

Ad Sizes & Rates

File Formats

The San Diego Troubadour accepts the following file formats: Quark XPress, PDF, EPS, TIFF, JPEG. Files should be 300 dpi. Acrobat PDFs should be set to print quality. For further information, contact Liz Abbott by email at lizabbott@cox.net or by phone at 619/298-8488.

Preprinted Inserts

The San Diego Troubadour offers the perfect way to distribute preprinted flyers. Studies show that newspaper inserts are read and acted upon more frequently than direct mail and at a much lower cost.

Rate: \$50 per thousand or \$350 for the full run.

Specifications: Inserts should be 8 1/2 x 11" and are due to the printer, located in Vista, by the 20th of the month prior to publication.

Advertising Rates & Dimensions

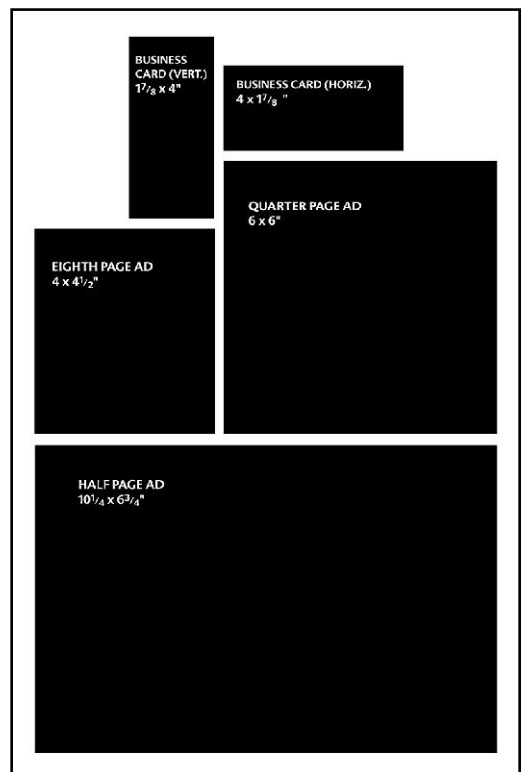
All printing is black and white. For your ad in color, add \$200. Please email info@sandiegotroubadour.com for details.

Size	Width	Depth	1X	3X	6X
Full page	10 1/2"	14 3/4"	\$575	\$515	\$450
Half page	10 1/4"	6 3/4"	\$370	\$320	\$280
Quarter page	6"	6"	\$210	\$170	\$150
Eighth page	4"	4 1/2"	\$140	\$105	\$85
Business card (horiz.)	4"	17/6"	\$75	\$60	\$45
Business card (vert.)	17/8"	4"	\$75	\$60	\$45

NOTE: Ads must run in three consecutive issues to take advantage of the frequency rate.

Premium Positions

Size	Width	Depth	1X	3X	6X
Back Cover	10 1/4"	16"	\$675	\$625	\$575
Inside Front	10 1/4"	16"	\$625	\$575	\$525



Deadlines:

Space reservations: 15th of the month

Ad art due: 20th of the month prior to publication

