

Advertising Rates/Schedule

100% Direct Mail Envelope Advertising
Guaranteed Delivery & Proven Results Since 1992

So. Cal's Only Bi-Weekly Envelope Mailer

RATES PER 10,000 ZONE (Includes Ad Design, Printing & Postage)					
2007 Rates Per Week	4 COLORS 1 SIDE	4 COLOR FRONT 2 COLOR BACK	4 COLOR FRONT 4 COLOR BACK	DOUBLE COUPON 4 COLOR - 1 SIDE	DOUBLE COUPON 4 COLOR - 2 SIDES
1 Zone	\$375 Per Zone	\$425 Per Zone	\$450 Per Zone	\$525 Per Zone	\$600 Per Zone
2 - 3 Zones	\$350 Per Zone	\$400 Per Zone	\$425 Per Zone	\$500 Per Zone	\$575 Per Zone
4 - 5 Zones	\$325 Per Zone	\$375 Per Zone	\$400 Per Zone	\$475 Per Zone	\$550 Per Zone
6 - 7 Zones	\$300 Per Zone	\$350 Per Zone	\$375 Per Zone	\$450 Per Zone	\$525 Per Zone
Contract Rate 8-19 Zones in 6 Weeks	\$275 Per Zone	\$300 Per Zone	\$325 Per Zone	\$400 Per Zone	\$475 Per Zone

ZONES		2007 TO THE POST OFFICE DATES								"TARGET" YOUR MARKET Select 1 to 19 Zones									
2 Central Mission Viejo	Week of JAN 15	Week of FEB 26	Week of APR 9	Week of MAY 21	Week of JUL 2	Week of AUG 13	Week of SEP 24	Week of NOV 5	Week of JAN 14	Deadline Jan 3	Deadline Feb 14	Deadline Mar 28	Deadline May 9	Deadline Jun 20	Deadline Aug 1	Deadline Sep 12	Deadline Oct 24	Deadline Jan 2	
5 South Lake Forest																			
9 Central Laguna Niguel																			
14 West Aliso Viejo																			
15 Dana Point / Capo Beach																			
17 Ladera Ranch, Las Flores																			
19 South San Clemente																			
3 South Mission Viejo	Week of JAN 29	Week of MAR 12	Week of APR 23	Week of JUN 4	Week of JUL 16	Week of AUG 27	Week of OCT 8	Week of NOV 19	Week of JAN 28	Deadline Jan 17	Deadline Feb 28	Deadline Apr 11	Deadline May 23	Deadline Jul 3	Deadline Aug 15	Deadline Sep 26	Deadline Nov 7	Deadline Jan 16	
4 North Lake Forest																			
6 Rancho Santa Margarita																			
7 Laguna Hills/Nellie Gail																			
12 East Aliso Viejo																			
18 So. Niguel, Monarch Beach, Three Arch Bay																			
1 North Mission Viejo	Week of FEB 12	Week of MAR 26	Week of MAY 7	Week of JUN 18	Week of JUL 30	Week of SEP 10	Week of OCT 22	Week of DEC 3	Week of FEB 11	Deadline Jan 31	Deadline Mar 14	Deadline Apr 25	Deadline Jun 6	Deadline Jul 18	Deadline Aug 29	Deadline Oct 10	Deadline Nov 21	Deadline Jan 30	
8 North Laguna Niguel																			
10 Foothill Ranch, Portola Hills																			
11 Coto, Dove Canyon																			
13 San Juan Capistrano																			
16 San Clemente, Talega																			

TERMS: 1/2 WITH COPY • 1/2 WITH SHOWPROOF



All Prices Subject To Change • Effective January 15, 2007



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