

GENERAL INFORMATION

Publication: Santa Cruz Magazine is published quarterly.
Spring (Feb.), Summer (May), Fall (Aug.),
Holiday (Nov.)

Deadline date for reserving space:

30 days preceding the issue date.

Art, copy, formatted disk:

Must be in our hands no later than 30 days
preceding the issue date.

Electronic Data:

Santa Cruz magazine is printed digitally. Questions
concerning artwork submission should be directed
to the Sales Department at (831) 429-2434

Formats (In order of preference)

Press Ready (Pre-built Ads):

1. Send as PDF - (high quality), CMYK, built to
size with all fonts embedded.

Components for ads to be built by SCMag Design team:

1. Images: Send 300 dpi at 100% scale for CMYK
or greyscale images; 600 dpi-1200 dpi for bitmapped images.
2. Text, verbage: Send as Microsoft Word File attached to email.

Production Charges:

Additional copy changes after first proof to advertiser
will be billed at \$75.00 per hour. One hour minimum.

Color Proof:

Please supply high end color proofs such as a Matchprint.

Submission:

1. CD Rom, Zip, FTP (for information call your sales
representative.)
2. Email files 10MB or less to your Sales Rep-
resentative or your SC Magazine Design Team member.

Billing and Terms:

New accounts will pay their first insertion in
advance and supply a credit application. On
approval of the client's credit, accounts are billed
immediately upon issue, with net due within 10
days after billing.

Agency Commissions:

Fifteen percent (15%) commission is granted to recognized
advertising agencies only. To earn this commission, agen-
cies must sell and service the client, provide formatted
electronic data on disk and pay in full within thirty (30)
days of the billing date.

ADVERTISING RATES	1x	4x
Full	2,400	2,000
2/3(v)	1,800	1,520
1/2(h)	1,620	1,350
1/3	925	780
1/6	475	400
Premium Positions	1x	4x
Full Page Ahead of TOC	2,800	2,400
Back Page	3,200	3,000
Inside Back	2,950	2,800

SIZE REQUIREMENTS		
Publication Trim Size: 9.1" X 11.37"		
Ad Size	Inches	w/Bleed
Full Page :	8.1" X 10.37"	9.35" X 11.65"
2/3 Page(v):	5.35" X 10.37"	
1/2 Page:	8.1" X 5.07"	
1/3 Page(v):	2.6" X 10.37"	
1/3 Page(h):	5.35" X 5.07"	
1/6 Page:	2.6" X 5.07"	

Size Requirements:

Publication Trim Size: 9.1" X 11.37" Please note
that an 1/8" bleed is required for all full page ads de-
signed with bleed. "Bleed" is any image that exceeds
our trim size and bleeds off the page.

Live Area Size: 8.1" X 10.37"

All text in your ad needs to be designed within this live
area in order to be placed in our magazine.

Upcoming Deadlines

November 25, 2008 – deadlines 10/27/08

February 27, 2009 – deadlines 1/27/09

May 29, 2009 – deadlines 4/27/09

Santa Cruz Magazine is distributed to Santa Cruz Sentinel
subscribers, and available at high-traffic retailers, restaurants,
and hotels.