

SANTA CLARITA GAZETTE & FREE CLASSIFIEDS

Santa Clarita Gazette and Free Classifieds is our community's **Weekly alternative to the Daily Newspaper.**
The Gazette Includes news, opinions and sports. Providing this valley with **local news and a safer
more local way to sell and buy private party items.**

Businesses enjoy successful ad campaigns with their ads nestled among the classifieds perused by **20,000 readers each week**, distributed through over 450 key retail locations. Classified and display ads and articles are on-line at www.santaclaritafree.com. Added features include movie listings, crossword puzzle and a restaurant review.

DEMOGRAPHIC INFORMATION

Distribution Locations

The Classifieds distribution includes over 400 high traffic locations and 250 home delivery subscribers.

Including: CVS, Ralphs, Rite Aid, Albertsons, Denny's, Circle K, Vons, 7 Eleven, Big Lots, Mobil, Car Washes, Hospitals, Medical Groups, . . . and hundreds of other high foot traffic locations.

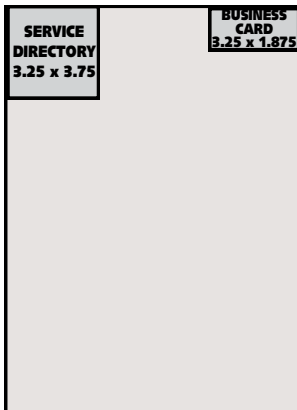
Areas Distributed

Canyon Country, Castaic, Valencia Industrial Center, Newhall, Saugus, Stevenson Ranch, Westridge, Valencia, Acton, Agua Dulce

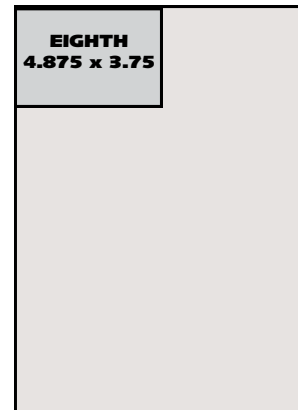
	Weekly Readership*
	16,000/ Edition
	<hr/>
	Average Weekly Distribution
	7,554 copies/ Edition
	<hr/>
	Median Household Income*
	\$75,000-\$99,000/ Year
	<hr/>
<u>Age*</u>	
7% 18-24	
49% 25-44	
40% 46-64	
4% 65+	



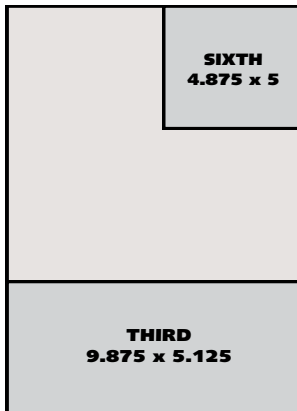
Display Advertising Layouts & Ad Sizes



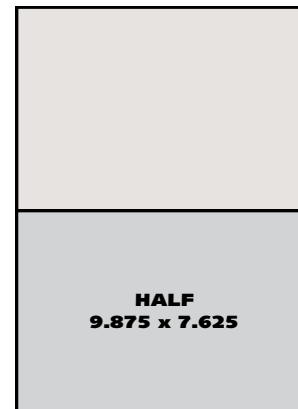
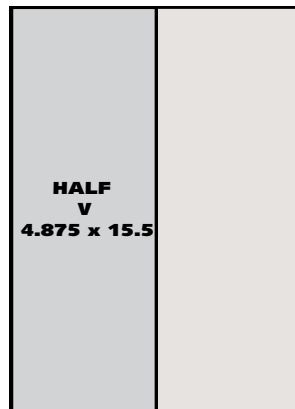
Service Directory
Business Card



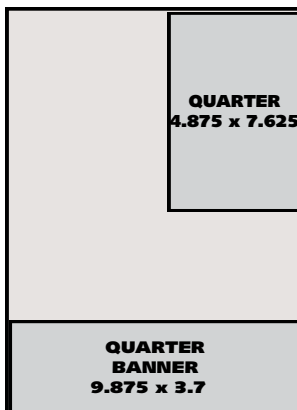
1/8 Page



1/6 Page
1/3 Page



1/2 Page



1/4 Page

Cover is 7.50 tall x 7.75 wide
Back Cover is 7.75 wide x 9.5 tall



Full Page

All artwork and production are included in your price

If you have camera ready art, please provide all art work in EPS or PDF files, with outlines

SANTA CLARITA GAZETTE & FREE CLASSIFIEDS

"Your Hometown News & Classifieds"

WITH UP TO 18,000 READERS EACH WEEK AND OUR REASONABLE RATES WE ARE YOUR SMART ADVERTISING CHOICE!

ADVERTISING RATES

NEWSPRINT BLACK & WHITE	1-3 ISSUES	4-52 ISSUES PER ISSUE	Included WEB
FULL PAGE	\$250	\$185	\$7
1/2 PAGE	\$150	\$110	\$6
1/3 PAGE	\$115	\$90	\$5
1/4 PAGE	\$90	\$65	\$5
1/6 PAGE	\$85	\$55	\$5
1/8 PAGE	\$55	\$40	\$4
SERVICE DIRECTORY	\$25 PER WEEK, 4 WEEK MIN		\$3
BUSINESS CARD	\$15 PER WEEK, 4 WEEK MIN		\$3
CORNER AD	\$40 PER WEEK		

NEWSPRINT SPOT COLOR	1-3 ISSUES	4-52 ISSUES PER ISSUE	Included WEB
FULL PAGE	\$260	\$195	\$7
1/2 PAGE	\$155	\$115	\$6
1/3 PAGE	\$120	\$95	\$5
1/4 PAGE	\$95	\$70	\$5
1/6 PAGE	\$90	\$60	\$5
1/8 PAGE	\$60	\$45	\$4
SERVICE DIRECTORY	\$30 PER WEEK, 4 WEEK MIN		\$3
BUSINESS CARD	\$20 PER WEEK, 4 WEEK MIN		\$3
CORNER AD	\$50 PER WEEK		

NEWSPRINT FULL COLOR	1-3 ISSUES	4-52 ISSUES PER ISSUE	Included WEB
FULL PAGE	\$425	\$325	\$7
1/2 PAGE	\$255	\$195	\$6
1/3 PAGE	\$170	\$115	\$5
1/4 PAGE	\$155	\$115	\$5
1/6 PAGE	\$125	\$85	\$4
1/8 PAGE	\$95	\$70	\$4

* For Color Placement pricing ask your Sales Representative

PREMIUM FULL COLOR	1-3 ISSUES	4-12 ISSUES PER ISSUE	Included WEB
PREMIUM COVER	\$1000	\$650	\$10
BELOW FOLD COVER	\$750	\$550	\$10
INSIDE BACK COVER	\$500	\$350	\$7
BACK COVER	\$550	\$400	\$7

All positions subject to availability. Prices are per edition, additional discounts may apply for multiple edition schedules.

SANTA CLARITA GAZETTE

Your Hometown News and Classifieds
Issue 837 September 26- October 2, 2014

Subscribe to the Gazette for as little as \$10 &
get 2 tickets to the LA County Fair OR
Ventura Harvest Festival! Call us!

**FREE
CLASSIFIEDS**
(661) 298-5330

See full ad on page 39



Yamaha of North Hollywood
5626 Tujunga Ave., North Hollywood, CA 91601
800-800-6134 **YAMAHA**
www.yamahaofnorthhollywood.com

Recession Cuts Reversed in Negotiations

By Josh Heath

Teachers' Union-Hart District Deal to Restore Pre-Recession Cuts

California's economic recovery is set to trickle down to the William S. Hart Union School District as contract negotiations with the Hart District Teachers Association (HDTA), the union for teachers in the district, head into the final stages.

The new contract, approved by 80 percent of participating union voters this month, covers a host of issues, according to sources close to the deal.

Foremost among them was a four percent salary increase for teachers, the first since the recession, a decrease in class sizes to pre-recession levels, a nearly 30-page elimination of unneeded language in the teachers' former contract, and a streamlining of how teachers and other staff are evaluated by school administrators.

The stipulation mandating the decrease in class sizes is the final step in restoring the school environment to what it was pre-recession, according to Jayme Allsman, president of the Hart Teachers Association.

During the recession, in an effort to cut costs, the school board increased class size by three students and imposed five furlough days on teachers. The furlough days were restored at the end of the 2012-2013 school year.

"The Hart School District and the Teachers Association have a tradition of working together and we continue that tradition now," Allsman said.

continued on page 3



Premium cover is
above the fold, and
includes page 2,
Cover below the fold
is size of 1/2 page

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the PLACE!



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