



MENUS

The Central Coast Guide to All Things Food and Drink

The premiere food and drink guide to the Central Coast with 65,000* copies distributed every six months throughout San Luis Obispo and Northern Santa Barbara Counties

*40,000 print • 25,000 digital

RATES

FRONT COVER

Includes consult, photoshoot, front cover, full page ad, and 1/2 page written feature story - \$3800

PREMIUM PAGE PLACEMENT

Inside front cover, inside back cover, or back cover
3x - \$1663 2x - \$1954 1x - \$2111

FULL PAGE AD + 1/2 PAGE FEATURE STORY

3x - \$1964 2x - \$2331 1x - \$2625

1/2 PAGE AD + 1/2 PAGE FEATURE STORY

3x - \$1399 2x - \$1649 1x - \$1895

FULL PAGE AD

3x - \$1386 2x - \$1628 1x - \$1759

1/2 PAGE AD

3x - \$821 2x - \$966 1x - \$1029

RATES

DIGITAL/WEB ADS

Add digital for \$12 per 1,000 (10,000 min impressions)

AD SPECS

PRINT ADS

Full page (includes 0.25" bleed) = 8.625" w x 11.125" h
1/2 page vertical (no bleed) = 3.75" w x 9.75" h

DIGITAL/WEB ADS (PIXELS)

leaderboard = 728wx90h
rectangle = 300wx250h

DEADLINES

FEATURE STORY DEADLINE

March 7, 2024

AD DEADLINE

March 14, 2024

PUBLICATION DATES

April 2024 & October 2024

PICK UP POINTS THROUGHOUT THE CENTRAL COAST:

Hotels • Wineries • Shopping Centers • Chambers of Commerce
Corporations • High-traffic areas including many *New Times* and *Sun* racks

New Times

San Luis Obispo County

805-546-8208

advertising@NewTimesSLO.com

Sun

Northern Santa Barbara County

805-347-1968

advertising@SantaMariaSun.com

NMG New Times Media Group

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