

92west

SAN DIEGO

Media Guide

**85,000
Readers**

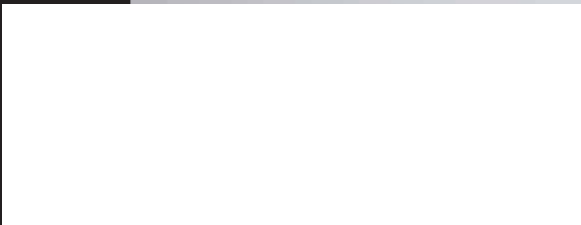
Distribution

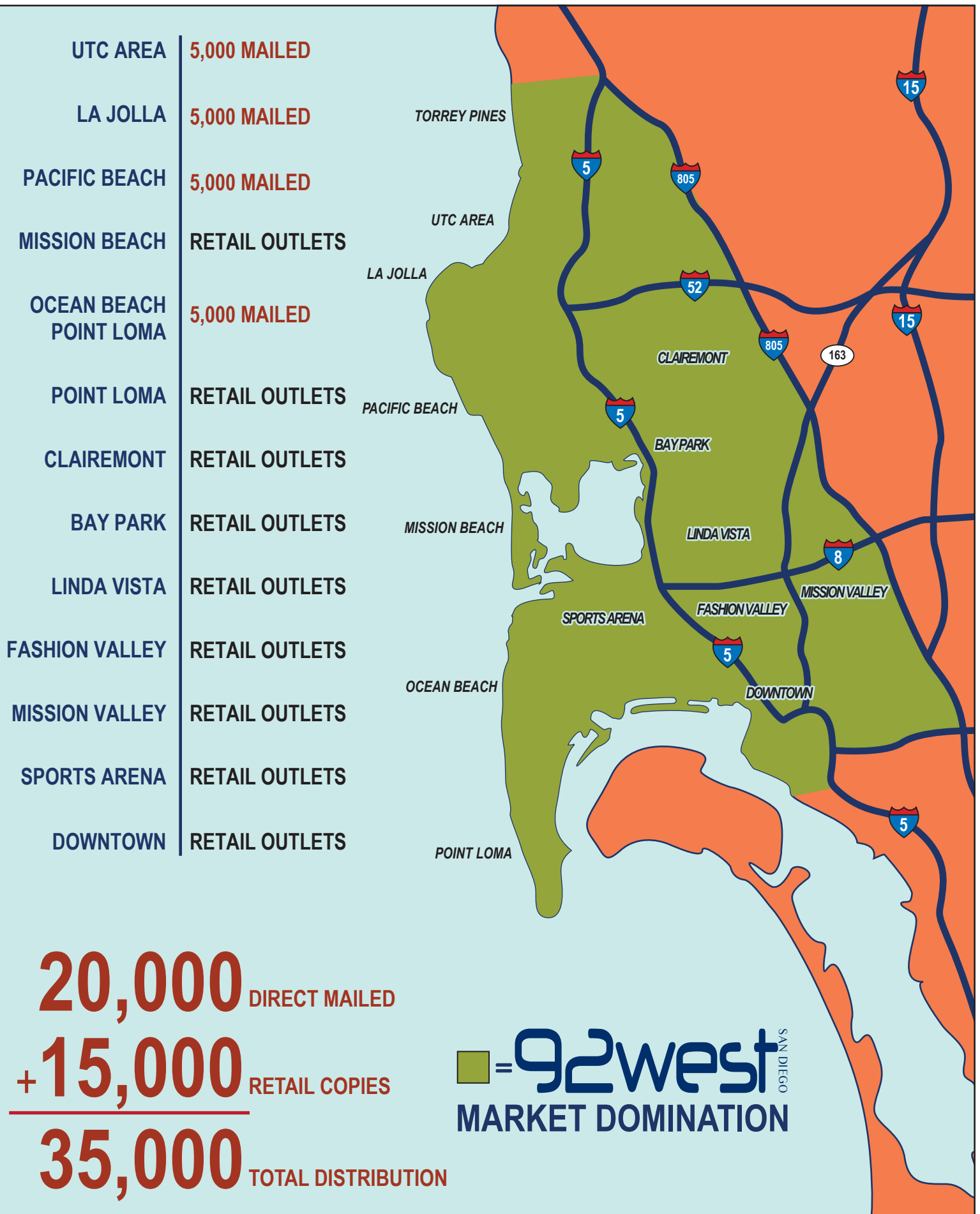
35,000 COPIES MONTHLY
20,000 COPIES DIRECT MAILED

Competitive Rates

As low as \$250

2009



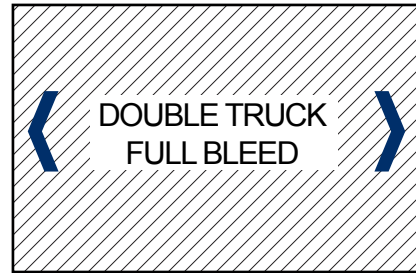


20,000 DIRECT MAILED

+ 15,000 RETAIL COPIES

35,000 TOTAL DISTRIBUTION

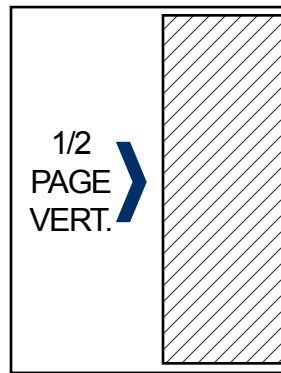
92west SAN DIEGO
MARKET DOMINATION



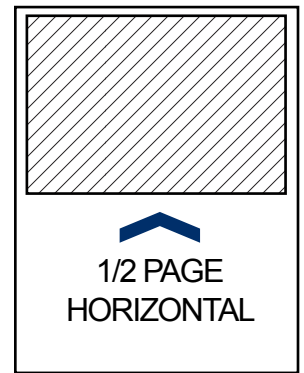
LIVE: 16.5 X 10.5
TRIM: 17 X 11
BLEED: 17.5 X 11.5



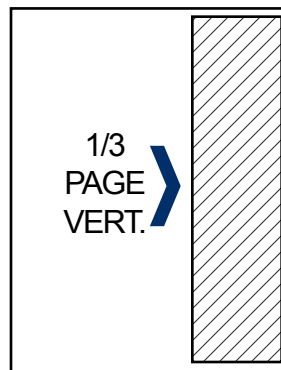
LIVE: 8 X 10.5
TRIM: 8.5 X 11
BLEED: 9 X 11.5



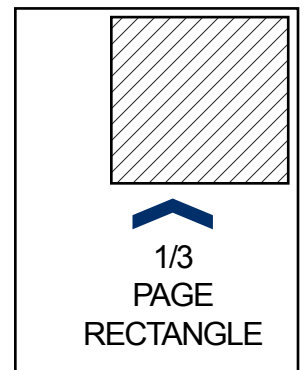
SIZE: 3.675 X 10.5



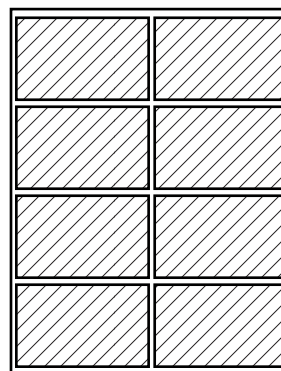
SIZE: 8 X 5.25



SIZE: 2.625 X 10.5



SIZE: 8 X 4.5



1/8
PAGE
AD GALLERY
3.875 x 2.5

92west ACCEPTS THESE FORMATS

ACROBAT PDF: CMYK fonts embedded

PHOTOSHOP: CMYK psd, jpeg, tif, eps

ILLUSTRATOR: CMYK eps of pdf

All images must be no less than 300 DPI. Please note that before making a .pdf or .eps in Illustrator or Photoshop, you must turn all fonts to outlines. In all Adobe products remember to convert all files to CMYK.



Ad cost for 92 mags

	1 issue	4 issues	8 issues	12 issues
back cover	5900	5300	4900	4500
double truck	4700	4500	4250	4000
inside cover	4000	3750	3500	3250
full page	2500	2300	2100	1900
1/2 page	1500	1400	1300	1200
1/3 page	1050	950	850	750
1/8 page	400	350	300	250