



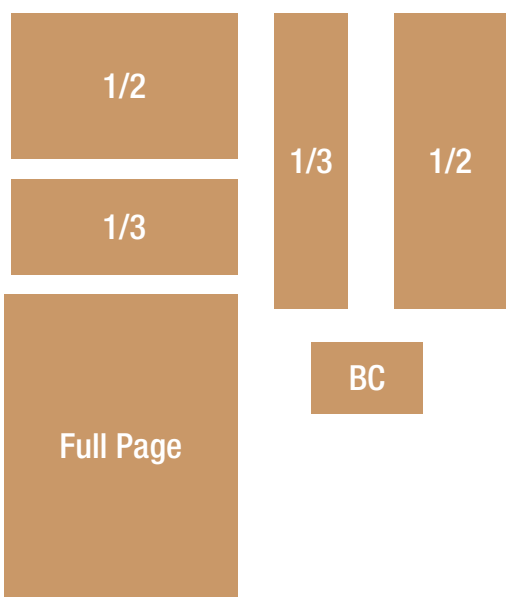
West Coaster

ADVERTISING RATES | 2018

RATES

All prices are full color

PRICES ARE PER MONTH. ADD 25% IF PAYING BY CHECK



ADSPACE	SIZE	1 mo.	3 mos.	6 mos.	OPEN**
Business Card	3.875" x 2.47"	-	-	\$100	\$100
1/3 Page Vertical	2.54" x 10.25"	\$500	\$500	\$500	\$450
1/3 Page Horizontal	7.875" x 3.33"	\$500	\$500	\$500	\$500
1/2 Page Horizontal	7.875" x 5.0625"	\$800	\$750	\$725	\$700
1/2 Page Vertical	3.875" x 10.25"	\$700	\$650	\$600	\$550
Full Page	8.125" x 10.5"*	\$1300	\$1200	\$1100	\$1000
Website Leaderboard	728px x 90px	\$200	-	-	-
Website Square	250px x 300px	\$100	-	-	-

*Any full page ad requires a .25" bleed on all sides of the artwork.

Final ad size + bleed = 8.625" x 11"

**OPEN commitments are automatically renewed

DIGITAL MARKETING SOLUTIONS

In addition to display ads on our website (priced above), we also offer the following:

SPONSORED WEB POST: \$600
 300-500 word post that appears on our blog, <http://westcoastersd.com>. Includes e-mail blast to our 1000+ subscribers

SOCIAL MEDIA BLAST: \$400
 Sponsored post on our Facebook (7000+ followers), Twitter (7500+ followers) or Instagram (18k+ followers)

COMBINATION DIGITAL / PRINT
 We're happy to set you up with a combination digital and print package. Contact us for a custom quote!

West Coaster is a monthly publication, frequently updated website, and social media outlet focusing on the booming San Diego beer industry. Founded by two native San Diegans, our team is entirely comprised of craft beer aficionados. Thus, *West Coaster* is the authority in news regarding the San Diego craft beer community.



Visit our website:
WestCoasterSD.com

CIRCULATION & READERSHIP

20,000 ISSUES reaching up **400+** **CRAFT BEER LOCATIONS** in San Diego County monthly. Our website gets **10-20k individuals** visiting each month. Distribution locations include breweries, tasting rooms, beer bars, restaurants, bottleshops and more!

TO BUY ADSPACE

Contact Mike Shess
 (619) 347-3284
Mike@WestCoasterSD.com

RATES
 All rates are net

PAYMENT
 Payment due via credit card or bank transfer. Payment must be made before we run any ad.

NO CHECKS, PLEASE (25% added fee)



DEADLINES
Artwork is due on the 3rd Wednesday of the month. 2018 schedule: Feb: 1/17, March: 2/21, April: 3/21, May: 4/18, June: 5/16, July: 6/20, August: 7/18, Sept: 8/15, Oct: 9/19, Nov: 10/17, Dec/Jan: 11/21

PROOFS
 Client will see ad via emailed proof prior to publication for review & approval.

ERRORS
 We'll be careful to check, but we're not liable for any mistakes once the proof is approved by the client. It's in your best interest to double check for typos.

GUARANTEED POSITIONS
 Special placement incurs a 15% fee. Only for ads 1/3 page or larger. **GUARANTEED PLACEMENT IS PROVIDED AT PUBLISHER'S DISCRETION.**

EDITORIAL & ADVERTISING
 Purchasing advertising provides **NO** editorial privilege.