

Vida

en el valle

www.vidaenelvalle.com

2010

NATIONAL ADVERTISING RATE CARD

Effective January 1, 2010

**Serving the 4th largest
Hispanic market in the U.S.
with 160,650 distribution***

*Circulas 2009 population of Vida market includes Sacramento and Fresno DMAs
2009 4th qtr circulation, November-December

Covering El Dorado, Fresno, Kings, Madera,
Merced, Placer, Sacramento, San Joaquin,
Stanislaus, Tulare and Yolo counties.



FULL RUN NATIONAL ADVERTISING RATES 2010

Full Run Bulk Contract Rates (Gross)

Open	\$136.40
250"	\$119.40
500"	\$112.70
750"	\$97.20
1000"	\$89.10
2500"	\$84.90

Rates reflect cost per column inch.

Full Run National Frequency Rates

	6 of 52 wks	13 of 52	26 of 52	48 of 52
4"	\$129.00	\$117.70	\$115.30	\$112.50
31.5"	\$115.30	\$110.50	\$92.40	\$83.60
63"	\$110.50	\$92.40	\$83.60	\$78.10
126"	\$92.40	\$83.60	\$78.10	\$75.30

Rates reflect cost per column inch.

Color Charges (Gross)

Color charges	up to 45"	46" to 126"
One color	\$949	\$1,136
Full color	\$1,421	\$1,802

Deadlines

Reservation deadline Noon Thursday
 Camera Ready Material Noon Friday

Holiday weeks-All deadlines move up 24 hours

DELIVERY DEADLINE

Preprints should be delivered no more than 14 days and no less than seven days prior to dates of publication. It will be the printer's responsibility to select the method of shipping and carrier that will ensure the arrival of the preprint at the proper time.

IDENTIFICATION

- Each skid or pallet must display insertion date, zone, and quantity of that skid or pallet.
- Each skid must have the supplement displayed or "flagged" on two sides.

Dock Delivery Hours for Preprints

FRESNO/MERCED: 1626 E Street, Fresno, CA 93706-0001
 Monday through Friday 8:00 a.m. - 5:00 p.m.
 Delivery after hours by appointment only. **(559) 441-6456**

MODESTO/SACRAMENTO: 22nd & R Street (2100 Q Street),
 Sacramento, CA 95816
 Monday through Friday 7:00 a.m. - 5:00 p.m. **(916) 321-1774**
 First come, first served

STOCKTON: 523 E. Washington St. Stockton, CA 95202
 Monday through Friday 8:30 a.m. - 10:00 p.m. **(209) 546-8364**
 Saturday 6:30 p.m. - 10:00 p.m.
 Sunday 6:30 p.m. - 10:00 p.m.

Preprint Insertion Rates

	Full Run	55,000 to 145,000	Less than 55,000
Single Sheet	\$39.29	\$43.03	\$46.42
	Std	Tab	
Up to 2	4	4	\$60.26 \$62.22 \$67.67
Up to 4	8	8	\$64.38 \$70.51 \$80.98
Up to 6	12	12	\$73.83 \$80.59 \$87.04
Up to 8	16	16	\$84.18 \$90.59 \$95.51
Up to 10	20	20	\$95.26 \$101.77 \$108.16
Up to 12	24	24	\$106.35 \$112.17 \$118.57
Up to 14	28	28	\$115.83 \$121.77 \$126.56
Up to 16	32	32	\$122.13 \$126.83 \$131.62
Up to 18	36	36	\$128.12 \$132.51 \$136.89
Up to 20	40	40	\$131.59 \$135.14 \$139.90
Up to 22	44	44	\$136.32 \$140.68 \$145.42
Up to 24	48	48	\$141.08 \$144.24 \$148.97

Larger than 24 add \$2 per thousand for each two standard pages.

Front page strip for "B" section

6 Column X 2 inches Includes color

Rates for NATIONAL

Fresno	Sac	Mod	Stockton	Merced
\$1,200	\$950	\$750	\$500	\$425

Front page strip for "A" section

6 Column X 1.5 inches Includes color

Rates for NATIONAL

Fresno	Sac	Mod	Stockton	Merced
\$1,400	\$1,100	\$870	\$600	\$600

Advertising Mechanical Specifications

Columns	Inches	Picas
1	1.556"	9p4
2	3.222"	19p4
3	4.889"	29p4
4	6.556"	39p4
5	8.222"	49p4
6 (Broadsheet)	9.889"	59p4
DT (Broadsheet)	20.889"	125p4
Tabloid same as broadsheet - 6 column format		
Maximum Height: Standard 21" Tabloid 9.5"		

Electronic Transmission of ads for Vida en el Valle

Fresno/Merced edition: addesk.fresnobee.com
 Modesto edition: xnet.modbee.com
 Sacramento edition: addesk.sacbee.com
 Stockton edition: dispatch@recordnet.com

Preferred in PDF format.

All color ads must be CMYK • All fonts must be embedded

Printing Information:

Line Screen: 85-line • Flexographic Press
 Dot Gain: 30% • Photo resolution: Color/B & W=170 (minimum)
 4-color printing process - CMYK • Process Colors. (No pantone/PMS colors)

NATIONAL COMBINATION ADVERTISING RATES 2010

National Combination Bulk Rates (Gross) Rates reflect cost per column inch

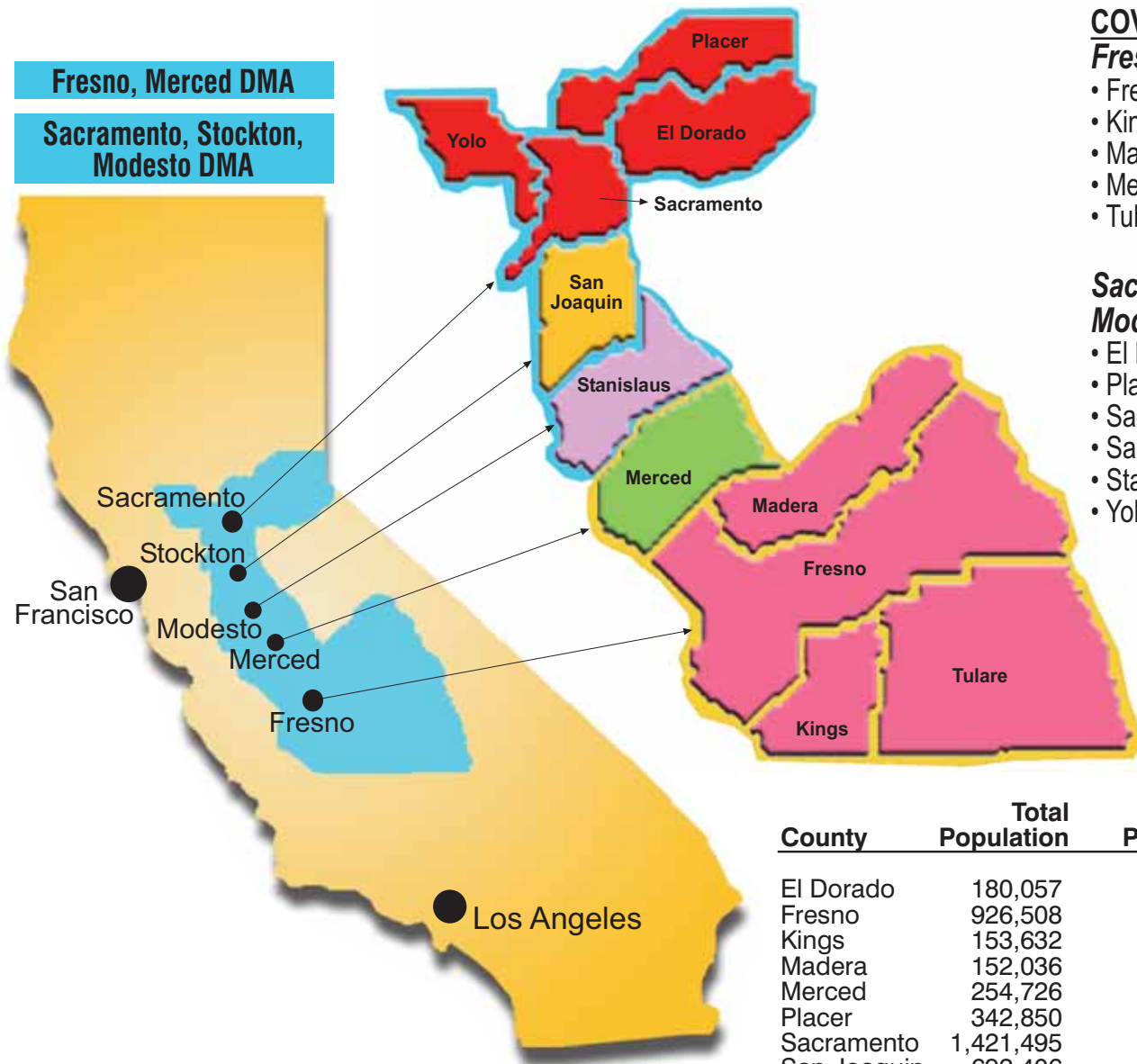
	FRESNO	SACRAMENTO	MODESTO	STOCKTON	MERCED
	47,400	37,350	39,000	20,000	16,900
	Distribution	Distribution	Distribution	Distribution	Distribution
Open.....	\$49.60	\$33.10	\$24.80	\$16.50	\$12.40
250".....	\$43.40	\$28.90	\$21.70	\$14.50	\$10.90
500".....	\$41.00	\$27.30	\$20.50	\$13.70	\$10.20
750".....	\$35.30	\$23.60	\$17.70	\$11.80	\$8.80
1000".....	\$32.40	\$21.60	\$16.20	\$10.80	\$8.10
2500".....	\$30.90	\$20.60	\$15.40	\$10.30	\$7.70

National Combination Frequency Rates (Gross) Rates reflect cost per column inch

	FRESNO	SACRAMENTO	MODESTO	STOCKTON	MERCED
	47,400	37,350	39,000	20,000	16,900
	Distribution	Distribution	Distribution	Distribution	Distribution
	6 of 52 wks	6 of 52 wks	6 of 52 wks	6 of 52 wks	6 of 52 wks
4".....	\$46.90	\$31.30	\$23.50	\$15.60	\$11.70
31.5".....	\$41.90	\$27.90	\$21.00	\$14.00	\$10.50
63".....	\$40.20	\$26.80	\$20.10	\$13.40	\$10.00
126".....	\$33.60	\$22.40	\$16.80	\$11.20	\$8.40
	13 of 52 wks	13 of 52 wks	13 of 52 wks	13 of 52 wks	13 of 52 wks
4".....	\$42.90	\$28.60	\$21.40	\$14.10	\$10.70
31.5".....	\$40.20	\$26.80	\$20.10	\$13.40	\$10.00
63".....	\$33.60	\$22.40	\$16.80	\$11.20	\$8.40
126".....	\$30.40	\$20.30	\$15.20	\$10.10	\$7.60
	26 of 52 wks	26 of 52 wks	26 of 52 wks	26 of 52 wks	26 of 52 wks
4".....	\$41.90	\$27.90	\$21.00	\$14.00	\$10.50
31.5".....	\$33.60	\$22.40	\$16.80	\$11.20	\$8.40
63".....	\$30.40	\$20.30	\$15.20	\$10.10	\$7.60
126".....	\$28.40	\$18.90	\$14.20	\$9.50	\$7.10
	48 of 52 wks	48 of 52 wks	48 of 52 wks	48 of 52 wks	48 of 52 wks
4".....	\$40.90	\$27.30	\$20.50	\$13.60	\$10.20
31.5".....	\$30.40	\$20.30	\$15.20	\$10.10	\$7.60
63".....	\$28.40	\$18.90	\$14.20	\$9.50	\$7.10
126".....	\$27.40	\$18.30	\$13.70	\$9.10	\$6.80

National Combination Color Rates (Gross)

	FRESNO	SACRAMENTO	MODESTO	STOCKTON	MERCED	FULL RUN
	47,400	37,350	39,000	20,000	16,900	160,650
	Distribution	Distribution	Distribution	Distribution	Distribution	Distribution
Up to 45"						
One Color.....	\$345	\$230	\$173	\$115	\$86	\$949
Full Color.....	\$517	\$344	\$259	\$172	\$129	\$1421
45" to 126"						
One Color.....	\$413	\$275	\$207	\$138	\$103	\$1136
Full Color.....	\$655	\$436	\$328	\$219	\$164	\$1802



- COVERING**
Fresno, Merced DMA
- Fresno County
 - Kings County
 - Madera County
 - Merced County
 - Tulare County

- Sacramento, Stockton, Modesto DMA**
- El Dorado County
 - Placer County
 - Sacramento County
 - San Joaquin County
 - Stanislaus County
 - Yolo County

County	Total Population	Latino Population	% Latino
El Dorado	180,057	21,096	12%
Fresno	926,508	451,749	49%
Kings	153,632	75,067	49%
Madera	152,036	77,585	51%
Merced	254,726	135,964	53%
Placer	342,850	40,938	12%
Sacramento	1,421,495	286,160	20%
San Joaquin	692,406	257,416	37%
Stanislaus	526,617	210,871	40%
Tulare	435,588	250,668	58%
Yolo	199,404	56,241	28%

Source: Claritas - 2009

POLICY

Rate Changes

Publisher reserves the right upon 30-days notice to change the rates herein listed. Advertiser reserves the right to accept such changes, or in the event of an increase of rates, to cancel contract without earned rate adjustment, providing the cancellation is delivered in writing to publisher within the 30-day notice period. A continuance of advertising after the new rates go into effect will constitute acceptance of them under all other terms of the contract. Annual bulk and 48 of 52 week frequency contracts renew automatically upon fulfillment of the agreement.

Position Orders

Advertising orders directing insertion of advertising in a specific section or on a designated page "or omit" will not be accepted. Position of an advertisement is not guaranteed. Publisher will attempt to place advertisements in line with customer's preferences but will make no adjustments, reruns or refunds because of the positioning which the advertisement has been published.

Credits

Publisher shall not be liable for any error in published advertising unless an advertising proof is requested and clearly marked for correction, and all space reservation, copy and proof clearance deadlines are met by the advertiser. If the error is not corrected by the Publisher, Publisher's liability, if any, shall not exceed the space occupied by the error. Credit is limited to first insertion of multiple insertion orders. Further, Publisher shall not be liable for any omission of an advertisement ordered to be published. On written request, Publisher shall reschedule and run the omitted advertisement at Advertiser's cost. All claims for adjustment must be made within 90 days of billing period date. In no case shall Publisher be liable for any general, special or consequential damages.

Credit Policy

All advertising shall be prepaid unless a credit application has been submitted and approved by the Credit Department of Vida. When credit is extended to an advertiser, payment in full is due within 15 days following date of invoice. Delinquent accounts will be subject to suspension of credit and withholding of scheduled advertising until account is paid in full. No cash discounts.

FRESNO
 1626 E Street
 Fresno, CA 93786
 Phone: (559) 441-6769
 Fax: (559) 441-6790

MERCED
 3033 G Street
 Merced, CA 95340
 Phone: (209) 385-2499
 Fax: (209) 384-2226

MODESTO
 1325 H Street
 Modesto, CA 95354
 Phone: (209) 578-2065
 Fax: (209) 578-2099

SACRAMENTO
 2100 Q Street
 Sacramento, CA 95852
 Phone: (916) 321-2271
 Fax: (916) 326-2122

STOCKTON
 530 E. Market St.
 Stockton, CA 95202
 Phone: (209) 546-8234
 Fax: (209) 547-8101