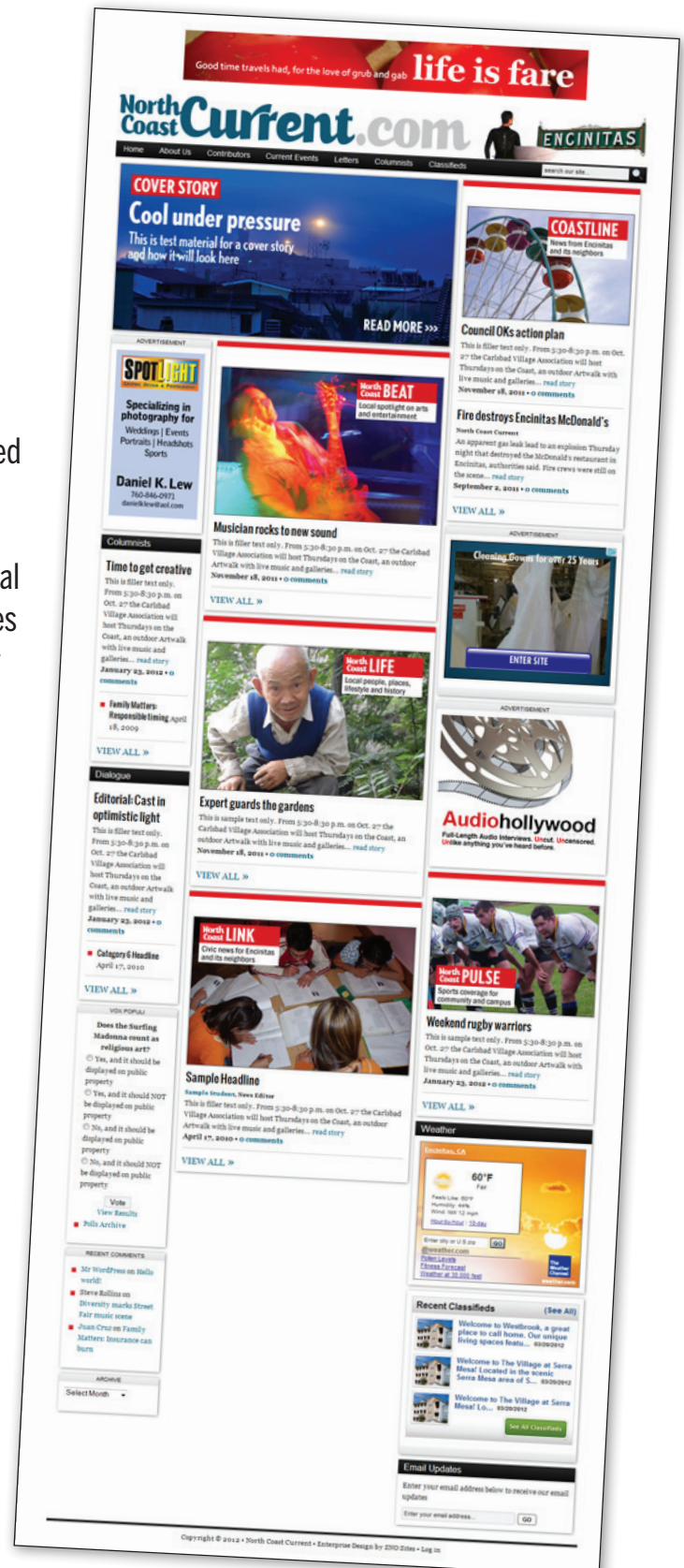


SIMPLE AFFORDABLE ADVERTISING

The North Coast Current is an online news journal dedicated to news, dialogue, arts and entertainment geared toward the North San Diego County communities of Encinitas, plus Carlsbad, Solana Beach and San Marcos. The North Coast Current offers a great opportunity for local businesses through advertising on the site. Design services are provided for free, or you can submit your own properly sized advertisement.

North Coast Current
P.O. Box 231948
Encinitas, CA 92023-1849
info@northcoastcurrent.com
ads@northcoastcurrent.com

2012 AD RATES & SIZES INSIDE



AD SIZES & RATES

■ Position 1: Banner (728 x 90 pixels)

Runs on all pages; placed in rotation
 \$250 per month, 1 month = \$250
 \$240 per month, 3 months = \$720
 \$230 per month, 6 months = \$1380
 \$220 per month, 9 months = \$1980
 \$200 per month, 12 months = \$2400

■ Position 2: Square (300 x 250 pixels)

Runs on all pages; placed in rotation
 \$200 per month, 1 month = \$200
 \$190 per month, 3 months = \$570
 \$180 per month, 6 months = \$1080
 \$170 per month, 9 months = \$1530
 \$150 per month, 12 months = \$1800

■ Position 3: Half Skyscraper (160 x 300 pixels)

Front page only; placed in rotation
 \$150 per month, 1 month = \$150
 \$140 per month, 3 months = \$420
 \$130 per month, 6 months = \$780
 \$120 per month, 9 months = \$1080
 \$100 per month, 12 months = \$1200

■ Position 4: Half Skyscraper (160 x 300 pixels)

Front page only; placed in rotation
 \$125 per month, 1 month = \$125
 \$115 per month, 3 months = \$345
 \$105 per month, 6 months = \$630
 \$95 per month, 9 months = \$855
 \$75 per month, 12 months = \$900

■ Position 5: Mini Banner (400 x 133 pixels)

Front page only; placed in rotation
 \$100 per month, 1 month = \$100
 \$90 per month, 3 months = \$270
 \$80 per month, 6 months = \$480
 \$70 per month, 9 months = \$630
 \$50 per month, 12 months = \$600



COMBO OPTIONS

Positions 1 and 2:

\$350 per month, 1 month = \$350
\$340 per month, 3 months = \$1020
\$330 per month, 6 months = \$1980
\$320 per month, 9 months = \$2880
\$300 per month, 12 months = \$3600

Positions 1 and 3 or 4:

\$325 per month, 1 month = \$325
\$315 per month, 3 months = \$945
\$305 per month, 6 months = \$1830
\$295 per month, 9 months = \$2655
\$275 per month, 12 months = \$3300

Positions 1 and 5:

\$300 per month, 1 month = \$300
\$290 per month, 3 months = \$870
\$280 per month, 6 months = \$1680
\$270 per month, 9 months = \$2430
\$250 per month, 12 months = \$3000

MAXIMUM COVERAGE

All Positions:

\$400 per month, 1 month = \$400
\$390 per month, 3 months = \$1170
\$380 per month, 6 months = \$2280
\$370 per month, 9 months = \$3330
\$350 per month, 12 months = \$4200

COMING SOON

Stay tuned for exclusive print advertising opportunities
especially for North Coast Current online advertising buyers

DEADLINES & PREPAYMENT DISCOUNT

Space and material deadline for all advertising is 7 business days prior to start date.

Payments per insertion are due net 30 days after the start date.

Prepayment discount: A 10% percent discount will be applied to contracts paid in full before ad's start date.

If ad has a frequency discount, this prepayment discount also applies, for a total possible 20% discount.

Ad reservations are on a monthly basis, by full calendar month or four total weeks after the first of the month.

Examples:

Oct. 1 to Oct. 31, 2012

Oct. 17 to Nov. 14, 2012

Payments by check should be made to: North Coast Current, P.O. Box 231849, Encinitas, CA 92023.

The North Coast Current also accepts credit card payments via Paypal. Please contact us for information.

Payments by cash are accepted via Paypal transfer only, not in person.

All information subject to change at anytime.

TECHNICAL SPECIFICATIONS

All advertiser-submitted online advertisements must be ...

JPEG or GIF file

72 dpi, 96 dpi or 120 dpi resolution

RGB color or grayscale (advertiser's preference)

Advertiser must provide accurate hyperlink for the advertisement.

All advertiser-submitted print advertisements must be ...

PDF, EPS or TIFF file

Minimum 240-300 dpi resolution

Grayscale or CMYK color profile (if it's a color reservation)

CONTACT US

North Coast Current

P.O. Box 231849

Encinitas, CA 92023

Phone and Fax: 760.943.0264

E-mail: ads@northcoastcurrent.com