

TMC - SANTA CRUZ MARKETPLACE

Carrier delivered to 48,433 non-subscribing Santa Cruz County households for total market coverage each Monday. Classified ads are picked up from the Thursday, Friday and Saturday Sentinel. Reach over 92% of Santa Cruz County homes with the home delivered Sentinel and Santa Cruz Marketplace. Advertising in Santa Cruz Marketplace does not apply toward Sentinel dollar volume contract fulfillment.

CLOSING TIMES

DISPLAY ADS TUESDAYS 5:00 PM
CLASSIFIED LINERS THURSDAYS 3:00 pm

RETAIL DISPLAY ADS

RATE PER INCH

Pickup, No Changes\$7.73
Open Rate, non-pick-up\$15.45

CLASSIFIED DISPLAY ADS

RATE PER INCH

Pickup, Contract, No Changes\$5.15
Open Rate, non-pick-up\$10.30

CLASSIFIED LINE ADS

RATE PER INCH

Pickup, Contract, No Changes\$15.76
OVER 10 LINES, = \$1.58 PER LINE

TMC COLOR RATES

Black, Plus

1 Color

2 Colors

3 Colors

\$154.50

\$206

\$257.50

