

2020 GOODGUYS ADVERTISING PRINT RATES

Black & White

EFFECTIVE 2/1/20

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
1/8	280	265	250	230
1/6	400	380	360	325
1/4	490	470	455	420
1/4 Column	490	470	455	420
1/3	710	675	650	600
1/2	1190	1160	1140	1100
Full Page	2300	2180	2070	1880

Full Color

SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
1/8	850	840	830	810
1/6	980	955	940	905
1/4	1060	1040	1030	1000
1/4 Column	1060	1040	1030	1000
1/3	1280	1250	1230	1175
1/2	1760	1740	1720	1660
Full Page	2880	2660	2645	2460
2 Pg Spread	4320	3990	3967	3690
Cover 2 & 3	4102	3955	3820	3475
Cover 4	4860	4650	4460	4105

Included with your print advertisement you also receive exposure digitally to over 100,000+ additional viewers annually through the Goodguys Digital Gazette.

ADVERTISING SALES DEPARTMENT

CLINT PETREE

clintp@good-guys.com
1071 Serpentine Lane • Pleasanton, CA 94566
Ph: (925) 218-9154 • Fax: (925) 226-7045

MICHAEL DIAZ

michaeld@good-guys.com
1071 Serpentine Lane • Pleasanton, CA 94566
Ph: (925) 218-9153 • Fax: (925) 226-7045

AD SPECS & SUBMISSION INFO

GAEA MCLAUGHLIN

advertising@good-guys.com
1071 Serpentine Lane • Pleasanton, CA 94566
Ph: (925) 218-9132 • Fax: (925) 831-8564

MECHANICALS & PRINTING SPECS

PRINTING: Web Offset **BINDING:** Perfect Bound & Trimmed

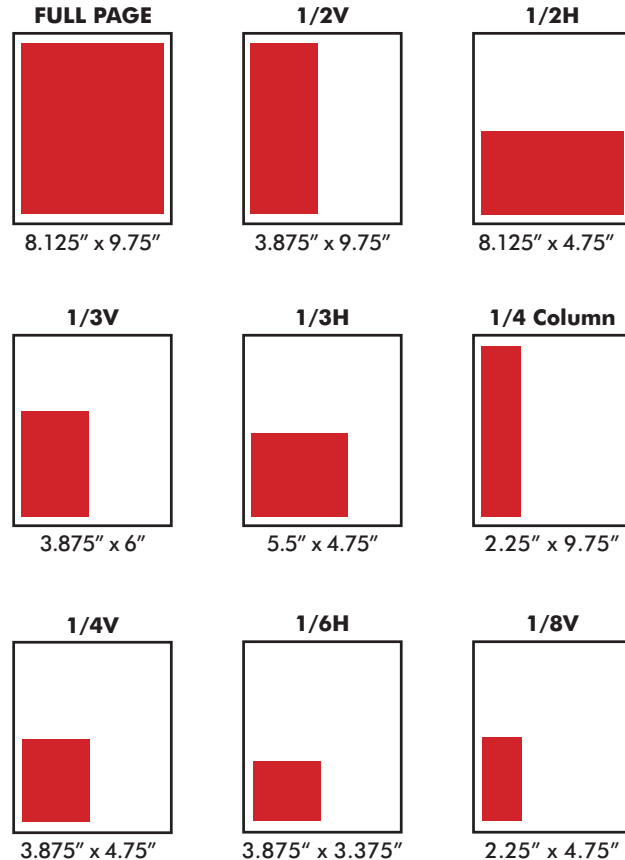
TRIM SIZE: 9" x 10.875" **LIVE AREA:** 8.125" x 9.75"

BLEED: 9.25" x 11.125"

DIGITAL AD SUBMISSION:

PDF, EPS, TIFF files preferred. All fonts/images must be embedded. A press ready-proof must accompany all ads, if one is not provided, Whitewall Publishing will not be held responsible for any errors, omissions re-flow or color inaccuracy.

AD UNIT SIZES: AD SIZES ARE SHOWN IN WIDTH X HEIGHT



POLICIES: CREDIT: Payment in advance until credit is approved. TERMS: 2% cash discount for advertising paid in advance of publication. Credit accounts, payable on receipt of invoice, net 30 days. RATES: Publisher reserves right to change advertising rates and conditions with 60 day notice. COPY: Publisher's liability for any error shall not exceed actual space cost. CONTRACTS: MUST BE SIGNED AND APPROVED. Unfulfilled agreements maybe short-rated to earned rate. DISCOUNTS: Available to recognized advertising agencies. Advertising placed by an agency contracts them for payment of services and space ordered.