

# THE DOWNTOWNER RATE SHEET

The ONLY paper dedicated to serving Downtown Stockton

- Circulation 8,000 in the Greater Stockton Area – including all the college campuses
- Published 10 times a year
- Each issue posted online with 2,000 downloads each month
- 50% discount for downtown business owners, non-profits or businesses located in the Downtown Stockton or Miracle Mile Improvement District which includes free ad design assistance for downtown business owners
- Only \$20 for ad design for businesses located outside the downtown district
- **Deadline is the 15th of each month and half payment is due upon space reservation**

Ads must be submitted as PDF, JPG, or TIF at 300 DPI. We will not accept ads created with MS Word, MS Publisher, MS Works (or any other Microsoft program) or Corel WordPerfect. Hard copies of ads will be accepted only if the copy is high quality on bright white paper.

	Black & White	Color	Multiple Month Discount*
<b>Full Page</b> 10.175"W x 14.5"H	\$870	\$1,070	Save \$50 per month
<b>Half Page</b> 10.175"W x 7.25"H	\$420	\$520	Save \$25 per month
<b>Quarter Page</b> 5"W x 7.25"H	\$210	\$260	Save \$15 per month
<b>1/8 Page</b> 5"W x 3.5"H	\$105	\$155	Save \$10 per month
<b>Business Card Size</b> 2.4"W x 3.50"H	\$45	\$60	Save \$5 per month

\*The Multiple Month Discount will be applied to **two-month or more** advertising commitments if the advertiser's business or organization is located outside of the Downtown Stockton or Miracle Mile Improvement Districts. Businesses and organizations located within the boundaries of these districts will receive a 50% discount **on their two-month or more** advertising commitments.



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