

WEST COAST LEAF

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

SAVE BIG ON REPEAT INSERTIONS!

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

Advertising specifications and rates

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.

Full Page Black / White ~~\$2230~~ **\$2000**
Finished size, width by height: 10" x 15.8"
(Color ~~\$2650~~ **\$2380**)

Three-quarter Page ~~\$1820~~ **\$1635**
Horizontal 10" x 11.8" • Vertical = 7.4" x 15.8"
(Color ~~\$2175~~ **\$1950**)

Half Page ~~\$1380~~ **\$1240**
Horizontal 10" x 7.7" • Vertical = 4.8" x 15.8"
Flyer format 7.4" x 10.3"
(Color ~~\$1640~~ **\$1475**)

Quarter Page ~~\$800~~ **\$720**
Horizontal 10" x 3.8" • Vertical 2.4" x 15.8"
Wide 7.4" x 5" • Mini-flyer = 4.8" x 7.7"
(Color ~~\$960~~ **\$860**)

Eighth Page ~~\$470~~ **\$420**
Horizontal 10" x 1.9" • Vertical 2.4" x 7.7"
Wide 7.4" x 2.5" • Box = 4.8" x 3.8"
(Color ~~\$565~~ **\$500**)

Double Business Card ~~\$340~~ **\$275**
Vertical 3.2" x 3.9" • Horizontal 6.6" x 1.9"
Wide format = 4.8" x 2.6"
(Color ~~\$370~~ **\$330**)

Business Card ~~\$170~~ **\$150**
3.23" x 2" • (Color ~~\$200~~ **\$180**)

Extras and special services:

Preferred placement: Add 10% to price

Graphic design: Call for quote

Inserts: Call for quote

Call our managing editor, Mikki Norris, today to take advantage of your frequency placement discount of **at least 10% off** your base-price on future ads, with contract!

— **Call 510-275-9311 to place your ad today!** —