

Special Rates - Full Run

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

unique positioning

Frequency	OPEN	6x*	13x*	26x*	52x*	Standby
Front Section Strip Ads (6 col x 1)						
A-1, Daily	1,100.00	990.00	935.00	825.00	715.00	250.00
A-1, Sunday	1,210.00	1,089.00	1,028.50	907.50	786.50	350.00
Other Sections, Daily	495.00	445.50	420.75	371.25	321.75	250.00
Other Sections, Sunday	595.00	535.50	505.75	446.25	386.75	350.00

No Political, Adult Entertainment, 900 numbers or Firearms advertising
 Repeat same ad within 6 days for 25% off
 Color is included in price.
 * Requires contract.

Frequency	OPEN	6x*	13x*	26x*	39x*	52x*	Standby
Page 2 "L" Ads (2 col x 7)							
Mon - Wed	770.00	630.00	588.00	532.00	490.00	455.00	250.00
Thur - Sat	770.00	630.00	588.00	532.00	490.00	455.00	300.00
Sun	847.00	693.00	647.00	585.00	539.00	501.00	350.00

* Requires contract.

Billboards / Paver Ads (6 col x 3)	Weekday	Sunday
Open	990.00	1,089.00
6x in 52 Weeks*	864.00	950.00
13x in 52 Weeks*	792.00	871.00
26x in 52 Weeks*	702.00	772.00
39x in 52 Weeks*	648.00	713.00
52x in 52 Weeks*	612.00	673.00

Color Charge: \$250.00
 * Requires contract.

adult entertainment

	Weekday PCI Rate	Sunday PCI Rate
In Retail or Classified	50.00	55.00