2017 Retail Advertising Rates
Effective January 1 through December 31, 2017
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4. Retail Advertising Rates
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6. Color Rates
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### Personnel

**President / Publisher**
William C. Markham ................................................................. 661-273-2700

**Advertising Director**
Mark Sherwood ........................................................................ 661-267-4263
e-mail address: mshnerwood@avpress.com

### Commission

All local advertising rates are non-commissionable. National advertising rates are commissionable. A 15% commission is available to recognized advertising agencies placing national rate advertising. No cash discount is given.

### Rate and Credit Policies

A. Acceptance of advertising is subject to approval of the Publisher. Brokered advertising space is not accepted from within the retail trading zone. All previous rate schedules are hereby canceled. All rates are subject to change without notice.

B. Any display ad measuring more than 19” deep will be set to full page depth (21 1/2”) and charged accordingly. All display ads are billed to the nearest quarter inch.

C. Advertisers forwarding orders which contain incorrect rates or conditions are advised that the advertising will be inserted and charged at the regular schedule of rates in force, and in accordance with the regulations set forth in the current rate card.

D. All advertising shall be prepaid unless credit accommodations have been established beforehand with the Antelope Valley Press credit department. Amounts not paid in 30 days are assessed a finance charge of 1.5% per month (18% Annual Percentage Rate). Accounts with a balance 30 or more days past due are subject to credit discontinuance without notice.

— R.O.P. Depth Requirements

- Ad SEND BBS: 800-823-7363 (Code: CAPAV) • FTP Site available
- Other electronic ad delivery also accepted. Call Advertising Operations at 661-267-4131 • e-mail address: adops@avpress.com

Also published by Antelope Valley Press:
- **Antelope Valley Press Express** — A news and entertainment weekly published on Saturdays, carrier delivered to 33,886 non-subscribers in the Antelope Valley.
- **Antelope Valley Lifestyle** — Tabloid size magazine inserted in the newspaper the last Thursday of each month. Stories with a local focus.
- **Valley Real Estate** — Glossy magazine inserted in the newspaper the first Sunday of every month. Features real estate property and agents around the Antelope Valley.
- **Antelope Valley Press Web site** — AVPRESS.COM brings local news, award-winning journalism, sports, entertainment, business, special sections, coupons and more.

### Advertising Agency Placement

E. All advertising charges are due and payable upon receipt of monthly statement. Visa, MasterCard, Discover and American Express accepted.

F. Advertisers signing dollar volume contracts will be billed at the applicable rate on current rate card, rebilled at higher rate if contract is not fulfilled, or credited if a lower rate is earned during contract year. Earned discounts will be given in the form of credit toward future advertising to customers who exceed dollar volume contract, but will be limited to two levels above amount contracted for. The Antelope Valley Press may, at its sole discretion, offset any credits due advertiser hereunder against amounts otherwise owed to it by advertiser. Contracts become effective upon acceptance by Publisher. Contracts are not retroactive and are not pro-rated.

### 4. Retail Advertising Rates

Retail display rates are available only to retail sales or service establishments dealing directly with the public. To qualify for these rates the billing advertised item, or advertised phone number must be within this region. All others will be charged the national rate. The appropriate advertising classification shall be determined by the general manager.

Card No. 101 Effective January 1 through December 31, 2017

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Per Inch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a. Open Rate</strong></td>
<td><strong>b. Dollar Volume Contract Rates</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Annual Expenditure</th>
<th>Retail Display Daily Rate</th>
<th>Retail Display Sunday Rate</th>
<th>Retail Express Pick-up Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000 ....................</td>
<td>$41.24</td>
<td>$44.19</td>
<td>$10.98</td>
</tr>
<tr>
<td>$1,500 ....................</td>
<td>$40.97</td>
<td>$43.91</td>
<td>$10.54</td>
</tr>
<tr>
<td>$2,500 ....................</td>
<td>$38.78</td>
<td>$41.57</td>
<td>$10.16</td>
</tr>
<tr>
<td>$5,000 ....................</td>
<td>$35.62</td>
<td>$38.18</td>
<td>$9.78</td>
</tr>
<tr>
<td>$7,500 ....................</td>
<td>$35.01</td>
<td>$37.53</td>
<td>$9.07</td>
</tr>
<tr>
<td>$10,000 ...................</td>
<td>$34.51</td>
<td>$37.19</td>
<td>$8.74</td>
</tr>
<tr>
<td>$15,000 ...................</td>
<td>$34.20</td>
<td>$36.65</td>
<td>$8.36</td>
</tr>
<tr>
<td>$20,000 ...................</td>
<td>$33.97</td>
<td>$35.89</td>
<td>$7.98</td>
</tr>
<tr>
<td>$30,000 ...................</td>
<td>$33.65</td>
<td>$35.62</td>
<td>$7.64</td>
</tr>
<tr>
<td>$40,000 ...................</td>
<td>$33.33</td>
<td>$35.40</td>
<td>$7.27</td>
</tr>
<tr>
<td>$50,000 ...................</td>
<td>$33.33</td>
<td>$35.40</td>
<td>$6.89</td>
</tr>
<tr>
<td>$60,000 ...................</td>
<td>$33.33</td>
<td>$35.40</td>
<td>$6.65</td>
</tr>
<tr>
<td>$80,000 ...................</td>
<td>$33.00</td>
<td>$35.02</td>
<td>$6.55</td>
</tr>
<tr>
<td>$100,000 .................</td>
<td>$32.67</td>
<td>$34.77</td>
<td>$6.35</td>
</tr>
<tr>
<td>$150,000 .................</td>
<td>$32.22</td>
<td>$34.51</td>
<td>$6.17</td>
</tr>
<tr>
<td>$200,000 .................</td>
<td>$31.84</td>
<td>$34.15</td>
<td>$5.80</td>
</tr>
<tr>
<td>$300,000 .................</td>
<td>$31.08</td>
<td>$33.32</td>
<td>$5.46</td>
</tr>
<tr>
<td>$400,000 .................</td>
<td>$30.81</td>
<td>$32.99</td>
<td>$5.07</td>
</tr>
<tr>
<td>$500,000 .................</td>
<td>$30.69</td>
<td>$32.69</td>
<td>$5.07</td>
</tr>
<tr>
<td>$600,000 .................</td>
<td>$27.80</td>
<td>$29.78</td>
<td>$5.07</td>
</tr>
</tbody>
</table>

Contract rates require signed advertising contract and complete credit application. Contracts are for a period of 12 consecutive months. Failure to meet the volume contracted for may result in a rate adjustment (short rate) based on actual volume.

### e. Single Sheets, Print & Deliver

Contact your account executive for rate information.

### f. Showcase Entertainment Magazine

E-mail address: msherwood@avpress.com

Mark Sherwood
Advertising Director

Distributed in the Friday edition of the Antelope Valley Press, Showcase

P.O. Box 4050, Palmdale, CA 93590-4050
Mailing Address: http://www.avpress.com
E-mail Address: email@avpress.com
Published daily

### FAX

Available 24-hours — Unattended service
Palm 661-947-4870

### ELECTRONIC AD DELIVERY AVAILABLE

- Ad SEND BBS: 800-823-7363 (Code: CAPAV) • FTP Site available
- Other electronic ad delivery also accepted. Call Advertising Operations at 661-267-4131 • e-mail address: adops@avpress.com

Also published by Antelope Valley Press:
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- **Antelope Valley Press Web site** — AVPRESS.COM brings local news, award-winning journalism, sports, entertainment, business, special sections, coupons and more.

Information contained in this rate card is presented in accordance with the prescribed format of the Standard Rate & Data Service (SRDS). Items not applicable have been eliminated and number(s) skipped.
features movies, theatrical reviews, dining in the Antelope Valley, and information on local and Los Angeles entertainment and travel.

Deadline: Monday prior, 5 p.m.

g. Antelope Valley Television
The Antelope Valley Press has a daily television grid. Ads sold at advertiser’s open or contract rate. Published Monday through Sunday.

h. Internet Advertising Opportunities
Build traffic on your Web site by linking to the most popular site in the Antelope Valley — AVPRESS.com. Local news, award-winning journalism, sports, entertainment, business, special sections, coupons and more, makes this undoubtedly your online source for information in the Antelope Valley.

i. Feature Pages
Complete feature page rate cards with copy deadlines are available upon request. Revenue applies toward fulfillment of Volume Contract.

j. Political Rate

<table>
<thead>
<tr>
<th>Daily Rate</th>
<th>Sunday Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$55.96</td>
<td>$60.25</td>
</tr>
<tr>
<td>$77.65</td>
<td>$84.07</td>
</tr>
</tbody>
</table>

Advance payment is required on all political advertising. Copy must carry the line “Paid Political Advertisement” at the top and the name of the sponsoring organization. The name and address of the chairman or treasurer must be included on all federal ads. All political inserts must carry “Paid Political Advertisement” with name and address of committee or person placing insert on front page. No pick-up ad discount available. Political advertisements do not qualify for Volume Rates.

k. Antelope Valley Press Express
A news and entertainment weekly published on Saturdays, carrier-delivered to 35,061 non-subscribers in the Antelope Valley. $11.50 per column inch pick-up open rate. Inches apply toward fulfillment of Volume Contract.

NOTE: To qualify for this special rate, the ad must also appear, without size or copy changes, in the Antelope Valley Press one (1) week prior to or one (1) week after the Antelope Valley Press Express publication date.

PRICING FOR ADVERTISING REPRODUCTIONS

<table>
<thead>
<tr>
<th>Size</th>
<th>B/W</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 15 inches</td>
<td>$31.00</td>
<td>$52.00</td>
</tr>
<tr>
<td>16 inches to 32 inches</td>
<td>$44.00</td>
<td>$65.00</td>
</tr>
<tr>
<td>33 inches to 64 inches</td>
<td>$55.00</td>
<td>$76.00</td>
</tr>
<tr>
<td>65 inches to 97 inches</td>
<td>$69.00</td>
<td>$90.00</td>
</tr>
<tr>
<td>98 inches to 129 inches</td>
<td>$80.00</td>
<td>$101.00</td>
</tr>
</tbody>
</table>

PRICING FOR PDF

Any size ........................................... $56.00 .................. $81.00

ADVERTISING DESIGN
Free ad design, layout and typesetting are available for advertisements published in the Antelope Valley Press.

COMMERCIAL PHOTOGRAPHY
The Antelope Valley Press offers full-service photography at our studio or at your location. Please call for further information.

l. Post-It Notes
Complete post-it note rate card with copy deadlines is available upon request. Revenue applies toward fulfillment of Volume Contract.

m. Post-It Notes

Complete feature page rate cards with copy deadlines are available upon request. Revenue applies toward fulfillment of Volume Contract.

5. National Advertising Rates

National Contract Rates available upon request.

6. Color Rates

<table>
<thead>
<tr>
<th>Color</th>
<th>1 Color</th>
<th>2 Colors</th>
<th>3 Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>35 inches or less</td>
<td>$370.00</td>
<td>$480.00</td>
<td>$605.00</td>
</tr>
<tr>
<td>36 inches to 65 inches</td>
<td>$420.00</td>
<td>$530.00</td>
<td>$655.00</td>
</tr>
<tr>
<td>66 inches to 129 inches</td>
<td>$475.00</td>
<td>$585.00</td>
<td>$710.00</td>
</tr>
</tbody>
</table>

ROP color space subject to availability. Color ads larger than one full page are charged as two ads.

Deadlines for ads composed or color separated by the Antelope Valley Press:
A. Multi-color; 48 hours (2 days) prior to regular deadlines.
B. Color doubletruck; 96 hours (4 days) prior to regular deadlines. If material is camera-ready, including color separations, regular deadlines apply.
C. Ads submitted via modem or disks must be received 24 hours prior to the camera-ready deadline.

7. Preprinted Insert Rates

<table>
<thead>
<tr>
<th>Inserts</th>
<th>Up to 23</th>
<th>24 to 47</th>
<th>48 to 71</th>
<th>72 to 99</th>
<th>Over 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rates Per Thousand</td>
<td>Inserts</td>
<td>Inserts</td>
<td>Inserts</td>
<td>Inserts</td>
<td>Inserts</td>
</tr>
<tr>
<td>4 Pg. Tab – 2 Std.</td>
<td>$54.00</td>
<td>$52.50</td>
<td>$51.00</td>
<td>$50.00</td>
<td>$49.00</td>
</tr>
<tr>
<td>8 Pg. Tab – 4 Std.</td>
<td>$55.00</td>
<td>$53.50</td>
<td>$52.00</td>
<td>$51.00</td>
<td>$50.00</td>
</tr>
<tr>
<td>12 Pg. Tab – 6 Std.</td>
<td>$56.00</td>
<td>$54.50</td>
<td>$53.00</td>
<td>$52.00</td>
<td>$51.00</td>
</tr>
<tr>
<td>16 Pg. Tab – 8 Std.</td>
<td>$57.00</td>
<td>$55.50</td>
<td>$54.00</td>
<td>$53.00</td>
<td>$52.00</td>
</tr>
<tr>
<td>20 Pg. Tab – 10 Std.</td>
<td>$58.00</td>
<td>$56.50</td>
<td>$55.00</td>
<td>$54.00</td>
<td>$53.00</td>
</tr>
<tr>
<td>24 Pg. Tab – 12 Std.</td>
<td>$59.00</td>
<td>$57.50</td>
<td>$56.00</td>
<td>$55.00</td>
<td>$54.00</td>
</tr>
<tr>
<td>28 Pg. Tab – 14 Std.</td>
<td>$60.00</td>
<td>$58.50</td>
<td>$57.00</td>
<td>$56.00</td>
<td>$55.00</td>
</tr>
<tr>
<td>32 Pg. Tab – 16 Std.</td>
<td>$61.00</td>
<td>$59.50</td>
<td>$58.00</td>
<td>$57.00</td>
<td>$56.00</td>
</tr>
<tr>
<td>36 Pg. Tab – 18 Std.</td>
<td>$62.00</td>
<td>$60.50</td>
<td>$59.00</td>
<td>$58.00</td>
<td>$57.00</td>
</tr>
<tr>
<td>40 Pg. Tab – 20 Std.</td>
<td>$63.00</td>
<td>$61.50</td>
<td>$60.00</td>
<td>$59.00</td>
<td>$58.00</td>
</tr>
<tr>
<td>44 Pg. Tab – 22 Std.</td>
<td>$64.00</td>
<td>$62.50</td>
<td>$61.00</td>
<td>$60.00</td>
<td>$59.00</td>
</tr>
<tr>
<td>48 Pg. Tab – 24 Std.</td>
<td>$65.00</td>
<td>$63.50</td>
<td>$62.00</td>
<td>$61.00</td>
<td>$60.00</td>
</tr>
</tbody>
</table>

Inserts exceeding 48 pages will be charged an additional $1.00 per thousand for every two additional standard pages or four additional tab pages.

Supplements should be shipped to Distribution Center Manager, Antelope Valley Press, 37404 Sierra Hwy., Palmdale, CA 93550. Telephone: 661-267-4116.

Zoned preprint quantities 10,000 pieces and under will be billed an additional $10.00 per thousand for customized distribution per distribution date. Minimum paper weight accepted 60 lb. offset stock.

Four page tabloid and two page standard inserts should be received through Friday only.

Inserted preprints will be counted toward fulfillment of Dollar Volume Contract. Minimum number of inserted accepted 5,000. All inserting done in our plant. All political inserts must carry the line “Paid Political Advertisement” with name and address of committee or person placing insert on front page.

Preprint sections will not be included in the Antelope Valley Press copies which are mailed.

8. Special Services
TEAR SHEETS
ROP advertisers are provided up to 1 free tear sheet on first publication date of each ad, upon request. Minimum size ad 10". Additional tear sheets are charged $1.00 each. (Excluding co-op advertising ads.) E-tearsheets are available upon request.

PROOFS
Proofs of advertisements 10 inches or larger will be furnished to the customer provided established advertising deadlines have been met. A charge based on time and material will be made on the proof that varies from the original layout.

ART CHARGES: ORIGINAL ART GENERATED BY ADVERTISING OPERATIONS
Drawings, cartoons, logos, lettering, etc. will be billed at a rate of $87.00 per hour, minimum $55.00.

ART/ALTERATION SERVICES
Art and layout services are available to advertisers for ads that will appear in the Antelope Valley Press. Alterations on advertiser’s original art or Antelope Valley Press supplied art will be billed at a rate of $87.00 per hour, minimum $55.00. When alterations or changes are required, additional time should be allowed.

ELECTRONIC AD SUBMISSION
The following electronic ad printing services are available through the Antelope Valley Press. In order to reproduce ads which consistently meet customer expectations with the deadline constraints of a daily newspaper, all material must be submitted in accordance to the following specifications. Please direct any additional questions to the Advertising Operations Department at 661-267-4131 or adops@avpress.com.

1. MEDIA TRANSPORT
A. CD-ROM, DVD-ROM
B. FTP Site Available
C. e-mail address: adops@avpress.com
All compressed files should be submitted in an SEA (self-extracting) format only. See “3. Submission Guidelines” below.

2. FILE FORMATS SUPPORTED
A. Adobe Illustrator
B. Adobe Photoshop
C. Adobe InDesign
D. PDF
Live images incorporated into the ad (artwork, scans, screen and printer fonts) should be grouped with the final document in a separate folder or separate disk for each specific ad. Check for software version compatibility before submission.

3. SUBMISSION GUIDELINES
A. All ad work submitted must be in final form. The Advertising Operations Department will not make any changes to electronic files. If troubleshooting is necessary, production charges will be assessed in accordance with established production rate of $87.00 per hour (min. $55.00). Charges will be discussed with customer prior to revision work.
B. Supply a laser proof. The proof should be submitted at 100% of size (tiled and taped together in final form, if necessary).
C. When possible, color images should be supported with color proofs which provides insight into color breaks, and potential trapping issues. If color proofs are not possible, at minimum a color separated proof and a composite must be supplied.
D. Include all linked graphics. Do not rename artwork after importation into final document; links will not update.
E. Only Adobe Type 1 type faces are supported. Screen and printer fonts to be supplied with ad work organized in a “fonts” folder. TrueType fonts will not be accepted.
F. Ads submitted via e-mail or disks must be received 24 hours prior to the camera-ready deadline.
G. All process color work should be converted to CMYK EPS format (no RGB); for spot color ads, the “spot” color should be process magenta.
H. Photo resolution minimum is 150 pixels per inch and the maximum is 200 pixels per inch. All photos and graphics should be EPS or TIFF format.

MARKETING AND RESEARCH
Our marketing department provides valuable market data in the areas of retailing, shopping patterns and newspaper coverage.

GRAPHICS
A staff of artists is maintained to assist the advertiser with spec layouts and production art. Arrangements can be made through your account executive. Deadlines for custom art services are a minimum of 5 days in advance of regular deadlines.

COMMERCIAL PRINTING SERVICES
The Antelope Valley Press has the capability of printing in SAU standard or tabloid format, on newsprint or premium grade paper. To obtain a quote for printing of your newspaper or advertising circular, phone 661-267-4268.

MARKETING DESIGN & PRODUCTION
Let the Antelope Valley Press Marketing Department assist you with the design and production of your print advertising materials. Event programs, sales brochures, newsletters, menus, letterheads, banners, and annual reports can be designed and produced by our highly skilled staff of graphic artists. For more information call Andrew Hutchens, 661-267-4268.

9. Special Features Days
SUNDAY....... Valley Life • Antelope Valley Real Estate Magazine
            Valley Real Estate (first Sunday of each month)
            Parade • TV page • Color Comics • Food coupons
            Business
MONDAY....... Business • TV page • Valley Life
TUESDAY....... Business • TV page • Valley Life
WEDNESDAY.. Business • TV page • Valley Life
THURSDAY..... Business • TV page • Valley Life • Antelope Valley
            Lifestyle Magazine (last Thursday of each month)
FRIDAY ......... Business • TV page • Valley Life
            Showcase Entertainment
SATURDAY ...... Business • TV page • Valley Life • Religion page

Special Editions
FUTURE LEADERS – Published in March.
Full run circulation. Tabloid format.
AV BEST – Published in April
Full run circulation. Tabloid format.
AV SCRAPBOOK/HISTORY – Published in June.
Full run circulation. Tabloid format.
WELCOME EDITION – Published in October.
Full run circulation plus over-run copies provided to community organizations. Tabloid format with editorial support.
A complete special sections calendar with publication dates and copy deadlines for both retail and classified editions is available upon request.

10. R.O.P. Depth Requirements
An advertisement measuring more than 19 inches deep will be charged at 21½ inches. An advertisement exceeding 11½ inches deep, tabloid section, will be charged at 13 inches. Double trucks and ads simulating double trucks (facing pages) require a minimum space usage of 129 inches. Advertisements measured from cut-off rule to cut-off rule.
11. Copy Regulations

A. Advertising copy is accepted subject to approval or rejection by the Publisher. Publisher also reserves the right to edit, reject, or classify (under appropriate headings) all advertisements.

B. Advertisements resembling news text must be surrounded by a border and carry the line “Paid Advertisement” at the top. News text ads are not to be set in the Century Schoolbook typeface.

C. The subject matter, form, size, wording, illustrations and typography of all advertising is subject to the approval of the Publisher.

D. The Publisher reserves the right to cancel advertising at any time if the advertiser defaults in the payment of bills, or in the event of any persistent violations of any of the conditions herein named on the part of the advertiser. Upon such cancellation all advertising space used and unpaid shall become immediately due and payable. Any advertising insertion contract (or merely any schedule or copy) may be canceled at any time for reasons satisfactory to the Publisher without penalty to either party.

E. The Antelope Valley Press reserves the right to cancel any insertion order in the event they determine to discontinue the type, character or nature of advertising hereafter accepted.

F. The Antelope Valley Press will not be responsible for errors due to incorrect material supplied by another newspaper or other outside source.

G. The advertiser and/or advertising agency agrees to assume sole responsibility for all content (including text representation and illustrations) of advertisements printed, and to protect and indemnify the Antelope Valley Press against any and all liability, loss or expense (including all costs associated with defending a claim), arising out of claims for libel, unfair trade practices, unfair competition, infringement of trademarks, names or patents, copyrights and proprietary rights and all violations of the right of privacy resulting from the publication by the Publisher of the advertiser’s copy.

H. No typographical mistakes will be considered for adjustment if copy was received after deadline as specified within.

I. The Antelope Valley Press makes no guarantee that every advertisement will be published on the date ordered and will make no adjustment for advertisements not published on the date ordered, or at all. Further, the Publisher shall not be liable for any omission of advertisements ordered to be published. On written request, the Publisher will reschedule and run the omitted advertisement at advertiser’s cost.

J. Copy should be checked for errors by the advertiser on the first day of publication. Credit for Publisher errors in advertisements will be allowed for the first insertion only. Credit will be allowed only for that portion of the advertisement which was incorrect. In the event of an error the Antelope Valley Press will furnish the advertiser with a letter stating that an error has been made.

K. No allowance will be made for errors that do not materially affect the value of the advertisement.

L. All claims for adjustment must be made within 30 days of publication date. In no case shall the Publisher be liable for any general, special or consequential damages.

M. Ads canceled after deadline will be charged up to the full space ordered.

12. Display Space Deadlines

<table>
<thead>
<tr>
<th>Display Space Deadlines, Black &amp; White Advertising</th>
<th>Space/Copy Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday edition ........................................ 5:00 p.m. Thursday</td>
<td></td>
</tr>
<tr>
<td>Monday edition ......................................... 5:00 p.m. Thursday</td>
<td></td>
</tr>
<tr>
<td>Tuesday edition ........................................ 5:00 p.m. Friday</td>
<td></td>
</tr>
<tr>
<td>Wednesday edition ..................................... 5:00 p.m. Monday</td>
<td></td>
</tr>
<tr>
<td>Thursday edition ...................................... 5:00 p.m. Tuesday</td>
<td></td>
</tr>
<tr>
<td>Friday edition ......................................... 5:00 p.m. Wednesday</td>
<td></td>
</tr>
<tr>
<td>Friday Showcase edition ................................ 5:00 p.m. Monday</td>
<td></td>
</tr>
</tbody>
</table>

Saturday AV Express ................................... 5:00 p.m. Wednesday
Saturday edition ........................................ 12:00 p.m. Thursday
Deadlines for multi-color adds, double trucks or ads requiring extensive production are 48 hours earlier. All ads submitted via modem or disks must be received 24 hours prior to the camera-ready deadline.

Proofs will be supplied on display ads 10 inches or larger, provided that the ad has been submitted by the “copy proof” deadline. Only one proof change per ad insertion. No second proofs will be furnished.

Deadlines may vary for holidays.

13. Mechanical Requirements

The Antelope Valley Press is printed 100% offset. A full page measures 13 inches wide (6 columns) and 21 1/2 inches deep.

<table>
<thead>
<tr>
<th>Columns Wide</th>
<th>Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2.028</td>
</tr>
<tr>
<td>2</td>
<td>4.222</td>
</tr>
<tr>
<td>3</td>
<td>6.417</td>
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<tr>
<td>4</td>
<td>8.611</td>
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<tr>
<td>5</td>
<td>10.806</td>
</tr>
<tr>
<td>6</td>
<td>13.000</td>
</tr>
</tbody>
</table>

FULL PAGE DEPTH 21 1/2 INCHES

<table>
<thead>
<tr>
<th>Double Truck Widths</th>
<th>Double Truck Widths</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 1/2 Columns.........</td>
<td>18 inches</td>
</tr>
<tr>
<td>10 1/2 Columns........</td>
<td>22 1/4 inches</td>
</tr>
<tr>
<td>12 Columns.............</td>
<td>26 3/4 inches</td>
</tr>
</tbody>
</table>

TABLOID

Tabloid pages are 5 columns wide (same column measure as standard page [10 5/16]). Tabloid page is 13 inches deep.

CAMERA-READY SPECIFICATIONS

Camera-ready materials or electronic ad submissions. Halftones should be submitted at 100-line screen.

14. Advertising Position

Advertising position is not guaranteed except in categories shown in this rate schedule. However, guaranteed position is available for page 2, page 3 and section backs and will be granted to contract advertisers on a first-come basis for ads 1/4 page or larger for an additional 25% charge. Every effort will be made to comply with position requests, but acceptance of an order does not imply a position guarantee.

15. Classified Rates

Classified rates are available upon request.

16. Sunday Color Comics

Ad sold in one size only: 11 3/4" x 5 1/2" (33 inches). Ad sold at Advertiser’s Sunday open or contract rate. Ad runs on front page. Copy must be received four weeks (30 days) in advance of publication date. No charge for color. Revenue applies toward fulfillment of Volume Contract. Comics produced by Vertix Communications.

a. Spadea Folds/Gatefolds

Sold in one size only; 6 columns x 21 1/2 inches (129 inches). Complete information available on request. Revenue applies toward fulfillment of Bulk Contract. Contact your account executive for gatefold availability.

17. Magazines

a. Antelope Valley Lifestyle

Antelope Valley Lifestyle is a tabloid size magazine inserted in the newspaper the last Thursday of each month. It contains regular features like home and garden, food, travel, community events and profiles—all with a local focus. Rates, deadlines and complete information on Antelope Valley Lifestyle are available on request on a separate rate card.
b. Valley Real Estate Magazine

The Antelope Valley Press publishes a monthly glossy real estate magazine on the first Sunday of each month. A complete guide to homes, apartments, land and commercial real estate. This magazine reaches consumers where they live through the power of the web, home delivery and single-copy distribution. A complete Valley Real Estate rate card with ad sizes, publication dates and copy deadlines is available upon request.

c. Antelope Valley Dining & Entertainment Magazine

The Dining & Entertainment Magazine is an excellent opportunity to engage a broad audience! Featuring full-color, premium paper stock and a design that has a fresh look—this is your ideal venue to showcase culinary delights, entertainment, festivals or exhibits. Give readers an inside look at what you have to offer. A complete rate card with ad sizes, publication dates and deadlines is available upon request.

18. Readership/Circulation

ANTELOPE VALLEY PRESS
Readership: Daily – 30,801 • Sunday – 49,722
Circulation: Daily – 9,747 • Sunday – 15,735

ANTELOPE VALLEY PRESS EXPRESS
Readership: 107,079
Circulation: 33,886

ANTELOPE VALLEY LIFESTYLE
Readership: 60,703
Circulation: 19,210

Source: Verified Audit Circulation for 12 months ending March 31, 2016
Established April 3, 1915
Published Daily
75¢ Daily, $1.50 Sunday
Member, Verified Audit Circulation.
For additional information see Standard Rate & Data Service.