

# Special Rates - Full Run

Full run advertising appears in the San Gabriel Valley Tribune, Pasadena Star-News and the Whittier Daily News.

## category advertising

Religious Directory Pages	PCI Rate
6x in 52 Weeks*	37.00
13x in 52 Weeks*	35.00
26x in 52 Weeks*	33.00
52x in 52 Weeks*	31.00

\* Requires contract.

Restaurant Spotlight	Weekly PCI Rate	Sunday PCI Rate
Open	45.00	50.00
6x in 52 Weeks*	34.00	37.00
13x in 52 Weeks*	30.00	33.00
26x in 52 Weeks*	28.00	31.00
39x in 52 Weeks*	26.00	29.00
52x in 52 Weeks*	24.00	26.00

\* Requires contract.

## high frequency

TOMA Program (2c x 2 OR 1c x 4)	PCI Rate	Ad Cost	Weekly Investment
3x Weekly*	20.00	80.00	240.00
5x Weekly*	18.00	70.00	350.00
7x Weekly*	15.00	60.00	420.00

Signed one-year contracts will hold rate.

\* Requires contract.

Business Builders**	Weekday PCI Rate	Sunday PCI Rate
3x in 7 days*	38.00	40.00
4x in 7 days*	35.00	37.00
30 consecutive days no copy changes*	33.00	35.00

\*\* Same rate for retail and classified

\* Requires contract.