

# SANTACRUZ

magazine



**SANTACRUZ**  
magazine

Take a surf safari to  
**Woodies on the Wharf**  
Celebrating 15 Years

The cover of Santacruz magazine shows a row of vintage cars parked on a wharf. The text on the cover includes the magazine title, the article title 'Woodies on the Wharf', and 'Celebrating 15 Years'.

**SANTACRUZ**  
magazine

The town  
**Alfred Hitchcock**  
called home  
and how it inspired  
the 'Master of Suspense'

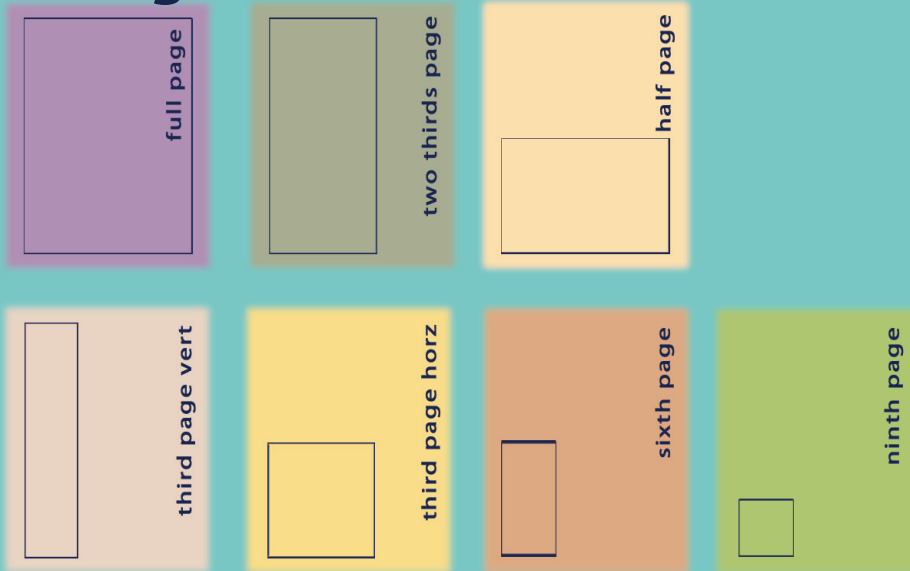
The cover of Santacruz magazine features a portrait of Alfred Hitchcock looking through a window frame. A crow is perched on the ledge in front of him. The text on the cover includes the magazine title, the article title 'The town Alfred Hitchcock called home...', and 'and how it inspired the Master of Suspense'.

Living local  
**"Island"**  
Meet our own Hula Hula  
Tour a vintage Santa Cruz Victorian

A look at the life behind the gates  
of his fabled mountain retreat  
Make your own wine in Santa Cruz ▲ Traveling the world on a bamboo bicycle



# sizing



**sizes: trim size  $8\frac{7}{8} \times 10\frac{7}{8}$ " ▲ full page  $7\frac{1}{2} \times 9\frac{5}{8}$ "**  
**two-thirds page (v)  $4\frac{15}{16} \times 9\frac{5}{8}$ " ▲ half page(h)  $7\frac{1}{2} \times 4\frac{3}{4}$ "**  
**third page(v)  $2\frac{3}{8} \times 9\frac{5}{8}$ " ▲ third page(h)  $4\frac{15}{16} \times 4\frac{3}{4}$ "**  
**sixth page  $2\frac{3}{8} \times 4\frac{3}{4}$ " ▲ ninth page  $2\frac{3}{8} \times 2\frac{1}{4}$ "**  
**(for complete ad specifications contact your account representative)**

| size                 | 1     | 3+x   |
|----------------------|-------|-------|
| full                 | 2,400 | 2,000 |
| two-thirds           | 2,100 | 1,750 |
| half                 | 1,600 | 1,350 |
| third                | 1,100 | 900   |
| sixth                | 550   | 475   |
| ninth                | 375   | 325   |
| positions            |       |       |
| full page before TOC | 2,800 | 2,400 |
| outside-back cover   | 3,200 | 2,800 |
| inside-back cover    | 2,500 | 2,100 |

**PUBLICATION:** Santa Cruz Magazine is published quarterly - Spring, Summer, Fall, and Winter.

**DEADLINES:** Space reservation - 30 days preceding issue date

Art, Copy, Formatted disk - 30 days preceding the issue date

**ELECTRONIC DATA:** Santa Cruz Magazine is created digitally. All digital files must be accompanied with a SWOP color proof.

For questions concerning digital media, contact your sales representative.

**AGENCY DISCOUNTS:** Fifteen percent (15%) commission is granted to recognized advertising agencies only. To earn this commission, agencies must sell and service the client, provide formatted electronic data on disk and pay in full within thirty (30) days of the billing date.

Complete ad specifications, file submission, software formats, etc. are available. Contact your sales representative for more information.

**S**anta Cruzans aren't content to just live a 9-to-5 existence, our magazine will take you on amazing surfing, sailing, golfing, kite-boarding and hiking adventures, giving you an inside look at our area's top sports. We'll sneak you into the kitchens of your favorite restaurants, take you behind-the-scenes at area vineyards and let you into the lives of artists and travelers. And, we'll make having fun a little easier by helping you find things like the best cruiser bike rides, great morning mochas and even what beach to visit if you're single and looking for more than just a suntan.

We are a magazine of style— with a conscience.

Join us.

### Upcoming Deadlines

Feb. 24, 2010 issue – deadline 1/24/10

May 26, 2010 issue – deadline 4/26/10

Aug. 25, 2010 issue – deadline 7/26/10

Nov. 24, 2010 issue – deadline 10/24/10



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