

The Valley's Number One Mail Delivered Shopper

Imperial Valley's Penny Shopper

| Ad Size | Local Earned Rate Discounts (Consecutive Issues) Effective Date 10/11/99 | | | | |
|---|---|---------|----------|----------|----------|
| | Open | 6 Weeks | 13 Weeks | 26 Weeks | 52 Weeks |
| 1/16 Page | \$90 | \$80 | \$70 | \$60 | \$50 |
| 1/8 Page | \$150 | \$120 | \$110 | \$90 | \$79 |
| 1/4 Page | \$230 | \$210 | \$200 | \$175 | \$149 |
| 1/2 Page | \$395 | \$350 | \$330 | \$310 | \$285 |
| 3/4 Page | \$500 | \$475 | \$450 | \$375 | \$350 |
| Full Page | \$600 | \$525 | \$499 | \$475 | \$455 |
| Double Truck | \$895 | \$875 | \$850 | \$830 | \$795 |
| Covers | \$845 | \$805 | \$765 | \$700 | \$650 |
| Business Directory ^{\$29 per week, 13 week agreement} ^{\$39 per week prepaid with 4 week minimum} | | | | | |

| Information | Mechanical Requirements | |
|--|---------------------------------|----------------|
| | Vertical | Horizontal |
| INVOICING: Due and payable upon publication. All prices are net to Imperial Valley's Penny Shopper | Full Page 7 1/4"x 10" | 7 1/4"x 10" |
| COLOR: Process Color included on Front & Back covers. ROP spot color 25% or \$25 minimum. Process color 35% or \$35 minimum. Upon availability. | 3/4 Page 5 3/8"x 10" | 7 1/4"x 7 1/2" |
| POSITIONING: 25% of ROP investment or \$25 minimum. On availability. | 1/2 Page 3 1/2"x 10" | 7 1/4"x 5" |
| TEARSHEETS: Tear sheets are available with billing upon request. | 1/4 Page 3 1/2"x 5" | 7 1/4"x 2 1/2" |
| BUSINESS DIRECTORY ADS: Copy changes allowed once a month. Any additional changes will be billed at \$9.95. per change. | 1/8 Page 1 5/8"x 5" | 3 1/2"x 2 1/2" |
| | 1/16 Page 1 5/8"x 2 1/2" | 3 1/2"x 1 1/4" |

Imperial Valley's Penny Shopper

1560 Ocotillo Drive, Ste G El Centro
760-336-2500
 760-336-2502 (fax)

1560 Ocotillo Dr, Ste G ☎ El Centro

Imperial Valley's

Penny Shopper

| Direct Mailed Zip Codes | City | Total Carrier | Multi-Family Homes/Apts | Single Family Homes |
|-----------------------------|-----------|------------------|----------------------------|---------------------------|
| 922227 | Brawley | 6901 | 1849 | 5052 |
| 922231 | Calexico | 6818 | 2065 | 4753 |
| 922251 | Imperial | 2247 | 412 | 1835 |
| 922243 | El Centro | 10,636 | 3656 | 6980 |
| 922249 | Heber | 365 | 0 | 365 |
| 922250 | Holtville | 1601 | 520 | 1081 |
| Total Mail Delivered | | 28,568 | 8,502 | 20,066 |

| Rack Delivered Zip Codes | City | Total Rack |
|-----------------------------|--------------------|--------------|
| 922249 | Heber | 500 |
| 922273 | Seeley | 150 |
| 92231/92243 | Calexico/El Centro | 750 |
| 92281 | Westmorland | 400 |
| 92250 | Holtville | 150 |
| Total Rack | | 1,950 |

**Total Mail
& Rack
Delivery**
30,518
 Office
 336-2500
 Fax
 336-2502