

Vida

en el valle

www.vidaenelvalle.com

2010

RETAIL RATE CARD

Effective January 1, 2010

**Serving the 4th largest
Hispanic market in the U.S.
with 160,650 distribution***

*Claritas 2009 population of Vida market includes Sacramento and Fresno DMAs
2009 4th qtr circulation, November/December

Covering El Dorado, Fresno, Kings, Madera,
Merced, Placer, Sacramento, San Joaquin,
Stanislaus, Tulare and Yolo counties.



VIDA RETAIL ADVERTISING RATES 2010

Full Run Bulk Contract Rates

Retail Open Rate	\$100.50
50"	\$87.60
150"	\$85.00
250"	\$82.10
500"	\$80.30
750"	\$77.60
1000"	\$73.10
2500"	\$67.90
5000"	\$62.70
Non-Profit and Church Rates	\$64.90

Full Run Frequency Contract Rates

Full Run	6 wks	13 wks	26 wks	48 of 52
4".....	\$90.40.....	\$77.40.....	\$78.10	\$75.85
31.5".....	\$76.50.....	\$73.10.....	\$69.00	\$63.73
63"	\$73.10.....	\$69.50.....	\$63.73	\$60.90

Deadlines

All Space ReservationsNoon Thursday
 Copy MaterialThursday 5 pm
 Camera Ready AdsNoon Friday
 Holiday weeks-All deadlines move up 24 hours

DELIVERY DEADLINE

Preprints should be delivered no more than 14 days and no less than seven days prior to dates of publication. It will be the printer's responsibility to select the method of shipping and carrier that will ensure the arrival of the preprint at the proper time.

IDENTIFICATION

- Each skid or pallet must display insertion date, zone, and quantity of that skid or pallet.
- Each skid must have the supplement displayed or "flagged" on two sides.

Dock Delivery Hours for Preprints

FRESNO/MERCED: 1626 E Street, Fresno, CA 93706-0001
 Monday through Friday 8:00 a.m. - 5:00 p.m.
 Delivery after hours by appointment only. **(559) 441-6456**

MODESTO/SACRAMENTO: 22nd & R Street (2100 Q Street),
 Sacramento, CA 95816
 Monday through Friday 7:00 a.m. - 5:00 p.m. **(916) 321-1774**
 First come, first served

STOCKTON: 523 E. Washington St. Stockton, CA 95202
 Monday through Friday 8:30 a.m. - 10:00 p.m. **(209) 546-8364**
 Saturday 6:30 p.m. - 10:00 p.m.
 Sunday 6:30 p.m. - 10:00 p.m.

Local Preprint Rates

			Full Run	55,000 to 145,000	Less than 55,000
Single Sheet		\$29.11.....	\$31.88\$34.39
	Std	Tab			
Up to.....	2.....	4.....	\$44.64.....	\$46.09.....	\$50.13
Up to.....	4.....	8.....	\$47.59.....	\$52.23.....	\$56.99
Up to.....	6.....	12.....	\$54.69.....	\$59.70.....	\$64.48
Up to.....	8.....	16.....	\$62.36.....	\$67.11.....	\$70.75
Up to.....	10.....	20.....	\$70.57.....	\$75.39.....	\$80.12
Up to.....	12.....	24.....	\$78.78.....	\$83.09.....	\$87.83
Up to.....	14.....	28.....	\$85.80.....	90.20.....	\$93.75
Up to.....	16.....	32.....	\$90.47.....	\$93.95.....	\$97.50
Up to.....	18.....	36.....	\$94.91.....	\$98.16.....	\$101.40
Up to.....	20.....	40.....	\$97.48.....	\$100.11.....	\$103.63
Up to.....	22.....	44.....	\$100.98.....	\$104.21.....	\$107.72
Up to.....	24.....	48.....	\$104.51.....	\$106.85.....	\$110.35

Larger than 24 add \$2 per thousand for each two standard pages.

Preprint Contract Discounts

Number of preprinted insertions contracted to run within a 52-week period determines discount. Discount is reflected on monthly billing.

3% discount for 13 to 25 preprints. 7% discount for 26 or more.

Front page strip for "B" section

6 Column X 2 inches

Includes color

Rates for RETAIL

Fresno	Sac	Mod	Stockton	Merced
\$900.....	\$650.....	\$500.....	\$380.....	\$300

Front page strip for "A" section

6 Column X 1.5 inches

Includes color

Rates for RETAIL

Fresno	Sac	Mod	Stockton	Merced
\$1,100.....	\$850.....	\$650.....	\$470.....	\$390

Advertising Mechanical Specifications

Columns	Inches	Picas
1	1.556".....	9p4
2	3.222".....	19p4
3	4.889".....	29p4
4	6.556".....	39p4
5	8.222".....	49p4
6 (Broadsheet).....	9.889".....	59p4
DT (Broadsheet).....	20.889".....	125p4
Tabloid same as broadsheet - 6 column format		
Maximum Height: Standard 21" Tabloid 9.5"		

Electronic Transmission of ads for Vida en el Valle

Fresno/Merced edition: addesk.fresnobee.com

Modesto edition: xnet.modbee.com

Sacramento edition: addesk.sacbee.com

Stockton edition: dispatch@recordnet.com

Preferred in PDF format.

All color ads must be CMYK • All fonts must be embedded

Printing Information:

Line Screen: 85-line • Flexographic Press

Dot Gain: 30% • Photo resolution: Color/B & W=170 (minimum)

4-color printing process - CMYK • Process Colors. (No pantone/PMS colors)

VIDA RETAIL ADVERTISING RATES 2010

Zoned Retail Bulk Rates (Net) Rates reflect cost per column inch

	FRESNO 47,400 Distribution	SACRAMENTO 37,350 Distribution	MODESTO 39,000 Distribution	STOCKTON 20,000 Distribution	MERCED 16,900 Distribution
Open.....	\$36.50	\$24.40	\$18.30	\$12.20	\$9.10
50".....	\$31.90	\$21.30	\$15.90	\$10.60	\$8.00
150".....	\$30.90	\$20.60	\$15.50	\$10.30	\$7.70
250".....	\$29.90	\$19.90	\$14.90	\$10.00	\$7.50
500".....	\$29.20	\$19.50	\$14.60	\$9.70	\$7.30
750".....	\$28.20	\$18.80	\$14.00	\$9.40	\$7.10
1000".....	\$26.60	\$17.70	\$13.30	\$8.90	\$6.70
2500".....	\$24.70	\$16.50	\$12.40	\$8.20	\$6.20
5000".....	\$22.80	\$15.20	\$11.40	\$7.60	\$5.70
Non Profit.....	\$23.60	\$15.70	\$11.80	\$7.90	\$5.90

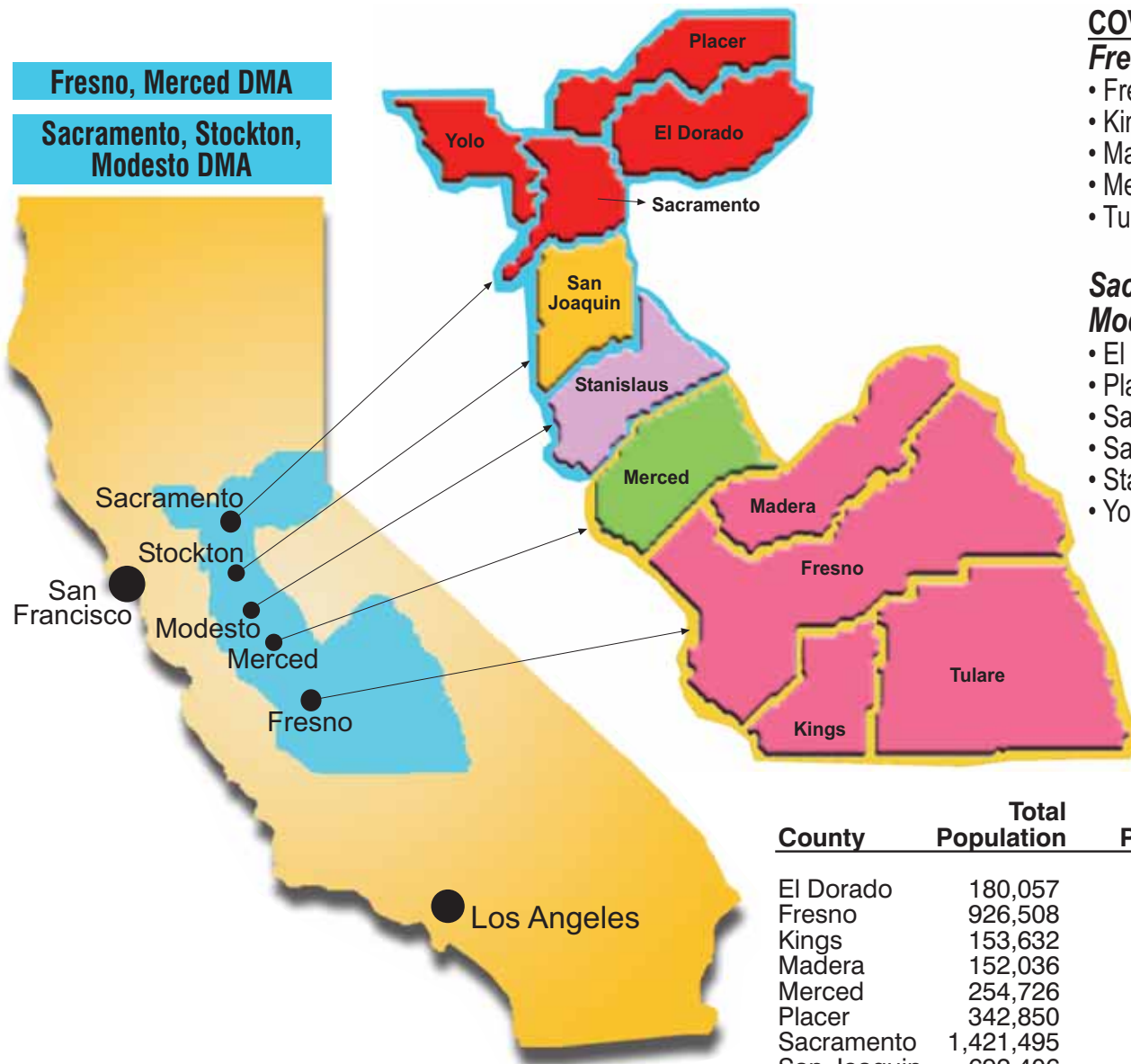
Zoned Retail Frequency Rates (Net) Rates reflect cost per column inch

	FRESNO 47,400 Distribution	SACRAMENTO 37,350 Distribution	MODESTO 39,000 Distribution	STOCKTON 20,000 Distribution	MERCED 16,900 Distribution
	6 wks	6 wks	6 wks	6 wks	6 wks
4".....	\$32.90	\$21.90	\$16.50	\$11.00	\$8.20
31.5".....	\$27.80	\$18.50	\$13.90	\$9.30	\$7.00
63".....	\$26.60	\$17.70	\$13.30	\$8.90	\$6.60
	13 wks	13 wks	13 wks	13 wks	13 wks
4".....	\$28.70	\$19.10	\$14.40	\$9.60	\$7.20
31.5".....	\$26.60	\$17.70	\$13.30	\$8.90	\$6.60
63".....	\$25.30	\$16.80	\$12.60	\$8.40	\$6.30
	26 wks	26 wks	26 wks	26 wks	26 of 52 wks
4".....	\$28.40	\$18.90	\$14.20	\$9.50	\$7.10
31.5".....	\$25.30	\$16.80	\$12.60	\$8.40	\$6.30
63".....	\$23.20	\$15.50	\$11.60	\$7.70	\$5.80
	48 of 52 wks	48 of 52 wks	48 of 52 wks	48 of 52 wks	48 of 52 wks
4".....	\$27.60	\$18.40	\$13.80	\$9.20	\$6.90
31.5".....	\$23.20	\$15.50	\$11.60	\$7.70	\$5.80
63".....	\$22.20	\$14.80	\$11.10	\$7.40	\$5.50

Retail Color Rates (Net)

	FRESNO 47,400 Distribution	SACRAMENTO 37,350 Distribution	MODESTO 39,000 Distribution	STOCKTON 20,000 Distribution	MERCED 16,900 Distribution	FULL RUN 160,650 Distribution
Up to 45"						
One Color.....	\$301	\$201	\$150	\$100	\$75	\$827
Full Color.....	\$451	\$301	\$226	\$150	\$113	\$1241
45" to 126"						
One Color.....	\$360	\$240	\$180	\$121	\$91	\$992
Full Color.....	\$571	\$380	\$285	\$191	\$143	\$1570

Fresno, Merced DMA
Sacramento, Stockton, Modesto DMA



COVERING
Fresno, Merced DMA

- Fresno County
- Kings County
- Madera County
- Merced County
- Tulare County

Sacramento, Stockton, Modesto DMA

- El Dorado County
- Placer County
- Sacramento County
- San Joaquin County
- Stanislaus County
- Yolo County

County	Total Population	Latino Population	% Latino
El Dorado	180,057	21,096	12%
Fresno	926,508	451,749	49%
Kings	153,632	75,067	49%
Madera	152,036	77,585	51%
Merced	254,726	135,964	53%
Placer	342,850	40,938	12%
Sacramento	1,421,495	286,160	20%
San Joaquin	692,406	257,416	37%
Stanislaus	526,617	210,871	40%
Tulare	435,588	250,668	58%
Yolo	199,404	56,241	28%

Source: Claritas - 2009

POLICY

Rate Changes

Publisher reserves the right upon 30-days notice to change the rates herein listed. Advertiser reserves the right to accept such changes, or in the event of an increase of rates, to cancel contract without earned rate adjustment, providing the cancellation is delivered in writing to publisher within the 30-day notice period. A continuance of advertising after the new rates go into effect will constitute acceptance of them under all other terms of the contract. Annual bulk and 48 of 52 week frequency contracts renew automatically upon fulfillment of the agreement.

Position Orders

Advertising orders directing insertion of advertising in a specific section or on a designated page "or omit" will not be accepted. Position of an advertisement is not guaranteed. Publisher will attempt to place advertisements in line with customer's preferences but will make no adjustments, reruns or refunds because of the positioning which the advertisement has been published.

Credits

Publisher shall not be liable for any error in published advertising unless an advertising proof is requested and clearly marked for correction, and all space reservation, copy and proof clearance deadlines are met by the advertiser. If the error is not corrected by the Publisher, Publisher's liability, if any, shall not exceed the space occupied by the error. Credit is limited to first insertion of multiple insertion orders. Further, Publisher shall not be liable for any omission of an advertisement ordered to be published. On written request, Publisher shall reschedule and run the omitted advertisement at Advertiser's cost. All claims for adjustment must be made within 90 days of billing period date. In no case shall Publisher be liable for any general, special or consequential damages.

Credit Policy

All advertising shall be prepaid unless a credit application has been submitted and approved by the Credit Department of Vida. When credit is extended to an advertiser, payment in full is due within 15 days following date of invoice. Delinquent accounts will be subject to suspension of credit and withholding of scheduled advertising until account is paid in full. No cash discounts.

FRESNO
 1626 E Street
 Fresno, CA 93786
 Phone: (559) 441-6769
 Fax: (559) 441-6790

MERCED
 3033 G Street
 Merced, CA 95340
 Phone: (209) 385-2499
 Fax: (209) 384-2226

MODESTO
 1325 H Street
 Modesto, CA 95354
 Phone: (209) 578-2122
 Fax: (209) 578-2271

SACRAMENTO
 2100 Q Street
 Sacramento, CA 95852
 Phone: (916) 321-2271
 Fax: (916) 326-2122

STOCKTON
 530 E. Market St.
 Stockton, CA 95202
 Phone: (209) 546-8234
 Fax: (209) 547-8101