

2011 Display Rates

→ 70,000 Circulation

→ Reaching up to half a million readers a month*

Column widths

1 column = 2.0156"
 2 columns = 4.3438"
 3 columns = 6.6718"
 4 columns = 9.0"

Colors

Add 10%

Metro Silicon Valley Weekly Display Advertising Rates		52x	26x	13x	1x
FULL PAGE	4 col x 10" 9" x 10"	1400	1630	1900	2300
3/4 v	3 col x 10" 6.6718" x 10"	1103	1275	1496	1968
1/2 v	2 col x 10" 4.3438" x 10"	854	972	1140	1500
1/2 h	4 col x 4.8438" 9" x 4.8438"	854	972	1140	1500
1/3 v	2 col x 6.5625" 4.3438" x 6.5625"	598	694	815	1072
1/3 h	4 col x 3.125" 9" x 3.125"	598	694	815	1072
1/4	2 col x 4.8438" 4.3438" x 4.8438"	478	572	670	875
1/4 v	1 col x 10" 2.0156" x 10"	478	572	670	875
1/6	2 col x 3.125" 4.3438" x 3.125"	332	410	480	585
1/8 v	1 col x 4.8438" 2.0156" x 4.8438"	268	349	408	469
1/16	1 col x 3.125" 2.0156" x 2.2656"	105	124	146	195

Policies

Payment in advance is required of all advertisers unless credit is approved by publisher.

Accounts are due and payable upon billing, and become past due on the 10th day following statement date. A service charge of 1.5 percent per month will be assessed on overdue balances, 50¢ minimum.

I/We agree that should it become necessary for Metro Newspapers to institute legal proceedings for the collection of any balance due under this account, I/We agree to pay reasonable attorney's fees to be fixed by the court, and all costs to suit.

There is no charge for basic typesetting and layout.

Conditions

As used in this section the term "publisher" shall refer to Metro Newspapers. The publisher reserves the right to edit, alter, omit, or refuse any advertising submitted for publication and to insert the word "Advertisement" where deemed appropriate.

Metro Newspapers accepts no liability for its failure, for any cause, to insert an advertisement. Liability for any error appearing in an advertisement is limited to the cost of the space actually occupied. No allowance, however, will be granted for an error that does not materially affect the value of the advertisement. To qualify for an adjustment, any error must be reported within 15 days of publication date. Credit for errors is limited to first insertion.

Drawings, artwork and articles for reproduction are accepted only at advertiser's risk and should be clearly marked to facilitate return.

Advertisements are accepted upon the representation that the advertiser and/or its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense and/or loss by reason of any claims arising out of publication.

Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental entity, fire, flood, earthquake, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.

Metro Newspapers reserves the right to revise its advertising rates at any time. Announcement of an increase shall be made four weeks in advance to contract advertisers. Conditions other than rates are subject to change by publisher without notice.

All advertising orders are accepted subject to other provisions, terms, and rates of our current

rate card. Advertisers failing to meet contract requirement for frequency or number of inches will be re-billed at a higher rate corresponding to the actual amount of space used at the earned frequency or bulk rate.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of the rate card.

No verbal agreement altering the rates and/or terms of this rate card shall be recognized.

Premium Placement

15 percent will be added to the ad cost for Premium Page Placement.

Metro Newspapers will make every effort to comply with the reasonable placement requests when possible but no placement is guaranteed.

Political Rate

Payable at time of placement.

Preprinted Insertion

Please call your sales representative for information.

Mechanical Information

All ads must be submitted electronically. Please contact your account representative for detailed guidelines.

Deadline

Thursday at 3pm for space reservation & artwork. Earlier deadlines apply for some holidays and Special Issues. Contact a sales representative for further information.

*Media Audit cume readership Avg. 2009 surveys.

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