



SAN DIEGO COUNTY'S CHRISTIAN NEWSPAPER

# Good News, etc.

2010 Media Kit (760) 724-3075

## 36,000 Copies Monthly • Over 1,300 Locations • 26 Years of Publishing

*Good News, etc.* is a monthly Christian tabloid beginning its 26th year. The newspaper circulates 36,000 copies throughout San Diego County and extends into the greater Temecula/Murrieta area of Riverside County. *Good News, etc.* is packed with news, features and events that address the Christian community. *Good News, etc.* is also a publication that endeavors to reach out to those who don't know Jesus Christ as their Savior. The newspaper is made available through churches, schools, businesses and public facilities. *Good News, etc.* contains local news and features divided into editorial sections: Family, Pro-Life, Politics, Evangelism, Missions, Books, Sound Events, Sports, Politics, Ministries and Opinion. Other highlights of *Good News, etc.* are "The Calendar," Classifieds and an array of display advertisements that promote businesses and community events.

## Targeting San Diego County's Christian Community

Advertisers can choose both our editions with the full circulation of **36,000** copies a month, or select just the North County edition or just the San Diego edition. Highway 56 is the dividing line between the editions:

**NORTH COUNTY** — Del Mar, Solana Beach, Cardiff, Encinitas, Leucadia, Carlsbad, Oceanside, Camp Pendleton, Vista, Fallbrook, San Marcos, Escondido, Valley Center, Poway, Rancho Bernardo, Penasquitos, Ramona, Murrieta & Temecula.

**SAN DIEGO** — The area from La Jolla to San Ysidro, and from the Beach Cities to El Cajon – and points between.

Many advertisers elect to concentrate their advertising budget to a readership closer to their geographical area and can save money by advertising in one edition. For others who desire to reach the entire county, there is a substantial discount in the "cost per thousand" as the second edition is available for only 50% more than the single edition rate.

## Offering Our Readers . . .

- Current local news of interest to Christians, prepared by Christian writers/journalists and presented in an easy-to-read format.
- National and world news provided by the Evangelical Press News Service and other sources.
- "The Calendar" — a listing of Christian events in San Diego County for the month.
- Outstanding local columnists: Pam & Bill Farrel, Bill Smith, Anthony Saffer, Caz Taylor, Dannie Haemig, and Frank Kacer.
- Prominently displayed "sections" or pages for Sports, Health, Business, Missions, Pro-Life, Opinion, Evangelism, Ministries, Politics, Family, Sound Events, Books, etc.
- An effective Web page ([www.goodnewsetc.com](http://www.goodnewsetc.com)) with current news reports and calendar listings.
- Experience: *Good News, etc.* began publishing in 1984 with 10,000 copies a month. Over 10 million copies printed to date.
- Commitment: With a proven "track record" of 26 years under the same ownership, we're here for you!

## Offering Our Advertisers . . .

- Target advertising: The best way to reach the Christian community in San Diego. *Good News, etc.* is a trusted resource that people save for its news, information and advertisements, ready to begin our 26th year.
- A way to reach the Christian audience which looks forward to receiving this quality newspaper each month. Ads in *Good News, etc.* have exposure for a whole month — not just a day or week.
- The choice of advertising in North County or the greater San Diego area. And for the advertiser who needs exposure throughout the county, it costs only 50% more to advertise in both editions — but it doubles your circulation.
- A newspaper format that assures the advertiser their ad won't be lost in pages and pages of other advertising. An ad can usually be positioned where it will do the most good for the individual advertiser. (A concert ad would do better in the Community Calendar section, for example, or a marriage retreat ad on one of the Family pages.)
- Discounts for frequent advertising (15% off for 3-month run, 20% off for 6-month run and 25% off for 12-month run).
- For no additional charge we will help design an ad that will maximize your advertising investment.
- Your display ad will also appear on the digital edition of the paper of [www.goodnewsetc.com](http://www.goodnewsetc.com). Banner ads also available.

## Where Do the Papers Go?

*Good News, etc.* is made available to churches, businesses and ministries for monthly distribution. In addition, approximately 250 papers are mailed each month to subscribers, advertisers and supporters of GNE. About half of the papers go directly to churches. About a third of the papers go to public locations and 10% to ministries, bookstores and Christian schools. Our average quantity is 30 papers per location and there are over 1,300 distribution locations for the 36,000 copies.

## Who Reads the Paper?

A 2008 study by the Fellowship of Christian Newspapers found that our readers are typically homeowners, highly involved in the community, and possess above-average purchasing power. They trust the newspaper as a source for reliable information. Some interesting statistics:

- 57% of readers are women • 75% are married • 29% are self-employed • 58% earned \$50,000 or more annually
- 50% attend church 2-3 times a week • 34% spend 4+ hours a day on the Internet • 77% own their home • 78% have a college education
- 85% report reading most or all the newspaper each month and after reading their copy many save it or pass it on to family for friends.

## Distribution Dates

<b>January 2010</b>		Saturday, Jan. 2	<b>August 2010</b> (Christian Ed. Issue)	Saturday, July 24
<b>February 2010</b>	(Higher Ed. Issue)	Saturday, Jan. 30	<b>September 2010</b>	Saturday, Aug. 21
<b>March 2010</b>	(Christian Ed. Issue)	Saturday, Feb. 27	<b>October 2010</b>	Saturday, Sept. 25
<b>April 2010</b>	(Easter is April 4)	Saturday, March 27	<b>November 2010</b>	Saturday, Oct. 30
<b>May 2010</b>		Saturday, May 1	<b>December 2010</b>	Saturday, Nov. 27
<b>June 2010</b>		Saturday, May 29		(Subject to Change)
<b>July 2010</b>		Saturday, June 26		

*Contact us for deadlines for space reservations and artwork!*

## Mechanical Requirements

**AD SIZES** — Order your ad in any size (by the column inch) or in one of the standard sizes. The minimum ad size is 1/16 page.

**PLACEMENT** — Position cannot be guaranteed, but the publishers will make every effort to accommodate reasonable requests.

**PAYMENT** — New clients must have payment accompany their advertising order or when a proof is shown. Established local accounts are billed, with payment due by the 10th. Cancellations after the 20th will be billed 50 percent of the cost of reserved space. An advertiser on contract who does not complete the term will be re-billed at the open rate or discount rate earned. Payments received after the 10th are subject to a late charge.

**DEADLINES** — For space reservations in the next month's paper, the deadline is the 15th. Allow one week for ad proofs if required; ad payment is due at that time for new clients. If space has been reserved and payment made, the advertiser has until the 22nd to provide camera-ready art. The newspaper is usually distributed the last Saturday of the month so that it's in the readers' hands by the 1st.

**PRODUCTION** — There is no charge for usual and customary ad production, which includes typesetting, scanning and labor that we can do on site. Scanning from slides or a large format will require a fee for the cost of the special work. We can also handle most photography needs at the minimum rate of \$15 per session plus a travel fee. Liability for a production error by *Good News, etc.* or our printer shall not exceed the cost of the ad. A composition charge based at \$30/hour (\$10 min.) will be applied to all ads produced by *Good News, etc.* and cancelled before publication.

**ART SERVICES** — Additional art services are available, including turning an ad into a flyer or poster. We can also design brochures, business cards and other projects. Charges are \$30/hour (minimum charge \$10).

**CONTENT** — Subject matter, form, size, wording and illustrations will be subject to approval by the publishers, but no change shall be made without the advertiser's consent. Responsibility for the ad rests with the client.

**SPECIFICATIONS** — The newspaper is printed by the offset method. We operate on a Macintosh system and preferred file formats are pdf, tiff or Photoshop, with a dpi of 300. A 150-line screen is best for all halftones and full color must be CMYK. Allow for a 20% dot gain. Also, avoid 4-color black on ads. E-mail ads to [goodnewseditor@cox.net](mailto:goodnewseditor@cox.net) or for larger files, contact us about FTP details.

**COLOR** — The ROP color cost is \$42. Other specified spot colors are \$65 each. For full color, the open rate is \$195 — reduced to \$100 as the contractual rate. These add-on prices apply for any size ad.

## Special Advertising Classifications

**PROFESSIONAL DIRECTORY:** Separate directories for North County and San Diego. Listing includes name, 10-word (maximum) explanation of services offered, plus address/phone. Cost for one zone: \$24 per month for 3 months (\$72) or \$21 per month for 6 months (\$126) or \$18 per month for 12 months (\$216). To be in the second zone, the price is 50% more (\$108, \$180 or \$324, respectively).

**CLASSIFIED ADVERTISING:** Free ads (10 words or less) for private parties, with additional words 25¢ each. Cost for businesses is \$10 for the first 10 words and 25¢ each additional word. Ads run in both zones and deadline is the 15th. Payment must accompany ad. Personal dating ads are not accepted.

**INSERTS:** Inserts may be mechanically inserted into the paper each month and they must meet certain specifications. The minimum number of inserts is an entire North County or San Diego edition. The price for one zone is \$40 per thousand. Inserts into both editions (36,000) are charged at a discounted rate of \$35 per thousand.

## Contact Information

*Good News, etc.* • P.O. Box 2660, Vista, CA 92085-2660 • (760) 724-3075 • FAX: (760) 724-8311 • Web: [www.goodnewsetc.com](http://www.goodnewsetc.com)  
Editor/Publisher Rick Monroe's e-mail: [goodnewseditor@cox.net](mailto:goodnewseditor@cox.net) • Co-Publisher Colleen Monroe's e-mail: [goodnewsetc@cox.net](mailto:goodnewsetc@cox.net)

# Good News, Etc. Display Advertising Rates for 2010\*

NOTE: Prices are for black and white. Full color add \$195 (or \$100 contractual rate); spot color add \$42. \* Rates for 2010 subject to change for non-contract clients.

**1/16 PAGE:**

	SINGLE INSERTION (Open Rate)	3-TIME RATE (15% disc. monthly)	6-TIME RATE (20% disc. monthly)	12-TIME RATE (25% disc.)
SD or NC	\$98.00	\$83.30	\$78.40	\$73.50
BOTH EDITIONS	\$147.00	\$124.95	\$117.60	\$110.25

Total of 3.5 column inches: 2 col. (4.9") wide by 1.75" high OR 1 col. (2.375") wide by 3.5" high. Cost per inch for ads 4-6.5 col. inches, single insertion: \$28.00 for 1 zone or \$42.00 for 2 zones (less 15% on 3-time rate, 20% on 6-time rate, or 25% on 12-time rate.)

**1/8 PAGE:**

	SINGLE INSERTION (Open Rate)	3-TIME RATE (15% disc. monthly)	6-TIME RATE (20% disc. monthly)	12-TIME RATE (25% disc.)
SD or NC	\$174.00	\$147.90	\$139.20	\$130.50
BOTH EDITIONS	\$261.00	\$221.85	\$208.80	\$195.75

Total of 7 column inches: 2 col. (4.9") wide by 3.5" high OR 1 col. (2.375") wide by 7" high. Cost per inch for ads 7-9 col. inches, single insertion: \$24.85 for 1 zone or \$37.28 for 2 zones (less 15% on 3-time rate, 20% on 6-time rate, or 25% on 12-time rate.)

**1/6 PAGE:**

	SINGLE INSERTION (Open Rate)	3-TIME RATE (15% disc. monthly)	6-TIME RATE (20% disc. monthly)	12-TIME RATE (25% disc.)
SD or NC	\$233.75	\$198.69	\$187.00	\$175.31
BOTH EDITIONS	\$350.62	\$298.03	\$280.50	\$262.97

Total of 10 column inches: 3 col. (7.4375") wide by 3.33" high OR 2 col. (4.9") wide by 5" high. Cost per inch for ads 10-13.5 col. inches, single insertion: \$23.37 for 1 zone or \$35.06 for 2 zones (less 15% on 3-time rate, 20% on 6-time rate, or 25% on 12-time rate.)

**1/4 PAGE:**

	SINGLE INSERTION (Open Rate)	3-TIME RATE (15% disc. monthly)	6-TIME RATE (20% disc. monthly)	12-TIME RATE (25% disc.)
SD or NC	\$328.00	\$278.80	\$262.40	\$246.00
BOTH EDITIONS	\$492.00	\$418.20	\$393.60	\$369.00

Total of 14 column inches: 3 col. (7.4375") wide by 4.67" high OR 2 col. (4.9") wide by 7" high. Cost per inch for ads 14-18.5 col. inches, single insertion: \$23.43 for 1 zone or \$35.14 for 2 zones (less 15% on 3-time rate, 20% on 6-time rate, or 25% on 12-time rate.)

**1/3 PAGE:**

	SINGLE INSERTION (Open Rate)	3-TIME RATE (15% disc. monthly)	6-TIME RATE (20% disc. monthly)	12-TIME RATE (25% disc.)
SD or NC	\$393.75	\$334.69	\$315.00	\$295.31
BOTH EDITIONS	\$590.63	\$502.03	\$472.50	\$442.97

Total of 18 column inches: 3 col. (7.4375") wide by 6" high OR 2 col. (4.9") wide by 9" high. Cost per inch for ads 18-27 col. inches, single insertion: \$21.87 for 1 zone or \$32.81 for 2 zones (less 15% on 3-time rate, 20% on 6-time rate, or 25% on 12-time rate.)

**1/2 PAGE:**

	SINGLE INSERTION (Open Rate)	3-TIME RATE (15% disc. monthly)	6-TIME RATE (20% disc. monthly)	12-TIME RATE (25% disc.)
SD or NC	\$576.00	\$489.60	\$460.80	\$432.00
BOTH EDITIONS	\$864.00	\$734.40	\$691.20	\$648.00

Total of 28 column inches: 4 col. (10") wide by 7" high OR 3 col. (7.4375") wide by 9.33" high OR 2 col. (4.9") wide by 14" high. Cost per inch for ads 32-47 col. inches, single insertion: \$20.57 for 1 zone or \$30.86 for 2 zones (less 15% on 3-time rate, 20% on 6-time rate, or 25% on 12-time rate.)

**3/4 PAGE:**

	SINGLE INSERTION (Open Rate)	3-TIME RATE (15% disc. monthly)	6-TIME RATE (20% disc. monthly)	12-TIME RATE (25% disc.)
SD or NC	\$ 720.00	\$612.00	\$576.00	\$540.00
BOTH EDITIONS	\$1080.00	\$918.00	\$864.00	\$810.00

Total of 42 column inches: 4 col. (10") wide by 10.5" high OR 3 col. (7.4375") wide by 14" high. Cost per inch for ads 42-55 col. inches, single insertion: \$17.14 for 1 zone or \$25.71 for 2 zones (less 15% on 3-time rate, 20% on 6-time rate, or 25% on 12-time rate.)

**FULL PAGE:**

	SINGLE INSERTION (Open Rate)	3-TIME RATE (15% disc. monthly)	6-TIME RATE (20% disc. monthly)	12-TIME RATE (25% disc.)
SD or NC	\$ 928.00	\$ 788.80	\$ 742.40	\$ 696.00
BOTH EDITIONS	\$1392.00	\$1183.20	\$1113.60	\$1044.00

Total of 56 column inches: 4 col. (10") wide by 14" high. Cost per inch for single insertion: \$16.57 for 1 zone or \$24.86 for 2 zones (less 15% on 3-time rate, 20% on 6-time rate, or 25% on 12-time rate.)

**BACK PAGE:** There is only one per month! Please contact us for availability.

**SECTION SPONSORS:** These are prominent (1"x3") black-and-white ads positioned at the top right corner of the editorial section headings. The price is \$750 for 6-months. Please call for availability.

**SAMPLE AD SIZES** — There are numerous sizes to consider. A full page ad measures 4 columns wide by 14 inches tall. Here are samples of four smaller size ads. You have a choice in most sizes of a horizontal or vertical layout. The dimensions of all the ads are on the price sheet. Prices include usual and customary ad production.

**1/16 page**  
**2 col. x 1.75" tall**  
other shape:  
**1 col. x 3.5"**

**1/16 page**  
**1 col. x 3.5" tall**  
other shape:  
**2 col. x 1.75"**

**1/6 page**  
**2 col. x 5" tall**  
other shape:  
**3 col. x 3.33"**

**1/8 page**  
**2 col. x 3.5" tall**  
other shapes:  
**1 col. x 7.5" or 3 col. x 2.33"**

**1/4 page**  
**3 col. x 4.67" tall**  
other shape:  
**2 col. x 7"**