

WEST COAST LEAF

PO Box 21106, El Sobrante CA 94820 • 510-275-9311 • www.WestCoastLeaf.com

Advertising deadline is **Feb. 10** for the Spring 2012 issue.

Advertising rates and specifications

PUBLISHING MEDIUM: **WEST COAST LEAF** is a quarterly tabloid (11" x 17" newsprint) that features full color pages. It is the cannabis community newspaper of record. Take advantage of our low advertising rates and 164,000-copy circulation (as of 1/1/2012) to dispensaries, doctor's offices, assorted businesses, activist groups and subscribers. Due to the unique audience, character and collectability of our publication, you can expect your ad to be seen by people you would otherwise never reach.

SPECIAL BENEFITS: Your **WEST COAST LEAF** ad has a three-month shelf life. It is handed out or made available for free throughout California and the West Coast, and it is available online and by subscription.

BONUS: All ads come with a **FREE** posting on the **WEST COAST LEAF** website!

SPECIFICATIONS: Prices are for camera-ready insertions submitted as jpeg or pdf files, Grayscale or CMYK format at 300 dpi. Sizes are expressed as width x height, including any border. We will make minor adjustments as needed, including some typesetting and production. Additional charges may apply for extensive revisions or reworking of camera-ready copy.

Base Prices listed below are for black and white 'grayscale' ads without discounts or extra services.

Full Page Black/white **\$2230** (Color **\$2650**)
Finished size, width by height: 10" x 15.8"
(63 column inches at \$31.75 per column inch)

Three-Quarter **\$1820** (Color **\$2175**)
Horizontal format = 10" x 11.8" (47.5 col. in.)
Vertical format = 7.4" x 15.8"

Half Page **\$1380** (Color **\$1640**)
Horizontal format = 10" x 7.7" (31 col. in.)
Flyer format = 7.4" x 10.3"
Vertical format = 4.8" x 15.8"

Quarter Page **\$800** (Color **\$960**)
Horizontal format = 10" x 3.8" (15.5 col. in.)
Wide format = 7.4" x 5"
Mini-flyer format = 4.8" x 7.7"
Vertical format = 2.4" x 15.8"

Eighth Page **\$470** (Color **\$565**)
Horizontal format = 10" x 1.9" (7.7 col. in.)
Vertical = 2.4" x 7.7" • Wide = 7.4" x 2.5"
Box format = 4.8" x 3.8"

Double Size Card **\$310** (Color **\$370**)
Vertical format = 3.2" x 3.9" (5.2 column inches)
Horizontal = 6.6" x 1.9" • Wide = 4.8" x 2.6"

Business Card **\$170** (Color **\$200**)
3.23" x 2" (2.6 column inches) \$57.69 per col. in.

Extras and special services:

Repeat ad: Take 10% off the base price*

Preferred placement: Add 10% to price

Inserts: Call for quote

SPECIAL OFFER: Take 10% off per issue on second and subsequent insertions!*

Call 510-275-9311 today to place your ad

* Call our managing editor, Mikki Norris, today to get your **10% frequency discount** on ads with contract.