

ADVERTISING RATES	Effective February 1, 2006						Retail					Real Estate				
	Full Rate Column Inches per month	Up to 20	21-39	40-79	80-119	120+	Up to 29	30-59	60-119	120-180	181+					
	One Paper	\$9.50	\$9.25	\$9.00	\$8.75	\$8.50	\$6.75	\$6.45	\$6.35	\$6.15	\$5.90					
	2nd Paper	\$14.25	\$14.00	\$13.75	\$13.50	\$13.25	\$8.25	\$8.00	\$7.80	\$7.65	\$7.50					
	3rd Paper	\$17.75	\$17.50	\$17.25	\$17.00	\$16.75	\$10.00	\$9.80	\$9.60	\$9.50	\$9.30					
	4th Paper	\$21.00	\$20.75	\$20.50	\$20.25	\$20.00	\$12.65	\$12.50	\$12.35	\$12.20	\$12.00					
	5th Paper	\$24.50	\$24.25	\$24.00	\$23.75	\$23.50	\$15.50	\$15.30	\$15.20	\$15.00	\$14.90					
	Elk Grove Package Elk Grove Wed and Fri	\$12.00	\$11.75	\$11.50	\$11.25	\$11.00	\$7.00	\$6.90	\$6.70	\$6.60	\$6.40					
	3rd Paper	\$16.00	\$15.75	\$15.50	\$15.25	\$15.00	\$9.20	\$9.00	\$8.90	\$8.70	\$8.60					
	4th Paper	\$19.75	\$19.50	\$19.25	\$19.00	\$18.75	\$11.60	\$11.40	\$11.20	\$11.10	\$10.90					
	5th Paper	\$23.75	\$23.50	\$23.25	\$23.00	\$22.75	\$13.75	\$13.60	\$13.50	\$13.30	\$13.10					
	6th Paper	\$27.00	\$26.75	\$26.50	\$26.25	\$26.00	\$15.70	\$15.50	\$15.30	\$15.20	\$15.00					

discounted rates only apply to the same ad the same week (Wednesday, Thursday, Friday)

Color		
Colors	Black + 1 Spot	Full
1 paper	\$105	\$315
2 papers	\$140	\$375
3 papers	\$175	\$425
4 papers	\$205	\$475
5 papers	\$235	\$525
6 papers	\$270	\$575

Preprints		
Tab	Broadsheet	Cost/1,000
Single card		\$32
4	2	\$34
8	4	\$36
12	6	\$38
16	8	\$42
20	10	\$47

Larger inserts charged according to weight. Folding \$15/m. Full quantity per publication required. Reservation deadline Thursday the week prior. Materials deadline Friday the week prior

Ask about our special print & deliver program

Mechanical Specifications		
	RETAIL	REAL ESTATE
Col.	Inches	Inches
1	1¾	1-1/8
2	3¾	2-3/8
3	5-5/8	3¾
4	7-5/8	5
5	9½	6¼
6	11½	7-5/8
7		8-7/8
8		10¼
9		11½

Deadlines		
	Publishes	Deadline
River Valley Times	Wednesday	3pm Thursday
Elk Grove Wednesday	Wednesday	4pm Friday
Laguna Citizen	Thursday	4pm Friday
Galt Herald	Wednesday	Noon Monday
Grapevine	Friday	Noon Monday
Elk Grove Friday	Friday	4pm Tuesday

Electronic Ad Submission

Computer file formats accepted:

- PDF (most preferred), Other acceptable formats are:
- InDesign, PageMaker 6.5 or 7.0, QuarkXpress 4.1
- Graphics and photos – submit as .TIF, .EPS, or .JPG.
- Other media accepted: 3.5" floppy disk, 100 & 250mb Zip Disks and CDs.

Log on to www.herburger.net

Follow the links to our *Online File Submission*.

It's quick and easy, just fill out our form - it's that simple!

You can also e-mail us at:

Email to: graphics@herburger.net

Emails are also acceptable with a max of 12mb. Please call before sending emails to assure proper transmission. Please include your name, company, phone number and name of advertising representative you're addressing. If sending a house photo please include the full street address

Advertising Conditions: All advertising is subject to acceptance or rejection by the publisher. All advertising is accepted for run of the paper only. Specific positions of ads cannot be guaranteed, and no adjustments will be given because of position. Publisher assumes no financial responsibility for typographical errors in advertisements except to publish a correction in the next issue. Proofs are shown for ads 10 col. inches or larger (upon request, to correct typographical errors only). All accounts are payable in advance until credit is established. **Revisions after copy is submitted are subject to a \$4 per col. inch charge. Ads killed after deadline will be billed.** Ads simulating news style must have the word advertisement spelled out across the top of the ad in a minimum 10 pt size and have a border. Ads must be at least half the number of inches high as columns across.

Herburger Publications, Inc.

604 N. Lincoln Way • Galt, CA 95632

Elk Grove Citizen • Laguna Citizen • The Galt Herald
EG Office (916) 685-5533, Fax (209) 745-4492, Galt Office (209) 745-1551

Grapevine Independent • River Valley Times
(916) 361-1234, Fax (916) 361-0491

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