

ADVERTISING RATES



West Coaster is a monthly publication, frequently updated website, and social media outlet focusing on the booming San Diego beverage communities. We cover local beer, coffee, wine, spirits, cider, mead, water, and more!

RATES

All prices are full color. Prices are per month. Add 25% if paying by check.

ADSPACE	SIZE	OPEN RATE **
Business Card	3.875" x 2.47"	\$150
1/3 Page Vertical	2.54" x 10.25"	\$500
1/3 Page Horizontal	7.875" x 3.33"	\$550
1/2 Page Horizontal	7.875" x 5.0625"	\$750
1/2 Page Vertical	3.875" x 10.25"	\$600
Full Page	8.125" x 10.5" *	\$1200
Website Banner Ad	728px x 90px	\$200 for 30 days
Website Square	250px x 300px	-

*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.

QUICK STATS

- Website traffic: approximately 30,000 individual visitors each month
- Print magazine distribution: 400+ better beverage locations throughout San Diego county each month
- 1,500+ individual e-mail subscribers
- We publish the print magazine monthly, the website multiple times per week

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.

2019-2020 Schedule:
Oct: 9/18, Nov: 10/16, Dec: 11/20, Jan '20: 12/18, Feb: 1/15, Mar: 2/19, Apr: 3/18, May: 4/15, June: 5/20, July: 6/17, Aug: 7/15, Sept: 8/19, Oct: 9/16

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 the publisher's discretion..

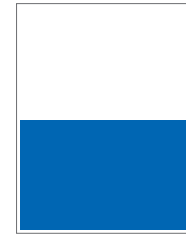
EDITORIAL & ADVERTISING

Purchasing advertising provides NO editorial privilege.

PRINT



Full Page



1/2 Horizontal



1/3 Horizontal



1/2 Vertical & Business Card



1/3 Vertical

DIGITAL

Website Banner Ad

Runs in rotation on our website's home page and inserted within every article. Included with every print ad buy, 1/3 page or larger.



Website Square

\$50 per month. Appears on our website's home page.



Sponsored Web Post \$600 per post. 300-500 word post that appears on our blog, westcoastersd.com. Includes e-mail blast to our 1000+ subscribers.

Social Media Posts FOLLOWERS

Instagram 20,000+
\$150

Twitter 7,400+
\$50

Facebook 7,300+
\$50 (boost optional)

Social Media Blast
\$200 (all three)
Combined reach: 34,000+ humans

PREMIUM ADVERTISING OPTIONS

Back Cover or Inside Front Cover: \$2000 per month. Includes social media blast & web ad.

Sponsor an article: \$500 per month. Have your logo and a small paragraph about your business featured at the end of one of our columns.

Custom Print and Digital combinations: contact us for a custom deal that combines print, digital and social media!

To buy adspace, contact Mike Shess:
(619) 347-3284 | Mike@WestCoasterSD.com

WestCoasterSD.com

