

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

	Total Population	Latino Population	% Latino
El Dorado	181,737	22,661	12%
Fresno	955,272	492,592	52%
Kings	150,960	79,551	53%
Madera	152,389	84,923	56%
Merced	263,228	149,418	57%
Placer	367,309	49,090	13%
Sacramento	1,462,131	325,428	22%
San Joaquin	704,379	282,392	40%
Stanislaus	525,491	228,480	43%
Tulare	454,143	283,051	62%
Yolo	204,593	64,010	31%

Source: American Community Survey, US Census

**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 in 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) 441-6160  
 Fax: (559) 441-6452

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

**MODESTO**  
 1325 H Street  
 Modesto, CA 95354  
 Phone: (209) 578-2065  
 Fax: (209) 578-2099

**STOCKTON**  
 530 E. Market Street  
 Stockton, CA 95202  
 Phone: (209) 546-8200  
 Fax: (209) 547-8102

**SACRAMENTO**  
 2100 Q Street  
 Sacramento, CA 95816  
 Phone: (916) 321-1460  
 Fax: (916) 326-5595



# 2016

## RETAIL RATE CARD

Effective December 28, 2015

[www.vidaenelvalle.com](http://www.vidaenelvalle.com)

Serving the 5th largest Hispanic market in the U.S. with more than 158,000 distribution



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



# VIDA RETAIL ADVERTISING RATES 2016

## Electronic Transmission of ads for Vida en el Valle

Fresno/Merced edition: [www.fresnobee.com/adupload/](http://www.fresnobee.com/adupload/)  
 Modesto edition: [xnet.modbee.com](http://xnet.modbee.com)  
 Sacramento edition: [adcreation@sacbee.com](mailto:adcreation@sacbee.com)  
 Stockton edition: [dispatch@recordnet.com](mailto: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)

## DEADLINES

All Space Reservations ..... Noon Thursday  
 Copy Material ..... Thursday 5 pm  
 Camera Ready Material ..... Noon Friday  
 Stockton Deadline ..... Noon Wednesday

**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:** 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

**MERCED/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

**STOCKTON:** 601 E. Washington St. Stockton, CA 95202

Monday through Friday 7:30 a.m.-4:00 p.m.

No weekend delivery. (209) 546-8364

## PREPRINT INSERTION RATES

	Full Run	Partial Run	
Single Sheet	\$30.58	\$33.50	
	<b>Std</b>	<b>Tab</b>	
Up to ..... 2	4	\$43.75	\$48.42
Up to ..... 4	8	\$50.00	\$54.88
Up to ..... 6	12	\$57.46	\$62.72
Up to ..... 8	16	\$65.51	\$70.50
Up to ..... 10	20	\$74.14	\$79.20
Up to ..... 12	24	\$82.76	\$87.29
Up to ..... 14	28	\$90.50	\$94.77
Up to ..... 16	32	\$95.04	\$98.74
Up to ..... 18	36	\$99.50	\$103.12
Up to ..... 20	40	\$102.41	\$105.17
Up to ..... 22	44	\$106.10	\$109.49
Up to ..... 24	48	\$109.80	\$112.26

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

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 ADS

### Front Page "A" section

6 Column X 1.5 inches (includes color)

FRE	MOD	SAC	STO	MER
\$1,050	\$950	\$700	\$430	\$330

### Front Page "B" section

6 Column X 2 inches (includes color)

FRE	MOD	SAC	STO	MER
\$840	\$750	\$560	\$340	\$260

## SPADEA WRAP RATES

### Front Section Wrap

FRE	MOD	SAC	STO	MER
\$4,330	\$3,900	\$2,900	\$1,770	\$1,350

## 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: <b>Standard</b> 20.7" <b>Tabloid</b> 9.5"		

# VIDA RETAIL ADVERTISING RATES 2016

## ZONED RETAIL RATES (NET). REFLECT COST PER COLUMN INCH

	FRESNO	MODESTO	SACRAMENTO	STOCKTON	MERCED	TOTAL
	<b>43,433*</b> Distribution	<b>43,058*</b> Distribution	<b>33,723*</b> Distribution	<b>20,444*</b> Distribution	<b>15,844*</b> Distribution	<b>158,784</b> Includes Digital Replica
<b>Open</b>	31.57	28.32	21.10	12.88	9.86	103.73
<b>Non Profit</b>	20.52	18.41	13.71	8.37	6.40	67.41

## ZONED RETAIL FREQUENCY RATES (NET). REFLECT COST PER COLUMN INCH

	FRESNO	MODESTO	SACRAMENTO	STOCKTON	MERCED
	<b>3X</b>	<b>3X</b>	<b>3X</b>	<b>3X</b>	<b>3X</b>
<b>4"</b>	28.41	25.48	19.00	11.60	8.88
<b>31.5"</b>	24.30	21.80	16.25	9.91	7.59
<b>63"</b>	23.00	20.67	15.40	9.40	7.20
<b>126"</b>	20.70	18.57	13.83	8.43	6.46
	<b>6X</b>	<b>6X</b>	<b>6X</b>	<b>6X</b>	<b>6X</b>
<b>4"</b>	24.94	22.37	16.67	10.17	7.79
<b>31.5"</b>	23.04	20.67	15.40	9.40	7.19
<b>63"</b>	22.00	19.82	14.77	9.00	6.90
<b>126"</b>	19.50	17.48	13.00	7.94	6.00
	<b>13X</b>	<b>13X</b>	<b>13X</b>	<b>13X</b>	<b>13X</b>
<b>4"</b>	24.62	22.08	16.46	10.04	7.79
<b>31.5"</b>	22.10	19.75	14.77	9.00	6.90
<b>63"</b>	20.20	17.84	13.30	8.11	6.21
<b>126"</b>	16.75	15.00	11.20	6.83	5.20
	<b>26X</b>	<b>26X</b>	<b>26X</b>	<b>26X</b>	<b>26X</b>
<b>4"</b>	24.00	21.52	16.00	9.78	7.49
<b>31.5"</b>	20.20	18.12	13.50	8.24	6.31
<b>63"</b>	18.94	17.00	12.66	7.73	5.91
<b>126"</b>	15.82	14.20	10.60	6.45	4.94

\* Distribution based on Alliance Audited Media dated March 31, 2015

## RETAIL COLOR RATES (NET)

	FRESNO	MODESTO	SACRAMENTO	STOCKTON	MERCED	TOTAL
	<b>43,433*</b> Distribution	<b>43,058*</b> Distribution	<b>33,723*</b> Distribution	<b>20,444*</b> Distribution	<b>15,844*</b> Distribution	<b>158,784</b> Distribution
<b>up to 63"</b>	\$375	\$330	\$250	\$150	\$115	\$1,220
<b>63" to 126"</b>	\$450	\$400	\$325	\$225	\$190	\$1,590

