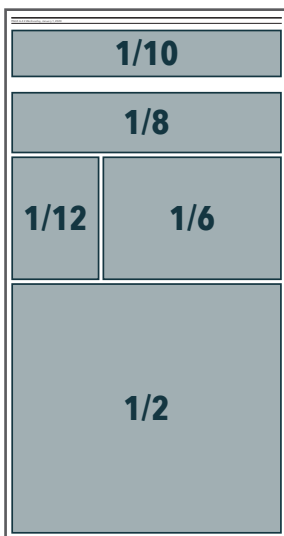
Rates are net, per issue, per publication.



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

Santa Vnez Valley Star

Rates are net, per issue, and non-commissionable.

Ad Page Size	1x Rate	2x Rate	4x Rate	12x Rate	24x Rate
Back Cover	1678	1512	1380	1263	1101
Full Page	1398	1260	1150	1053	918
1/2 Page	851	810	775	750	702
1/4 Page	432	410	380	365	325
1/8 Page	255	225	211	192	175
1/12 Page	162	151	130	125	110
Cover Banner	700	655	600	575	544
Reg Banner	525	475	450	425	380
Biz Directory	75	75	75	60	60

Custom Sizes are \$35 per column inch (\$30/2x; \$27.5/4x; \$23.75/12x; \$20/24x)

TWICE MONTHLY • FIRST (A) & THIRD (B) TUESDAYS •

MONTH	A • ADS DUE	A • PUBLISHED	B • ADS DUE	B • PUBLISHED
JANUARY	12/27	1/4	1/10	1/18
FEBRUARY	1/24	2/1	2/7	2/15
MARCH	2/21	3/1	3/7	3/15
APRIL	3/28	4/5	4/11	4/15
MAY	4/25	5/3	5/9	5/17
JUNE	5/23	6/7	6/13	6/21
JULY	6/27	7/5	7/11	7/19
AUGUST	7/25	8/2	8/8	8/16
SEPTEMBER	8/29	9/6	9/12	9/20
OCTOBER	9/26	10/4	10/10	10/18
NOVEMBER	10/24	11/1	11/7	11/15
DECEMBER	11/28	12/6	12/12	12/20

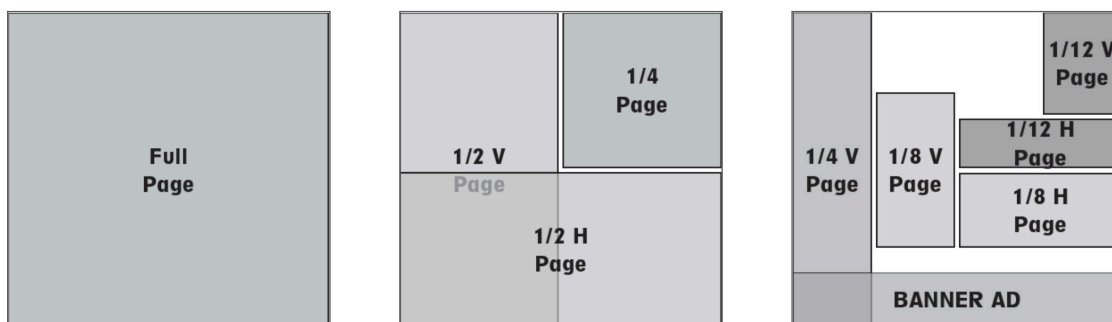
MONTH:	PUBLICATION • THEMES	MONTH:	PUBLICATION • THEMES
JAN:	<u>A</u> • New year's; Fitness, Health, Wellness <u>B</u> • Restaurant Week	JUNE:	<u>A</u> • Father's Day <u>B</u> • Independence Day; Adventure Guide
FEB:	<u>A</u> • Valentine's Day <u>B</u> • President's Day & Tax Prep	JULY:	<u>A</u> • County Fair; <u>B</u> • Senior Living
MARCH:	<u>A</u> • Women in Business <u>B</u> • Home/Garden/Going Green	AUG:	<u>A</u> • Back to School; <u>B</u> • Summer Wrap-up
APRIL:	<u>A</u> • Easter Preview <u>B</u> • Summer Camp Guide	SEP:	<u>A</u> • Danish Days; <u>B</u> • Los Alamos Days
MAY:	<u>A</u> • Mother's Day; <u>B</u> • Memorial Day	OCT:	<u>A</u> • Breast Cancer Awareness <u>B</u> • Fall/Halloween
		NOV:	<u>A</u> • Nonprofit Guide; <u>B</u> • Thanksgiving
		DEC:	<u>A</u> • Gifts/Holiday/Sm. Business Saturday

NEWSPAPER SIZES & SPECS

Santa Vnez Valley Star

Rates are net, per issue, and non-commissionable.

Sizes	Dimensions	Sizes	Dimensions
Full	10.25x10in	1/8 V	5.0625x10in
1/2 V	5.0625x10in	1/8 H	3col x 10.25in
1/2 H	3col x 10.25in	1/12 V	3col x 5.125in
1/4 V	3col x 5.125in	1/12 H	3col x 5.125in
1/4 S	3col x 5.125in		



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.



Sizes	Open Rate	6 Mo Rate	12 Mo Rate
Full	849	722	637
1/2	478	406	358
1/4	371	316	279
1/8	265	226	199
1/12	159	135	119
BSD	n/a	n/a	50***

Sizes	Open Rate	6 Mo Rate	12 Mo Rate
Full	599	509	637
1/2	337	286	253
1/4	262	223	197
1/8	187	159	140
1/12	139	119	99
BSD	n/a	n/a	50***

Prices are net, per-issue, per-publication. ***BSD is \$600 per year. See page 17 for size and specs info.



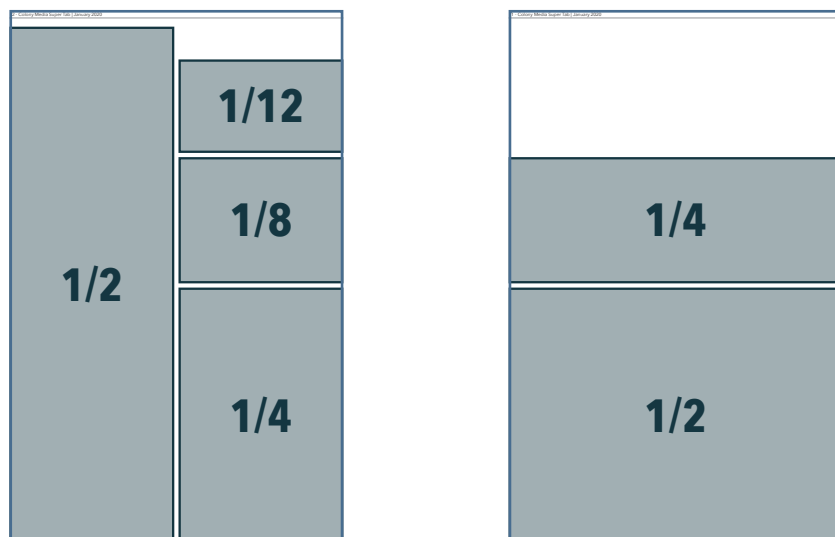
2022 DATES	SPACE		CAMERA-	
	RESERVED*	MATERIALS*	READY ART*	DELIVERY**
January	12/15	12/15	12/20	1/1
February	1/15	1/15	1/20	2/1
March	2/15	2/15	2/20	3/1
April	3/15	3/15	3/20	4/1
May	4/15	4/15	4/20	5/1
June	5/15	5/15	5/20	6/1
July	6/15	6/15	6/20	7/1
August	7/15	7/15	7/20	8/1
September	8/15	8/15	8/20	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.

SUPER TAB SIZES & SPECS

MORRO BAY LIFE • AVILA BEACH LIFE



13 STARS MEDIA SUPER TAB MODULAR SIZES (INCHES)

SIZE	Width x Height	SIZE	Width x Height
1/12	4.9375 x 2.75	1/2	Vertical 4.9375 x 15.5
1/8	4.9375 x 3.75		Horizontal 10 x 7.6875
1/4	Vertical 4.9375 x 7.6875	3/4	10 x 11.6
	Horizontal 7.625 x 2.375	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:

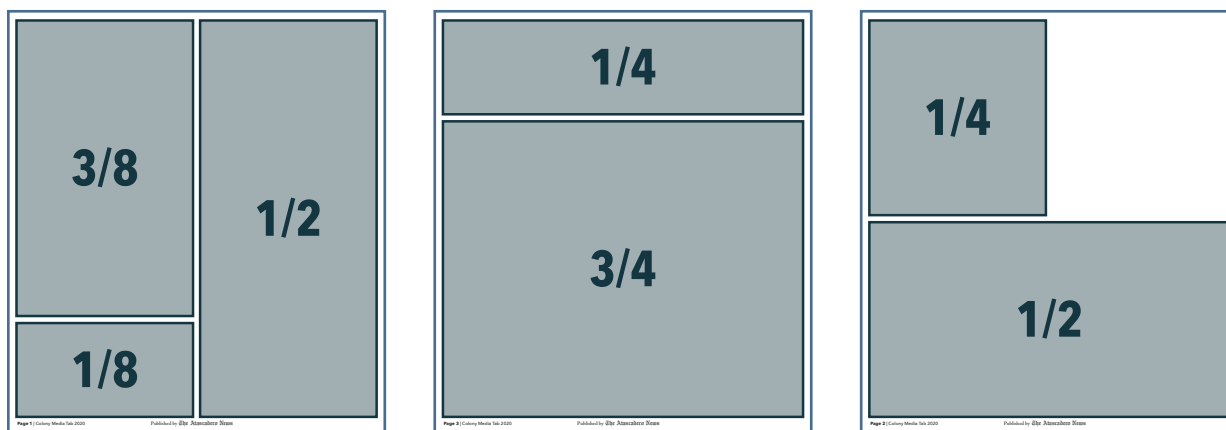
Jpeg, gif, Microsoft Publisher, Microsoft Word. Charges may apply.*

FONTS:

Package and submit, embed, or outline all fonts.

TABLOID SIZES & SPECS

CRIMSON MAGAZINE • HOW-TO GUIDES • SPECIAL TABS



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.

SPECIAL PRODUCTIONS

Our publications have run special productions for many organizations and events. From several pages of editorial dedicated to the California Mid-State Fair in 2021, 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.



NEED A CUSTOM JOB DONE?
Let 13 Stars Media get it done.
Our professional designers will take your project from start to finish.



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: Publisher will place your ad according to best practices. Placement fees apply to Back Cover and Inside Covers. Other placement guarantees will incur 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: Discounts are applied to invoices based on contract terms. Failure to fulfill contract term will negate discounts and Open Rates will be retroactively applied to invoices.

PAYMENT: New, off-contract, political 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.

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.™



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