

Zoned Advertising

Zoned ads in the Pasadena Star-News or the San Gabriel Valley Tribune are available Tuesday, Wednesday and Friday in the Main News section.

san gabriel valley tribune rates - tuesday, wednesday, friday

	Frequency	OPEN	4x*	8x*	13x*	26x*	39x*	52x*
Ad Sizes								
Full page	6c x 21.00	5,160.00	4,902.00	4,644.00	4,386.00	3,870.00	3,612.00	3,354.00
3/4	6c x 15.75	3,870.00	3,677.00	3,483.00	3,290.00	2,903.00	2,709.00	2,516.00
2/3	6c x 14.00 OR 4c x 21.00	3,555.00	3,377.00	3,200.00	3,022.00	2,666.00	2,489.00	2,311.00
1/2	6c x 10.50 OR 3c x 21.00	2,666.00	2,533.00	2,400.00	2,266.00	2,000.00	1,867.00	1,733.00
1/3	6c x 7.00 OR 3c x 14.00	1,816.00	1,725.00	1,634.00	1,544.00	1,362.00	1,271.00	1,181.00
1/4	6c x 5.25 OR 3c x 10.50	1,362.00	1,294.00	1,226.00	1,158.00	1,022.00	954.00	886.00
1/6	6c x 3.50 OR 3c x 7.00	927.00	881.00	835.00	788.00	696.00	649.00	603.00
1/8	3c x 5.25	696.00	661.00	626.00	591.00	522.00	487.00	452.00
1/9	2c x 7.00	618.00	587.00	557.00	526.00	464.00	433.00	402.00
1/12	3c x 3.50 OR 2c x 5.25	478.00	454.00	430.00	407.00	359.00	335.00	311.00
Non Modular PCI		47.80	45.40	43.00	40.70	35.90	33.50	31.10

pasadena star-news rates - tuesday, wednesday, friday

	Frequency	OPEN	4x*	8x*	13x*	26x*	39x*	52x*
Ad Sizes								
Full page	6c x 21.00	4,149.00	3,941.00	3,734.00	3,526.00	3,112.00	2,904.00	2,697.00
3/4	6c x 15.75	3,112.00	2,956.00	2,801.00	2,645.00	2,334.00	2,178.00	2,023.00
2/3	6c x 14.00 OR 4c x 21.00	2,858.00	2,715.00	2,572.00	2,429.00	2,144.00	2,001.00	1,858.00
1/2	6c x 10.50 OR 3c x 21.00	2,144.00	2,037.00	1,929.00	1,822.00	1,608.00	1,501.00	1,394.00
1/3	6c x 7.00 OR 3c x 14.00	1,460.00	1,387.00	1,314.00	1,241.00	1,095.00	1,022.00	949.00
1/4	6c x 5.25 OR 3c x 10.50	1,095.00	1,040.00	986.00	931.00	821.00	767.00	712.00
1/6	6c x 3.50 OR 3c x 7.00	746.00	708.00	671.00	634.00	559.00	522.00	485.00
1/8	3c x 5.25	559.00	531.00	503.00	476.00	420.00	392.00	364.00
1/9	2c x 7.00	497.00	472.00	448.00	423.00	373.00	348.00	323.00
1/12	3c x 3.50 OR 2c x 5.25	385.00	365.00	346.00	327.00	289.00	269.00	250.00
Non Modular PCI		38.50	36.50	34.60	32.70	28.90	26.90	25.00

discounts / notations

Government agency rate is same as 8x rate. **Non-profit** rate is same as 52x rate.

Repeat same ad within 6 days - 1st rerun 25% off, 2nd rerun 35% off

* Requires contract.