

Full Page Ad (Non Bleed)

5” (5.0”) wide x 7-7/8” (7.875”) tall

Per issue price \$795

based on annual contract

(two issues annually equals \$1590 per year)

Single issue price \$925

Half Page Ad

5” (5.0”) wide x 3.7/8” (3.875”) tall

Per issue price \$495 based on annual contract

(two issues annually equals \$990 per year)

Single issue price \$565

1/8th Page Ad

2-3/8” (2.375”) wide x 1-7/8” (1.875”) tall

Per issue price \$210

based on annual contract

(two issues annually equals \$420 per year)

Single issue price \$235

1/4 Page Ad

2-3/8” (2.375”) wide x 3-7/8” (3.875”) tall

Per issue price \$325

based on annual contract

(two issues annually equals \$650 per year)

Single issue price \$355

**Terms, Notices & Conditions

TERMS: Design and production is billed at \$75.00 per hour. Changes to advertising after published materials submission deadline will be subject to production charges. Cancellations after published space reservation deadline will be billed in full. Payment in full is required with space reservation unless credit terms have been established. All other rates are net. In any case accounts will be deemed past due thirty days after publication date and past due accounts will accrue a 1% interest penalty per month.

NOTICES & CONDITIONS: Rates subject to change without notice. Advertiser agrees that errors in placement or publication of ad will be compensated by full or partial refund of ad costs. No other compensation shall be applicable. Advertisers by reserving space agree to indemnify publisher from any and all damages that may arise from publication of their advertisement(s) within the publication. Ad copy, photos and artwork submitted to the Publisher by advertisers shall be copyright released to the publisher for the purposes of reproduction in said publication and online media. It shall be the advertisers responsibility to ensure such copyright release and upon request provide evidence of same to publisher. Acceptance of ads and copy are subject to the discretion of the publisher. Offer subject to change or revocation at anytime without notice. All publishing dates are tentative. Proofs given on request. Email addresses, map & website, listings are provided on a space available basis.



Find out more online
www.DiscoverPacificGrove.com/Landing.html

Space Reservation Contract (**Note Terms & Conditions)

Step 1: Select Ad Size or Listing ☐ Premium placement or full bleed full page ads additional 25%

(Check appropriate boxes to place your order)

FULL COLOR AD SPACE

Bold Listing- ☐ Free with Display Ad

Business Name, Address, Phone, Fax, Email Address & Website, plus 3 lines of copy 120 characters total.

1/8 Page Ad--Ad dimensions: 2-3/8” (2.375”) wide x 1-7/8” (1.875”) tall

1x Rate

☐ \$95

Annual Rate Per Issue:

☐ \$75*

☐ \$235

☐ \$210*

1/4 Page--Ad dimensions: 2-3/8” (2.375”) wide x 3-7/8” (3.875”) tall

☐ \$355

☐ \$325*

1/2 Page--Ad dimensions: 5” (5.0”) wide x 3-7/8” (3.875”) tall

☐ \$565

☐ \$495*

Full Page--Ad dimensions: 5” (5.0”) wide x 7-7/8” (7.875”) tall

☐ \$925

☐ \$795*

*These prices are based on an annual contract of two issues per year. Single issue pricing is an additional 15%. See opposite page for pricing information.

Step 2: Order Information

Issue Date(s): November 20 _____ May 20 _____

Advertisement(s) _____ \$ _____

Total Due (Per Issue): _____ \$ _____

Step 3: Contact & Payment Info

Date: _____

Contact: _____

Business: _____

Address _____

Email: _____ Tel: _____

Web: _____ Fax: _____

Description _____

Authorizing Signature X: _____

Payment: ☐ Check, ☐ Credit Card: _____

Name: _____ Exp. Date: _____

Credit Card # _____ Sec. Code: _____

Billing Address _____

Notes: _____

Make Checks Payable to: Riddell & Riddell

P.O. Box 51201, Pacific Grove, CA 93950

AD SPECIFICATIONS: Only digital files accepted. Ads must be done in Photoshop, Illustrator, or In-Design. PDFs are preferred accepted. Include all fonts and digital art/photos as separate files. Photos and pdf files must be a minimum of 300dpi at print size.

riddell1@comcast.net • www.discoverpacificgrove.com



Be A Part Of The Original
Guide To Pacific Grove:

Direct Referrals

The Pacific Grove Resource Center send customers directly to your business with our first-person referral service. We also offer space for your brochures and business cards in the Gazebo at 667 Lighthouse Ave, Pacific Grove



Directly Reach Over 9000 Homes & Businesses

Discover Pacific Grove is mailed to over 8,000 homes and businesses in Pacific Grove and Pebble Beach.



With rising mailing and printing costs, your business could easily spend \$2500 to \$3000 on a similar mailing to these residents alone.

Over 175 Take-One Racks Throughout Pacific Grove & Beyond

You'll find Discover Pacific Grove throughout the city, including: restaurants, gift shops, boutiques, liquor stores, realtors, and the Pacific Grove Chamber of Commerce. Discover Pacific Grove is also in the rooms and lobbies of Pacific Grove's hotels, and bed & breakfast inns.

Advertise Your Business For As Little As \$75.00

For a one-time investment of as little as \$75 you can reach approx. 75,000* locals, businesses, and visitors every six months. *25,000 printed.

Get Noticed On The Internet

Your print ad and a link to your website are featured online at www.DiscoverPacificGrove.com



**The Original Guide
to Pacific Grove, Since 1996**



Dear Neighbors:

We invite your business or organization to take advantage of Discover Pacific Grove and its unique, three-pronged media program. No other local media offers the benefits received from your investment in Discover Pacific Grove:

- Direct mailed to 8,000 residents of Pacific Grove and Pebble Beach, twice a year.
- Available in over 175 take-one racks throughout Pacific Grove.
- Available in Pacific Grove hotels, motels, and bed & breakfast inns.
- Available at the Chamber of Commerce Visitor Center and the Pacific Grove Resource Center.
- The on-line issue expands the reach ten-fold and gives your business or organization an on-line presence, featuring your advertisement on our website www.discoverpacificgrove.com at no additional charge.
- Advertisers can supplement their print advertisement with monthly on-line announcements of events, sales, or business news on-line via our unique set of facebook pages at no additional charge.
- Customers are referred to your business directly from the staff at the Pacific Grove Resource Center at no additional charge.
- Advertisers also receive a 10% discount on regularly priced, full-color printing from Print Plus; Save on business cards, post cards, brochures, menus, and more—www.aaaprintplus.com.

There simply isn't a more cost-effective marketing vehicle for your Pacific Grove business or organization. We look forward to your continued support.

Best Regards,

Craig & Rebecca Riddell

Publishers—Discover Publications

667 Lighthouse Ave., The Gazebo, Pacific Grove, CA 93950

Office /Fax: (831) 643-9900 Cell: (831) 521-1685

www.discoverpacificgrove.com

www.riddelladvertising.com • www.aaaprintplus.com



Find out more online
www.DiscoverPacificGrove.com/Landing.html

Affordable Full Color Printing, Cost-Effective Marketing

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Pacific Grove, CA 93950

LOCAL
POSTAL CUSTOMER

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL



YOUR GUIDE TO PACIFIC GROVE SINCE 1996