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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Our Publications         3
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Magazines               9-13
Newspapers              14-17
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Online Advertising      20
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COMPLETE LOCAL
COVERAGE
110,000 PRINTED MONTHLY
70,000 DIRECT MAILED TO
CENTRAL COAST ZIP CODES
IN HIGH-QUALITY, HIGH-
INCOME NEIGHBORHOODS

CONTENTS:

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

13starsmedia.com
(805) 466-2585
office@13starsmedia.com

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

POWERED BY 13 Stars media

13 Stars Media Marketing Kit 2022 | P.O. Box 6068, Atascadero | CA 93423 | 805-466-2585  Page 4
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.

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

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<th>CAMERA-READY ART*</th>
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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.

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**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.

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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.

<table>
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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

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.

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<th>Sizes</th>
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<td>1/8</td>
<td>3col x 5.125in</td>
<td>199</td>
</tr>
</tbody>
</table>

Custom Sizes are $20 per column inch

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 6.125 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)

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.

CONTRACT DISCOUNTS

- Get 10% off for 3-month contract
- Get 20% off for 6-month contract

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)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>Width x Height</th>
<th>SIZE</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/12</td>
<td>3.625 x 5</td>
<td>1/4</td>
<td>5.5 x 10.25 or 11.25 x 5.125</td>
</tr>
<tr>
<td>1/10</td>
<td>5.5 x 4.1 or 11.25 x 2</td>
<td>1/2</td>
<td>5.5 x 20.75 or 11.25 x 10.25</td>
</tr>
<tr>
<td>1/8</td>
<td>5.5 x 5.125 or 11.25 x 2.5</td>
<td>3/4</td>
<td>11.25 x 15.5</td>
</tr>
<tr>
<td>1/6</td>
<td>7.375 x 5.125 or 3.625 x 10.25</td>
<td>Full Page</td>
<td>11.25 x 20.75</td>
</tr>
</tbody>
</table>

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 Ynez Valley Star**

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

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

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

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

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

**MONTH:**   **PUBLICATION • THEMES**

<table>
<thead>
<tr>
<th>JAN:</th>
<th>New year’s; Fitness, Health, Wellness</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Restaurant Week</td>
</tr>
<tr>
<td>FEB:</td>
<td>Valentine’s Day</td>
</tr>
<tr>
<td></td>
<td>President’s Day &amp; Tax Prep</td>
</tr>
<tr>
<td>MARCH:</td>
<td>Women in Business</td>
</tr>
<tr>
<td></td>
<td>Home/Garden/Going Green</td>
</tr>
<tr>
<td>APRIL:</td>
<td>Easter Preview</td>
</tr>
<tr>
<td></td>
<td>Summer Camp Guide</td>
</tr>
<tr>
<td>MAY:</td>
<td>Mother’s Day; Memorial Day</td>
</tr>
</tbody>
</table>

**MONTH:**   **PUBLICATION • THEMES**

<table>
<thead>
<tr>
<th>JUNE:</th>
<th>Father’s Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUG:</td>
<td>County Fair; Senior Living</td>
</tr>
<tr>
<td>SEP:</td>
<td>Danish Days; Los Alamos Days</td>
</tr>
<tr>
<td>OCT:</td>
<td>Breast Cancer Awareness</td>
</tr>
<tr>
<td>NOV:</td>
<td>Nonprofit Guide; Thanksgiving</td>
</tr>
<tr>
<td>DEC:</td>
<td>Gifts/Holiday/Sm. Business Saturday</td>
</tr>
</tbody>
</table>
NEWSPAPER SIZES & SPECS

Santa Ynez Valley Star

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

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Dimensions</th>
<th>Sizes</th>
<th>Dimensions</th>
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</thead>
<tbody>
<tr>
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<td>1/8 V</td>
<td>5.0625x10in</td>
</tr>
<tr>
<td>1/2 V</td>
<td>5.0625x10in</td>
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<tr>
<td>1/2 H</td>
<td>3col x 10.25in</td>
<td>1/12 V</td>
<td>3col x 5.125in</td>
</tr>
<tr>
<td>1/4 V</td>
<td>3col x 5.125in</td>
<td>1/12 H</td>
<td>3col x 5.125in</td>
</tr>
<tr>
<td>1/4 S</td>
<td>3col x 5.125in</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

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

**2022 DATES**

<table>
<thead>
<tr>
<th>2022 DATES</th>
<th>SPACE RESERVED*</th>
<th>MATERIALS*</th>
<th>CAMERA-READY ART*</th>
<th>DELIVERY**</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/15</td>
<td>12/15</td>
<td>12/20</td>
<td>1/1</td>
</tr>
<tr>
<td>February</td>
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<td>1/20</td>
<td>2/1</td>
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<tr>
<td>March</td>
<td>2/15</td>
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<td>2/20</td>
<td>3/1</td>
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<tr>
<td>April</td>
<td>3/15</td>
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<td>3/20</td>
<td>4/1</td>
</tr>
<tr>
<td>May</td>
<td>4/15</td>
<td>4/15</td>
<td>4/20</td>
<td>5/1</td>
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<tr>
<td>June</td>
<td>5/15</td>
<td>5/15</td>
<td>5/20</td>
<td>6/1</td>
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<tr>
<td>July</td>
<td>6/15</td>
<td>6/15</td>
<td>6/20</td>
<td>7/1</td>
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<tr>
<td>August</td>
<td>7/15</td>
<td>7/15</td>
<td>7/20</td>
<td>8/1</td>
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<tr>
<td>September</td>
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<td>8/20</td>
<td>9/1</td>
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<tr>
<td>October</td>
<td>9/15</td>
<td>9/15</td>
<td>9/20</td>
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<td>November</td>
<td>10/15</td>
<td>10/15</td>
<td>10/20</td>
<td>11/1</td>
</tr>
<tr>
<td>December</td>
<td>11/15</td>
<td>11/15</td>
<td>11/20</td>
<td>12/1</td>
</tr>
</tbody>
</table>

**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)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>Width x Height</th>
<th>SIZE</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/12</td>
<td>4.9375 x 2.75</td>
<td>1/2</td>
<td>Vertical</td>
</tr>
<tr>
<td>1/8</td>
<td>4.9375 x 3.75</td>
<td></td>
<td>Horizontal</td>
</tr>
<tr>
<td>1/4</td>
<td>Vertical</td>
<td>3/4</td>
<td>10 x 11.6</td>
</tr>
<tr>
<td></td>
<td>7.625 x 2.375</td>
<td></td>
<td>Full Page</td>
</tr>
</tbody>
</table>

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

COLORS:
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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)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>Width x Height</th>
<th>SIZE</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/12</td>
<td>3.5 x 5</td>
<td>1/4</td>
<td>5.5 x 10 or 11 x 5</td>
</tr>
<tr>
<td>1/10</td>
<td>5.5 x 4 or 11 x 2</td>
<td>1/2</td>
<td>5.5 x 20 or 11 x 10</td>
</tr>
<tr>
<td>1/8</td>
<td>5.5 x 5 or 11 x 2.5</td>
<td>3/4</td>
<td>11 x 15</td>
</tr>
<tr>
<td>1/6</td>
<td>7.25 x 5 or 3.5 x 10</td>
<td>Full Page</td>
<td>11 x 20</td>
</tr>
</tbody>
</table>

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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
PASOROBLESRESS.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

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>BANNER</td>
<td>499</td>
</tr>
<tr>
<td>SIDEBAR</td>
<td>225</td>
</tr>
<tr>
<td>VIDEO</td>
<td>999</td>
</tr>
</tbody>
</table>

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.™

13 STARS MEDIA
Making Communities Better Through Print.™
Designed and Printed in California