

Personnel/Contact Information:

National Account Manager, Vitocia Allyn831.429.2438
Fax:831.423.1154

Circulation:

Audit Bureau of Circulations
Newspapers Publisher's Statement
(November 26, 2006)
Daily: 25,241
Sunday: 25,869
The Annual ABC Audit will be available
after June 1, 2008

Please call for seasonal circulation estimates

CONTRACT AND COPY REGULATIONS:

A. Advertising Agencies please see SRDS for regulations. See Newsplan Contract and Copy Regulations-items 1, 2, 4, 5, 6, 7, 8, 9, 10, 13, 14, 19, 22, 23, 24, 29, 31.

B. Advertising contracts may not be sublet to others, and apply only to advertising space relating to the retail business owned by the advertiser.

C. Cancellation of advertisements must be made prior to applicable deadlines, or space is charged at rate.

D. All positions are at the option of the Publisher. In no event will adjustment, re-insertion or refund be made because of the position in which an advertisement is published. Orders requiring specific position or authorizing insertions with proviso "or omit" are not accepted.

E. The advertiser and/or advertising agency or agent agree to assume sole responsibility for all content (including text, representation and illustrations) of advertisements printed and to protect and indemnify the Publisher against any and all liability, loss or expense occurring therefrom against the Publisher.

F. The Publisher assumes no financial responsibility for typographical errors or omissions of copy or complete advertisement. Credit for errors in copy shall not exceed the cost of that portion of space occupied by such error. Publisher's liability for errors on multiple insertions does not exceed first ad.

G. Advertising is accepted with the understanding that all terms, conditions and charges specified herein are acceptable to the advertiser or agent and that no contrary verbal agreement shall be binding on the Publisher.

H. The Publisher will not be liable for failure to furnish advertising space or to publish any advertisement due to strikes, labor disputes, government actions, acts of God, war, insurrection, earthquake, flood, fire, breakdown of equipment or any other cause beyond the Publisher's control.

I. When businesses within a shopping center advertise as a group, sponsored by the center, all advertisers within that ad section can be charged the shopping center rate or at their individual contract rates.

J. The publisher or representative reserves the right to refuse any advertising content for any reason.

K. Contracts: Annual volume advertisers may receive contract rebates in the form of advertising lineage credit at the end of the contract year, up to two contract levels. Unfulfilled contract commitments are short rated to the earned contract level, or open rate, at the completion of the contract year. Contracts automatically renew (except weekly contracts) until the newspaper receives a 30-day written notice from advertiser. Contracts are accepted from an individual advertiser or may be drawn to include the subsidiaries but cannot include two or more different and unrelated companies.

Display R.O.P. (Run of Press)

Black & White Open Rate	Daily \$40.56	Sunday \$42.18
----------------------------	------------------	-------------------

Inches charged full depth; col. 21.25", page 127.5"; double truck 265.75". Ads are billed to the next 1/2". Display ads running 19 inches will be billed for the full 21.25" depth. 15% Agency commission.

ANNUAL NEWSPLAN

PAGES	% DISCOUNT	DAILY	SUNDAY	INCHES
3	5%	\$38.52	\$40.08	387
6	8%	\$37.32	\$38.80	774
13	10%	\$36.50	\$38.33	1,677

Non-fulfilled Newsplan Contracts revert to the appropriate higher earned rate. Credit will be made at the end of the contract year up to one contract level.

CO-OP Advertising Rate

Per Inch	Daily \$31.50	Sunday \$32.75
----------	------------------	-------------------

Non-commissionable. Rate applies to manufacturers and distributors placing dealer list ads paid for through accrued co-op funding or manufacturers development funds.

NATIONAL AGENCY GENERAL LINE RATE - 3 line minimum

Per Line	Daily \$6.12	Sunday \$6.36
----------	-----------------	------------------

Commissionable to recognized Advertising Agencies

LEGALS

Per Line	Daily \$2.75	Sunday \$2.85
----------	-----------------	------------------

CLASSIFIED RECRUITMENT

National/Agency Employment Classified Rates - 3 line minimum

Daily		Sunday	
Line	Inch	Line	Inch
\$6.52	\$65.20	\$6.78	\$67.77

COLOR RATES

Black plus	One color \$349	Two Colors \$453	Three Colors \$558
------------	--------------------	---------------------	-----------------------

Closing dates: Reservations 5 days in advance; Print material 3 days in advance.

NATIONAL ADVERTISING PREPRINT RATES

TAB SIZE	CPM
Single Sheet	\$66.67
4 page	\$81.89
8 page	\$83.05
12 page	\$84.22
16 page	\$86.56
20 page	\$90.06
24 page	\$92.41
28 page	\$95.91
32 page	\$97.09
36+	\$100.12

Rates are commissionable.

Full run of zip code zone distribution on a per thousand basis. Maximum page size 11" x 13.25", Tabloid; 13.75" x 22.75" standard, folded. Minimum size is 5" x 7". Minimum thickness .007". Under 10,000 zones subject to availability and a \$240 surcharge. Reservations 2 weeks prior to insertion date, delivery 10 days in advance. Holiday reservations 3 weeks in advance, delivery 1 week in advance.