



SANTA CRUZ RECORD

2016 Display Advertising Rate Card

	Open Rate	4 Issues	8 Issues	12 Issues	52 Issues
Full page ad	\$165	\$147	\$133	\$123	\$98
1/2-page ad	\$85	\$76	\$71	\$65	\$54
1/4-page ad	\$45	\$41	\$38	\$35	\$30
1/8-page ad	\$25	\$22	\$21	\$20	\$17

Display Ad Dimensions:

Full page vertical ad = 7.75"w x 10"h

1/2-page horizontal ad = 7.75"w x 4.875"h

1/4-page vertical ad = 3.8125"w x 4.875"h

1/4-page horizontal ad = 7.75"w x 2.375"h

1/8-page horizontal ad = 3.8125"w x 2.3611"h

Deadline: Thursday at 2 p.m.

All ads must be submitted electronically.

Rates effective: 6/1/2016

