

GOODGUYS GAZETTE RATES • SPECS • SALES INFO

EFFECTIVE 12/1/17

2018 GAZETTE ADVERTISING RATES

Black & White

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
1/8	280	265	250	230
1/6	400	380	360	325
1/4	490	470	455	420
1/4 Column	490	470	455	420
1/3	710	675	650	600
1/2	1190	1160	1140	1100
JR Page	1310	1280	1260	1155
Full Page	2300	2180	2070	1880

Spot Color (Black & 1 Color)

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
1/8	510	490	480	460
1/6	630	610	590	560
1/4	720	700	685	650
1/4 Column	720	700	685	650
1/3	935	905	880	830
1/2	1420	1395	1375	1310
JR Page	1540	1505	1480	1375
Full Page	2530	2410	2300	2110

Full Color

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
1/8	850	840	830	810
1/6	980	955	940	905
1/4	1060	1040	1030	1000
1/4 Column	1060	1040	1030	1000
1/3	1280	1250	1230	1175
1/2	1760	1740	1720	1660
JR Page	1890	1860	1840	1730
Full Page	2880	2660	2645	2460
2 Pg Spread	3890	3860	3830	3560
Cover 2 & 3	4102	3955	3820	3475
Cover 4	4860	4650	4460	4105

PREMIUM SERVICES

Priority Placement (Pages 3-10)Additional 20% of ad cost

Spot Varnish (Available on Cover 2, 3 & 4).....\$1680 in addition to ad cost

Onsert (Sheet in front of Gazette cover)Call for pricing and details

Ride Along (Item inserted in poly-bag with Gazette)....Call for pricing and details

Included with your print advertisement you also receive exposure digitally to over 100,000+ additional viewers through the Goodguys website located at www.good-guys.com/gazette/read-the-digital-gazette

ADVERTISING SALES DEPARTMENT

CLINT PETREE

clintp@good-guys.com

1071 Serpentine Lane • Pleasanton, CA 94566

Ph: (925) 218-9154 • Fax: (925) 226-7045

SADIE VAIL

sadiev@good-guys.com

1071 Serpentine Lane • Pleasanton, CA 94566

Ph: (925) 218-9152 • Fax: (925) 226-7045

AD SPECS & SUBMISSION INFO

GAEA MCLAUGHLIN

advertising@good-guys.com

1071 Serpentine Lane • Pleasanton, CA 94566

Ph: (925) 218-9132 • Fax: (925) 831-8564

MECHANICALS & PRINTING SPECS

PRINTING: Web Offset **BINDING:** Perfect Bound & Trimmed

TRIM SIZE: 10.5" x 12.25" **LIVE AREA:** 9.75" x 11.5"

BLEED: 10.75" x 12.5"

DIGITAL AD SUBMISSION:

PDF, EPS, TIFF files preferred. All fonts/images must be embedded.

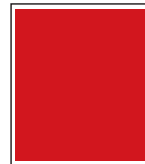
A press ready-proof must accompany all ads, if one is not provided,

Whitewall Publishing will not be held responsible for any errors,

omissions re-flow or color inaccuracy.

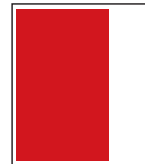
AD UNIT SIZES: AD SIZES ARE SHOWN IN WIDTH X HEIGHT

Full Page



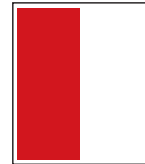
9.75 x 11.5

Jr. Page



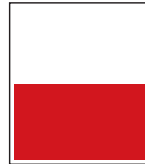
7 x 11.5

1/2V



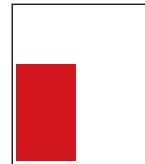
4.75 x 11.5

1/2H



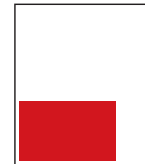
9.75 x 5.625

1/3V



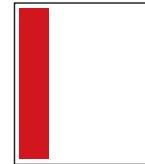
4.625 x 7.5

1/3H



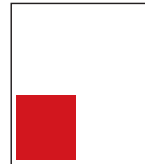
7 x 5

1/4 column



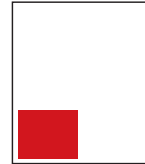
2.25 x 11.5

1/4V



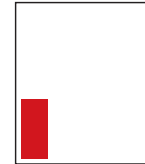
4.625 x 5

1/6H



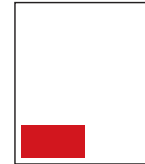
4.625 x 3.75

1/8V



2.25 x 5

1/8H



4.625 x 2.375

POLICIES: CREDIT: Payment in advance until credit is approved. TERMS: 2% cash discount for advertising paid in advance of publication. Credit accounts, payable on receipt of invoice, net 30 days. RATES: Publisher reserves right to change advertising rates and conditions with 60 day notice. COPY: Publisher's liability for any error shall not exceed actual space cost. CONTRACTS: MUST BE SIGNED AND APPROVED. Unfulfilled agreements may be short-rated to earned rate. DISCOUNTS: Available to recognized advertising agencies. Advertising placed by an agency contracts them for payment of services and space ordered.