

# AFTER FIVE

THE NORTH STATE MAGAZINE

*News, Arts & Entertainment Monthly*

## RATE SHEET INFORMATION

August 1, 2008

Tabloid Format (Full Page 10" x 13")

First Price Listed Is For Publishing In Six Consecutive Issues or More  
Second Price Is Publishing In 1-5 Issues

1/32-Page (2 5/16" x 1 1/2").....	\$43.....	\$59
1/16-Page (2 5/16" x 3 1/8").....	\$67.....	\$91
1/12-Page (3 1/4" x 3 1/8").....	\$96.....	\$125
1/8-Page (4 7/8" x 3 1/8").....	\$121.....	\$157
1/6-Page (3 1/4" x 6 1/4").....	\$154.....	\$205
1/4-Page (4 7/8" x 6 1/4").....	\$198.....	\$262
1/3-Page (3 1/8" x 12 7/8").....	\$287.....	\$365
1/2-Page (10" x 6 1/4").....	\$352.....	\$460
2/3-Page (6 1/2" x 12 7/8").....	\$472.....	\$648
3/4-Page (7 1/4" x 12 7/8").....	\$535.....	\$707
Full Page (10" x 12 7/8").....	\$598.....	\$765

COLOR RATES (In addition to Black): Full Process - Full page \$105.00;  
Half page to 3/4 page - \$95.00; 1/4 to 1/3 page - \$65.00; 1/8-1/6 page - \$55.00;  
Below 1/8 page - \$45.00. Spot color - \$10 less than full process color rates.

AD PLACEMENT: 25% Extra. Largest size ads take precedence regardless of when ads are placed.

THE BACK PAGE: Classified Ads (Monthly Rates)

Large Headline Type: \$12 per line

Medium Type: \$8 per line

Small Type: \$6 per line

25% Discount For Running 6 Consecutive Months or Longer.

CLASSIFIED ADVERTISING: (Inside, not Back Page) \$9 per month for up to 40 words.

CAL-SCAN ADVERTISING: Call or email for rates to reach 6 million Californians with a  
classified ad in 240 newspapers (and several Web sites) statewide.

DISTRIBUTION: After Five is distributed throughout many areas of the north state.

DEADLINES: For advertisements, articles, photographs - the third Friday of the month preceding  
the month of publication. After Five is published 12 times a year.

**Telephone - 530.275.1716 Advertising Fax 530.275.1699**

**Advertising Email: [advertising@after5online.com](mailto:advertising@after5online.com)**