



Advertising Rates

Ad Size

Frequency

	<u>1-2X</u>	<u>3-5X</u>	<u>6-12X</u>
Full Page (10"W x 16"H)	\$670	\$590	\$520
1/2 Page (10"W x 8"H)	\$400	\$370	\$340
1/4 Page (4-7/8"W x 8"H)	\$240	\$220	\$200
1/8 Page (4- 7/8" x 4"H)	\$160	\$140	\$130

Business Card Ads

Business Card (3.5" x 2")
\$40 per month

Columns:

Open Rate \$12 per column inch.

- Column Measurements

- 5 Columns = 10" wide
- 4 Columns = 8" wide
- 3 Columns = 5 15/16" wide
- 2 Columns = 3 7/8" wide
- 1 Columns = 1 7/8" wide

- Annual Earned Rate

10-50 column inches	\$11.50	column inch
51-100 column inches	\$11.00	column inch
101-150 column inches	\$10.50	column inch
151-200 column inches	\$10.00	column inch
201-250 column inches	\$9.50	column inch
251-300 column inches	\$9.00	column inch
301 & Over	\$8.50	column inch

Circulation

The South El Monte News is a monthly newsletter with a circulation of 9,500 - mailed and distributed to various City and public facilities (i.e. City Hall, Community Center, Senior Center, Library, etc.).

General Rate Policy

The uniform rates apply to all advertisers at all times. The above rates are based on camera-ready art. Additional charges may apply for color separations.

Frequency discounts are available and are based on the number of insertions run.

Acceptance of Advertising

The City of South El Monte reserves the right to accept or reject any advertising.

Deadline

The copy layout due date is the 5th of the prior month.

Payment

Payment is due with contract.

Cash or Check

To Contact

To advertise in the South El Monte News, contact:

Jennifer E. Vasquez, Assistant City Manager

jvasquez@soelmonte.org

626.579.6540 ext. 3202