

**W**ith an alternative paper there's another voice—an alternative voice—for the community to partake of. With the consolidation of mass media today by vast corporate interest, these independent voices are all the more necessary if real knowledge and accurate information is to flourish. Without them, the world would be a poorer place.

—STEVE MOSS, FOUNDER

# WE'VE GOT YOU COVERED

NEW TIMES MEDIA GROUP

Print and Digital  
Marketing  
Event Ticketing with  
Media Support

*New Times*

Local news, arts, and entertainment weekly newspaper  
covering San Luis Obispo County

Sun

Local news, arts, and entertainment weekly newspaper  
covering Northern Santa Barbara County

MENUS

The central coast guide to all things food  
and drink covering both San Luis Obispo and  
Northern Santa Barbara Counties

Get Outside  
The Central Coast Guide to Everything Outside

The Central Coast Guide to Everything Outside  
covering both San Luis Obispo  
and Santa Barbara Counties

PHOTO AD

The number one print source for new and  
used vehicles covering Santa Barbara to  
San Luis Obispo to Paso Robles

MY 805 TIX

Online ticketing portal and media  
support dedicated exclusively to  
Central Coast events

## PRINT

### FRONT COVER STICKY NOTE

Get your message on the  
front cover of *New Times*  
and the *Sun*

### INSERTS

Insert your postcard, flyer  
or multipage inserts into  
*New Times* and the *Sun*

### LEGAL NOTICES (NEW TIMES)

Get low legal rates and  
one-on-one personal service  
with our legal coordinator

### SHOP LOCAL (SUN)

Full color back page  
placement every week to  
promote your business.

## DIGITAL

Website ads on [NewTimesSLO.com](http://NewTimesSLO.com) and [SantaMariaSun.com](http://SantaMariaSun.com)

### E-NEWSLETTERS

Your opportunity for the premium top spot on our  
four weekly e-newsletters

- *New Times* Thursday **NEWS WIRE**
- *New Times* Friday **EVENTS WIRE**
- My805Tix Tuesday **TICKET WIRE**
- *Sun* Thursday **NEWS WIRE**

### SOCIAL MEDIA

Increase your visibility through our social media platforms

New Times (805) 546-8208 Sun (805) 347-1968

# LARGEST REACH ON THE CENTRAL COAST

## READERSHIP



Percent of *New Times* Readers Who Refer Their Copy 1-3 Times  
114,000 (Pass Along Rate 3.1)



Percent of *Sun* Readers Who Refer Their Copy 1-3 Times  
50,000 (Pass Along Rate 2.8)

## EDUCATION

Percent of Readers with College or Advanced Degree



NEW TIMES



SUN

## HOUSE OWNERS

Percent of Readers Who Own Their Home



NEW TIMES



SUN

## ACTIVITIES

Percent of *New Times* and *Sun* Readers



Who Prefer To Shop At Locally-Owned Business



Who Dine Or Take Out At Restaurants 1-3 Times A Week

## WEBSITE STATS

**NEWTIMESSLO.COM** - SESSIONS 70k • NEW USERS 55k • PAGEVIEWS 120k  
**SANTAMARIASUN.COM** - SESSIONS 20k • NEW USERS 17k • PAGEVIEWS 26k

Website statistics reflect monthly average audience overview for 2020. Results provided by Google Analytics. Additional report information available upon request.

## E-NEWSLETTERS (SUBSCRIBER NUMBERS AS OF DEC 2021)

**NEW TIMES** Thursday News Wire approx. 14k subscribers • Friday Events Wire approx. 11k subscribers  
**SUN** Thursday News Wire approx. 24k subscribers • My805Tix Tuesday Ticket Wire approx. 28k subscribers

**NEW TIMES**  
TOTAL DISTRIBUTION 25,000

**SUN**  
TOTAL DISTRIBUTION 12,000  
Distributed every Thursday with over 1,400 locations from Paso Robles to Santa Ynez

**MENUS**  
TOTAL DISTRIBUTION 50,000  
Distributed twice a year

**PHOTO AD**  
TOTAL DISTRIBUTION 8,500  
Distributed every other week

**GET OUTSIDE**  
TOTAL DISTRIBUTION 25,000  
Distributed twice a year

# 2022 AD PLANNER

NEW TIMES MEDIA GROUP

**JAN**

6	
13	● VOLUNTEERS MLK, JR. DAY MON. 1/17
20	
27	● HEALTH & WELLNESS

**FEB**

3	SUPER BOWL SUN. 2/13
10	● WEDDINGS VALENTINE'S DAY SUN. 2/14
17	PRESIDENTS' DAY MON. 2/21
24	BEST OF SLO BALLOT

**MAR**

3	⇒ GET OUTSIDE BEST OF SLO BALLOT
10	
17	★ SPRING ARTS ANNUAL ST. PATRICK'S DAY THURS. 3/17
24	
31	THE SUN'S 22ND BDAY 3/31

**APR**

7	⇒ MENUS
14	TAX DAY FRI. 4/15 EASTER SUN. 4/17
21	
28	★ STRAWBERRY FESTIVAL 4/29-5/1

**MAY**

5	● BEST OF SLO MOTHER'S DAY SUN. 5/8 WINNING IMAGES ENTRY FORM
12	WINNING IMAGES ENTRY FORM
19	● PRIDE WINNING IMAGES ENTRY FORM
26	★ SUMMER GUIDE MEMORIAL DAY MON. 5/30

**JUN**

2	
9	
16	● WINNING IMAGES FATHER'S DAY SUN. 6/19 BEST OF NSBC BALLOT
23	BEST OF NSBC BALLOT
30	BEST OF NSBC BALLOT 4TH OF JULY MON. 7/4

**JUL**

7	⇒ GET OUTSIDE
14	★ SB COUNTY FAIR 7/13-7/17 NTMA ENTRY FORM
21	★ MID-STATE FAIR 7/20-7/31 NTMA ENTRY FORM
28	● 55 FICTION NTMA ENTRY FORM

**AUG**

4	● EDUCATION TODAY NTMA ENTRY FORM
11	NEW TIMES' 36TH BDAY 8/13
18	● BEST OF NSBC
25	

**SEP**

1	● STUDENT GUIDE CAL POLY WEEK OF WELCOME LABOR DAY MON. 9/5
8	
15	
22	★ AUTUMN ARTS ANNUAL
29	

**OCT**

6	● BREAST CANCER/DOMESTIC VIOLENCE AWARENESS COLUMBUS DAY MON. 10/10
13	
20	⇒ MENUS
27	HALLOWEEN MON. 10/31

**NOV**

3	
10	VETERAN'S DAY FRI. 11/11 NTMA SHOWCASE FRI. 11/11
17	★ HOLIDAY GUIDE
24	THANKSGIVING TH. 11/24

**DEC**

1	
8	● LAST-MINUTE GIFT GUIDE
15	
22	CHRISTMAS SUN. 12/25
29	NEW YEAR'S DAY SUN. 1/1/22

NEW TIMES & SUN PUBLICATION  
NEW TIMES ONLY PUBLICATION  
SUN ONLY PUBLICATION

⇒ = STITCHED & TRIMMED PRINTS 1 WEEK EARLY  
★ = PULL OUT ISSUE  
● = THEMED ISSUE

v.4 12.06.21

New Times (805) 546-8208 Sun (805) 347-1968

# ON-DEMAND TICKETING

NEW TIMES MEDIA GROUP



My805Tix is an online ticket portal dedicated exclusively to Central Coast events. We provide organizations with access to the entire *New Times* and *Sun* audiences.

## WHAT WE OFFER

- Promotion in print ads in *New Times* and *Sun* weekly publications
- Promotion on NewTimesSLO.com, SantaMariaSun.com, and My805Tix.com
- Promotions via TICKET WIRE e-newsletter and social media posts reaching thousands of people who love the Central Coast
- Box office to answer calls, process phone orders, and hand out tickets
- Customer data, reports, and tracking
- A highly-competitive credit card processing rate that you can pass along to the ticket buyer if you choose
- Online ticket Sales from a trusted resource

## KEY FEATURES & BENEFITS

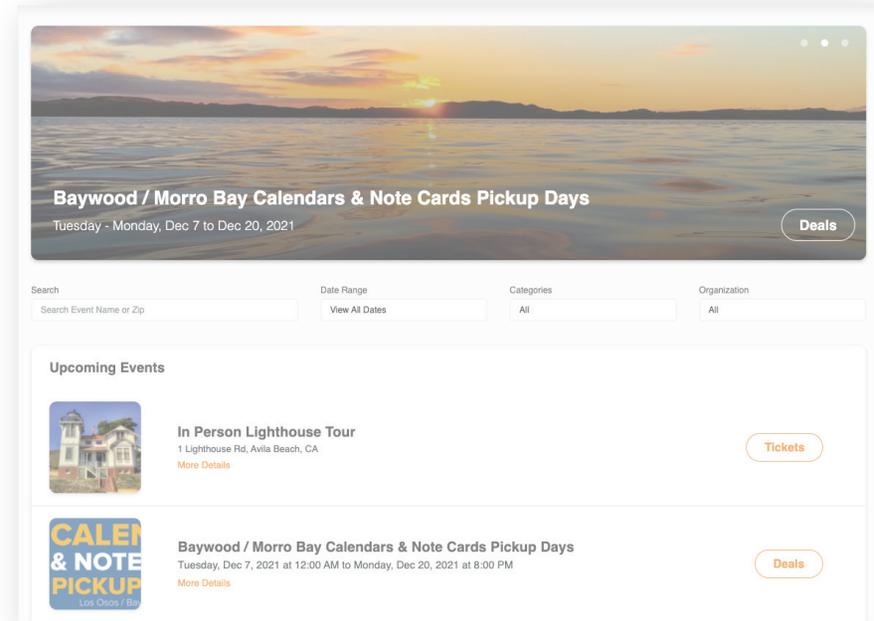
**ONE-PAGE CHECKOUT** - reduce cart abandonment

**TIME-ENTRY UPDATES** - space out check-in by venue, date, and time. Halloween trail example here

**SERIES EVENTS** - manage ticket inventory and packages across a series of events or reoccurring events

**SPONSORSHIP INVENTORY** - more branding opportunities than any other platform (brand tickets, logos, and links on checkout page, lead gen, etc.)

**UPSELL AT CHECKOUT** - create a pop-up during checkout when a ticket is added to the cart



**VIRTUAL EVENTS** - embed a live stream or pre-recorded video to a new landing page that is gated by ticket type or activity

**MERCHANDISE** - include a merchandise section at checkout to add new revenue pre-event

**TAP TO REDEEM** - fans can now tap their tickets or activities to redeem for a completely contactless check-in

**DEDICATED CLIENT SERVICES TEAM** - training, building events, on-site support, strategic consulting

**MULTI-LANGUAGE** - build event details in two languages for fans to toggle between based on preference, like English and Spanish

# WE'RE GOOD AT MAKING YOU LOOK GOOD

NEW TIMES MEDIA GROUP

## We offer award-winning graphic design and production totally free to our clients

Our team can start from scratch or follow your established branding to create an effective message or campaign.

### CAMERA READY

Print-ready advertisement built to NTMG guidelines that does not require any adjustments.

#### FORMAT:

All Camera Ready ads should be submitted in PDF file format. For best print quality, all advertisements must be at least 300 dpi. We do not accept Publisher files, Quark files, Word files, or Freehand files. All fonts should be outlined, or converted to paths. All links should be embedded in the PDF file.

#### TEXT:

For best reproduction, all text should be set in a layout program (e.g. InDesign) and not in an image-editing program (e.g. Photoshop) or a word-processing program (e.g. Word).

#### SIZE:

Camera Ready ads should be cropped or built to the specified NTMG ad size.\* All ads print at full-size. There is no need for any printer marks (e.g. color bars, registration marks, or crop marks). Images should be at least 300dpi to print crisply. Images taken from the web are not acceptable.

### AD ELEMENTS

(Logos / Photos / Images / Text)

For best print quality, all logos and images must be at least 300 dpi. Images taken from the web are not acceptable. Aside from legality issues, they are generally not high enough resolution to reproduce well. If you would like us to use special or specific fonts, please include the font name and/or attach a copy to insure that we can create your ad correctly.

#### DEADLINE

Ad Element deadline is Friday by 3:30pm prior to publication. **All ads turned in after 5pm on Friday will be allowed ONE proof, and one submission for corrections.**

#### GETTING ARTWORK TO US

Ad Elements and Camera Ready ads can be submitted to NTMG digitally via e-mail, Dropbox, flash drive, or CD. Please send your artwork directly to your sales rep. Please make sure to get your Ad Elements and Camera Ready ads in by the requested deadlines. This allows us time to troubleshoot any problems or issues.

### DEADLINE

Camera Ready ads are due Monday by 4pm prior to publication.

**NTMG will not take responsibility for Camera Ready ads that do not print correctly because they were not built to our specifications.**

# NEW TIMES MEDIA GROUP

## Print



*New Times*



Local news, arts, and entertainment weekly newspaper covering San Luis Obispo County



Sun



Local news, arts, and entertainment weekly newspaper covering Northern Santa Barbara County



MENUS



The Central Coast guide to all things food and drink covering both San Luis Obispo and Northern Santa Barbara Counties



Get Outside



The Central Coast guide to all things outside covering both San Luis Obispo and Northern Santa Barbara Counties



PHOTO AD



The number one print source for new and used vehicles covering Santa Barbara to San Luis Obispo to Paso Robles and for local service providers and classified advertising.

## Ticketing



MY 805 TIX



Online ticketing portal and media support dedicated exclusively to Central Coast events

## Additional print



### FRONT COVER STICKY NOTE

Get your message on the front cover of *New Times* and the *Sun*



### INSERTS

Insert your postcard, flyer or multipage inserts into *New Times* and the *Sun*



### CLASSIFIEDS

Largest reach on the Central Coast for your real estate, business services, employment, and legal notice advertising.



### SHOP LOCAL (SUN)

Full color back page placement every week to promote your business.

## Digital



Website ads on **NewTimesSLO.com** and **SantaMariaSun.com**

### E-NEWSLETTERS

Your opportunity for the premium top spot on our four weekly e-newsletters



*New Times* Thursday **NEWS WIRE**



*New Times* Friday **EVENTS WIRE**



My805Tix Tuesday **TICKET WIRE**



*Sun* Thursday **NEWS WIRE**

## DIGITAL ADVERTISING

### E-NEWSLETTERS

Our weekly emailed newsletters feature just one advertiser's leaderboard web ad (728x90) at the top of each email. Give your business optimum exposure in this premium advertising space! Deadline for proper creatives and click-through links is Wednesday prior to the scheduled run by 4:30 p.m.

**New Times Thursday News Wire:** \$200/wk  
(approx 14,000 subscribers)

**New Times Friday Event Wire:** \$200/wk  
(approx 11,000 subscribers)

**My805Tix Tuesday Ticket Wire:** \$250/wk  
(approx 28,000 subscribers)

**Sun Thursday News Wire:** \$250/wk  
(approx 24,000 subscribers)

### WEB ADS

**NewTimesSLO.com** and **SantaMariaSun.com** offer a unique online branding opportunity. Our digital advertising packages will provide your business daily exposure throughout both websites.

SIZE	1x	13x	26x	52x
Leaderboard/Mobile/Rectangle	\$12	\$10	\$9	\$8

Rates are per 1,000 impressions, per site. 10,000 minimum.

## ARTWORK DEADLINE

We can build your digital and print ads at no additional cost. Deadline to turn in artwork is one week prior to your ad's scheduled run. You may also create your own ad built to our camera-ready specifications and send it via email to us. Deadline for client-produced ads are Monday prior to the scheduled run by 4pm.

**NewTimes**  
1010 Marsh Street  
San Luis Obispo, CA 93401  
ph: (805) 546-8208  
fax: (805) 546-8641  
[NewTimesSLO.com](http://NewTimesSLO.com)

**Sun**  
2646 Industrial Parkway  
Santa Maria, CA 93455  
ph: (805) 347-1968  
fax: (805) 347-9889  
[SantaMariaSun.com](http://SantaMariaSun.com)

## ADDITIONAL PRINT INFO

### DEADLINES

Space and ad copy are due the Friday prior to publication by noon. Camera ready ads are due Monday by 4pm.

### PLACEMENT

When available, specific page position is guaranteed with a 15% placement charge. Minimum ad size: 3/16. Back page: 20% additional charge.

### STICKY NOTES

So you want to be on the cover? Sticky Notes are the way to do it! \$65 per 1,000 includes printing. Rates are net. Minimum 15,000 per publication. Deadline is three weeks prior to publication date.

### INSERTS

Insert rates are \$50 per 1,000 for 10,000; \$45 for up to 17,999; and \$40 for 18,000 or more. Minimum inserts: 10,000.

Call for multiple-page insert pricing.



**NewTimes**

San Luis Obispo  
County's News  
& Entertainment  
Weekly



**Sun**

Northern  
Santa Barbara  
County's News  
& Entertainment  
Weekly



## LARGEST REACH ON THE CENTRAL COAST

*New Times* and *Sun* are published every Thursday and are distributed throughout San Luis Obispo and Northern Santa Barbara Counties. These free weekly publications are available at over 1,400 locations and together reach more than 109,000 readers.

**Advertising deadline is Friday prior to publication by noon**

**NMG** New Times Media Group

**New Times**  
805-546-8208  
[NewTimesSLO.com](http://NewTimesSLO.com)

**Sun**  
805-347-1968  
[SantaMariaSun.com](http://SantaMariaSun.com)

# Print & Digital BUNDLES\*



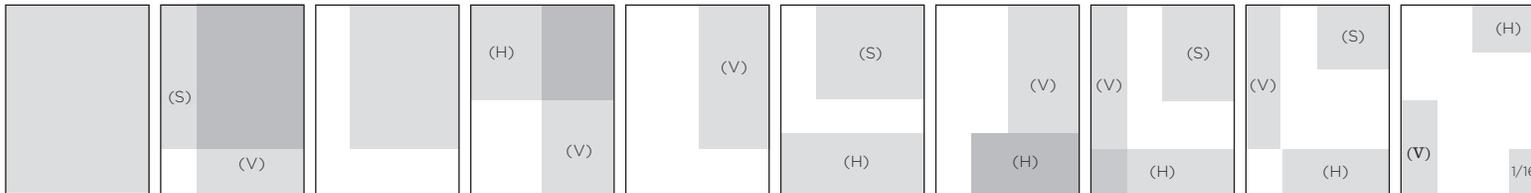
SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,601	\$1,282	\$1,186	\$1,103	\$200
3/4	\$1,207	\$967	\$894	\$832	\$200
JR	\$936	\$751	\$694	\$645	\$200
1/2	\$852	\$683	\$632	\$587	\$150
3/8	\$681	\$546	\$505	\$469	\$150
5/16	\$607	\$488	\$450	\$418	\$150
1/4	\$500	\$402	\$371	\$344	\$75
3/16	\$398	\$321	\$296	\$274	\$75
1/8	\$287	\$231	\$213	\$197	\$50
1/16	\$188	\$153	\$140	\$129	\$25

## Print ONLY\*

SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,547	\$1,237	\$1,145	\$1,067	\$200
3/4	\$1,153	\$922	\$853	\$796	\$200
JR	\$882	\$706	\$653	\$609	\$200
1/2	\$798	\$638	\$591	\$551	\$150
3/8	\$627	\$501	\$464	\$433	\$150
5/16	\$553	\$443	\$409	\$382	\$150
1/4	\$446	\$357	\$330	\$308	\$75
3/16	\$344	\$276	\$255	\$238	\$75
1/8	\$233	\$186	\$172	\$161	\$50
1/16	\$134	\$108	\$99	\$93	\$25

\*Insertions must be weekly to qualify for frequency discounts. Rates are per insertion.

## PRINT AD SIZES



**Full Page** 10.125" w x 12.75" h  
**3/4 Page** (V) 7.5" w x 12.75" h (S) 10.125" w x 9.5" h  
**Junior Page** 7.5" w x 9.5" h  
**1/2 Page** (H) 10.125" w x 6.25" h (V) 5" w x 12.75" h  
**3/8 Page** (V) 5" w x 9.5" h  
**3/8 Page** (H) 10.125" w x 4.625" h (S) 7.5" w x 6.25" h  
**5/16 Page** (H) 7.5" w x 4.625" h (V) 5" w x 8" h  
**1/4 Page** (H) 10.125" w x 3" h (V) 2.375" w x 12.75" h (S) 5" w x 6.25" h  
**3/16 Page** (H) 7.5" w x 3" h (V) 2.375" w x 9.5" h (S) 5" w x 4.625" h  
**1/8 Pg.** (H) 5" w x 3" h (V) 2.375" w x 6.25" h  
**1/16 Page** (S) 2.375" w x 3" h

# Print & Digital BUNDLES\*



SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,087	\$872	\$806	\$749	\$200
3/4	\$829	\$665	\$614	\$571	\$200
JR	\$639	\$513	\$474	\$440	\$200
1/2	\$594	\$477	\$440	\$408	\$150
3/8	\$476	\$383	\$353	\$327	\$150
5/16	\$411	\$331	\$305	\$282	\$150
1/4	\$343	\$276	\$255	\$235	\$75
3/16	\$294	\$237	\$219	\$202	\$75
1/8	\$220	\$178	\$164	\$150	\$50
1/16	\$145	\$118	\$109	\$99	\$25

## Print ONLY\*

SIZE	1X	13X	26X	52X	COLOR
FULL	\$1,033	\$827	\$765	\$713	\$200
3/4	\$775	\$620	\$573	\$535	\$200
JR	\$585	\$468	\$433	\$404	\$200
1/2	\$540	\$432	\$399	\$372	\$150
3/8	\$422	\$338	\$312	\$291	\$150
5/16	\$357	\$286	\$264	\$246	\$150
1/4	\$289	\$231	\$214	\$199	\$75
3/16	\$240	\$192	\$178	\$166	\$75
1/8	\$166	\$133	\$123	\$114	\$50
1/16	\$91	\$73	\$68	\$63	\$25

\*Bundles include 5,000 impressions per week with both leaderboard and medium rectangle web ads.

## DIGITAL AD SIZES

**leaderboard**  
**Leaderboard** 728w x 90h pixels  
**Medium Rectangle** 300w x 250h pixels  
**Ticket Wire image** 500w x 380h pixels

**Ticket Wire image**