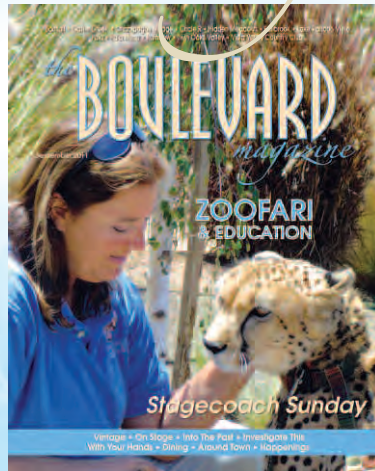


the BOULEVARD

magazine



Please join us in **The Boulevard Magazine** to celebrate the glorious hills and tranquil valleys enjoyed by the communities adjacent to the I-15 corridor. There are more than 10,000 homes in this rich tapestry of communities.

Expand Your Market - Expand Your Business

We distribute 10,000+ copies of *The Boulevard Magazine*, 11 times per year. Over 9,000 are direct-mailed and others are placed in high-traffic locations, including select supermarkets, in and adjacent to the communities. An online version is also available to readers.

What our advertisers are saying:

"I read it cover to cover!"

"In one month, the ad paid for the year's worth of advertising!"

"Thank you for sending me new business from my advertisement."

Bonsall
 Castle Creek
 Champagne Village
 Circle R
 Escondido (North)
 Hidden Meadows
 Fallbrook
 Lake Rancho Viejo
 Pala
 Pala Mesa
 Rainbow
 Twin Oaks Valley
 Vista Valley Country Club

www.TheBoulevardOnline.com • (760) 749-1112

E-mail: advertising@theboulevardonline.com • Mail: P.O. Box 1529, Valley Center, CA 92082

SIZE OPTIONS

<p>Full Page</p> <p>Trim Size 10.5"w x 13.125"h <i>1/2" bleed, optional</i></p>	<p>1/2v Page</p>	<p>4.7"w x 13.125"h</p> <p><i>1/2" bleed, optional</i></p>
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<p>10.5"w x 6.5"h <i>1/2" bleed, optional</i></p>	<p>3.1"w x 12.125"h</p>	<p>1/3v Page</p>
<p>1/2h Page</p>		

<p>9.5"w x 3.9"h</p>	<p>4.7"w x 5.9"h</p>	<p>1/4 Page</p>
<p>1/3h Page</p>		

<p>4.7"w x 3.9"h</p>	<p>3.1"w x 3.9"h</p>	<p>1/6 Page</p>	<p>1/9 Page</p>
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the **BOWLEAVARD** magazine

AD RATES per issue

SIZE	1-3x	4-7x	8-11x
1/9 Page	\$245	\$195	\$145
1/6 Page	\$290	\$240	\$190
1/4 Page	\$310	\$260	\$210
1/3 Page	\$440	\$390	\$340
1/2 Page	\$490	\$440	\$390
Full Page	\$650	\$600	\$550
Inside Front Cover	Call for Special Pricing		
Inside Back Cover	Call for Special Pricing		
Back Cover	Call for Special Pricing		

Pricing as of 1/1/12. Prices include full color, ad design and display in print and online issues. Current rates are subject to change without notice. Publisher reserves the right to reject any advertising submission.

PUBLICATION DATES

11 Times Per Year on the First Day of the Month:
February through December

DEADLINES

Ad Space Reservation:

First Day of the Month, before the next issue

Ad Copy & Materials:

Fifth Day of the Month, before the next issue

FILE FORMATS ACCEPTED

Files should be 300 dpi in CMYK color. Formats preferred are PDF, TIF or EPS. Also accepted are JPG, InDesign, Illustrator, Photoshop or Quark Xpress.

Submit via e-mail to graphics@theboulevardonline.com

www.TheBoulevardOnline.com • (760) 749-1112

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