

# RANDOM LENGTHS

H A R B O R I N D E P E N D E N T N E W S

Serving the Seven Cities of the San Pedro / Long Beach Harbor Area: San Pedro • Long Beach • RPV • Wilmington • Carson • Lomita • Harbor City

–The Independent Harbor Area Newspaper–



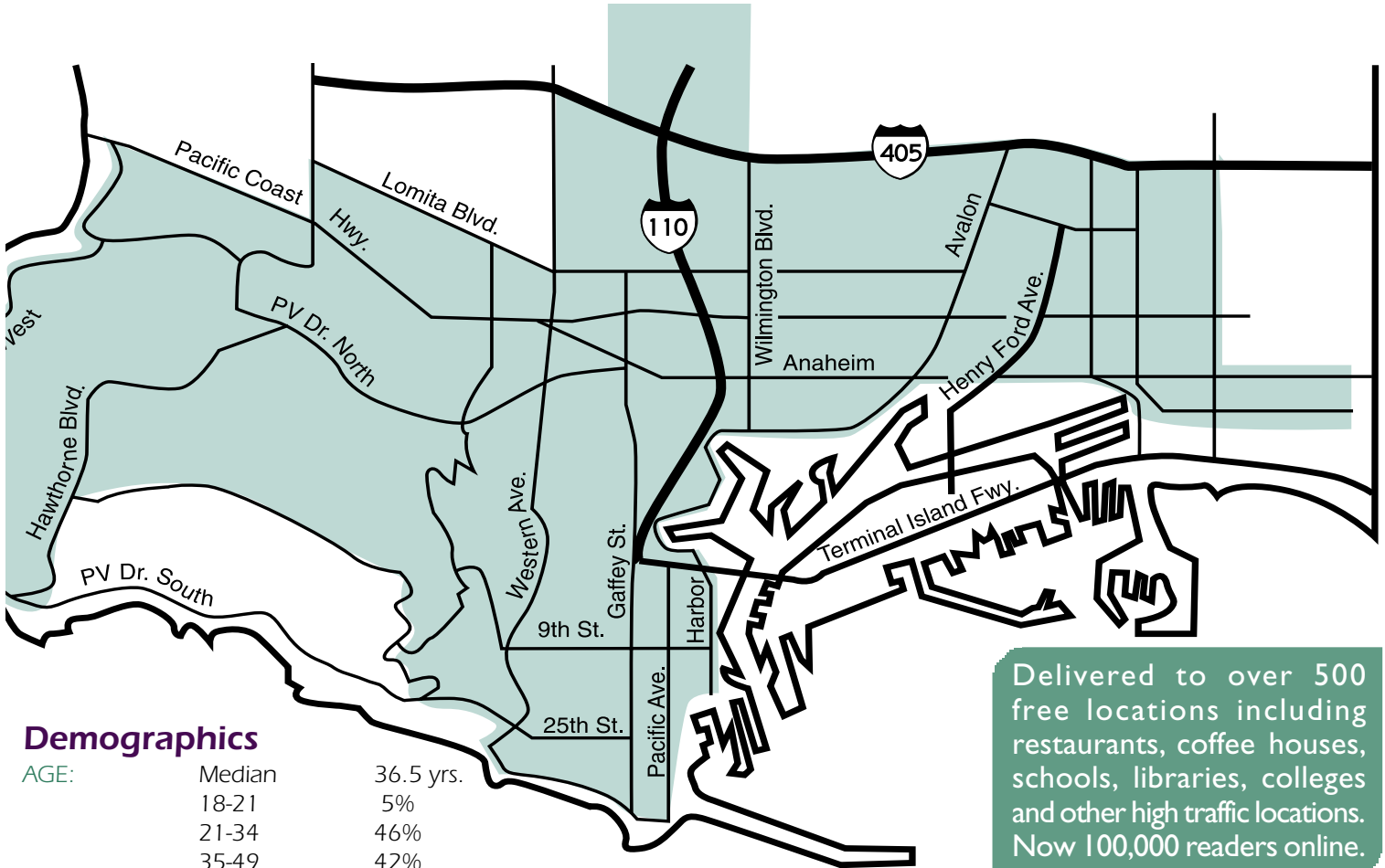
## We Cover The Harbor.

For 3 decades, *Random Lengths News* has covered the independent spirit of the harbor communities from San Pedro to the Palos Verdes Peninsula, from Long Beach to Carson, Harbor City and Wilmington. It is the largest circulation newspaper in the greater Harbor Area, with over **63,000 readers** per issue. *Random Lengths* brings you the Harbor Area like no other newspaper can.

Discover the difference an independent press makes.



## -Circulation Area-



### Demographics

AGE:	Median	36.5 yrs.
	18-21	5%
	21-34	46%
	35-49	42%
	50+	7%
GENDER	Female	52%
	Male	48%
INCOME	Median household	\$48,627
	Own home	51%
	Children	50%
OCCUPATION	Professional	57%
EDUCATION	Attended college	54%
	College graduate	38%
ETHNICITY	White 40%, Latino 37%, Asian 8%, African American 7%, others 6%	

### Circulation

<b>TOTAL READERSHIP</b>	<b>22,500</b>
	<b>63,000</b> (2.8 readers per issue, Simmons-Scarborough Survey)
DISTRIBUTION	19,600 Regulated rack pick up
	2,000 Targeted Home Delivery
	400 Subscription

**THE ONLY NEWSPAPER *EXCLUSIVELY* SERVING THE SAN PEDRO / LONG BEACH HARBOR AREA FOR ALMOST 3 DECADES.**

NATIONAL AD REP	ALTERNATIVE WEEKLY NETWORK (AWN)
AFFILIATIONS	Assoc. of Alternative Newsweeklies (AAN)

Audited circulation - Market Coverage 89%

### Publication Date

Published every other Thursday (fortnightly)  
**Closing for Space Reservation**  
 Friday before publication  
**Camera Ready Copy Deadline**  
 Noon, Monday before publication



## 2010 PUBLICATION AND PROMOTIONS SCHEDULE AT A GLANCE

### RANDOM LENGTHS NEWS is published every other Thursday.

Editorial and Advertising deadlines are the Friday before publication, respectively.

**SIGN UP FOR YOUR PROMOTIONS IN ADVANCE AND SAVE!**

	ISSUE DATE	DEADLINE	PROMOTION	Special Editions/Supplements
<b>1st Quarter</b>	<input type="checkbox"/> <b>Jan 7</b>	Jan 1	2009 Year In Review	Notice: Deadlines for Special Edition Publications and Supplements are earlier than the regular edition deadlines. Please see below.  Please ask your ad rep. for more info on our special publications.
	<input type="checkbox"/> <b>Jan 21</b>	Jan 15	Martin Luther King Jr. Day (Jan 18) / First Thursday (Feb 4)	
	<input type="checkbox"/> <b>Feb 4</b>	Jan 29	Valentine's Day (Feb 14) / President's Day (Feb 15) / Mardis Gras (Feb 16)	
	<input type="checkbox"/> <b>Feb 18</b>	Feb 12	First Thursday (March 4) / Black History Month	
	<input type="checkbox"/> <b>March 4</b>	Feb 26	St. Patrick's Day (March 17)	
	<input type="checkbox"/> <b>March 18</b>	March 12	First Thursday (April 1) / Women's History Month	
<b>2nd Quarter</b>	<input type="checkbox"/> <b>April 1</b>	March 26	Easter (April 4) / Spring Break Prelim / Spring Celebrations	HL Mag Deadline: March 5
	<input type="checkbox"/> <b>April 15</b>	April 9	Earth Day (April 22) / LA Harbor Int'l Film Fest	
	<input type="checkbox"/> <b>April 29</b>	April 23	First Thurs (May 6) / Cinco de Mayo / Mother's Day (May 9)	
	<input type="checkbox"/> <b>May 13</b>	May 7	Gay Pride	
	<input type="checkbox"/> <b>May 27</b>	May 21	ACE Summer Guide #1 / Primary Election Coverage Memorial Day (May 31)	<b>May 27- HarborLiving</b>
	<input type="checkbox"/> <b>June 10</b>	June 4	First Thursday (June 3) Election Primary Restults / Tour des Artistes (June 12) / Father's Day (June 20)	HL Mag Deadline: May 14
	<input type="checkbox"/> <b>June 24</b>	June 18	ACE Summer Guide #2 / Bayou Festival / First Thurs (July 1) / 4th of July	
	<input type="checkbox"/> <b>July 8</b>	July 2	Bastille Day (July 14)	
<b>3rd Quarter</b>	<input type="checkbox"/> <b>July 22</b>	July 16	Hot Summer Nights / Enduro Wind Surf / First Thursday (Aug 5)	
	<input type="checkbox"/> <b>Aug 5</b>	July 30	ACE Summer Entertainment Guide #3 / Taste of SP	
	<input type="checkbox"/> <b>Aug 19</b>	Aug 13	Back to School	
	<input type="checkbox"/> <b>Sept 2</b>	Aug 27	Labor Day (Sept 6) / First Thursday (Sept 2)	
	<input type="checkbox"/> <b>Sept 16</b>	Sept 10	Latino Heritage Month	<b>Sept. 16- HarborLiving</b>
	<input type="checkbox"/> <b>Sept 30</b>	Sept 24	Lobster Fest / First Thursday (Oct 7) / SoundWalk LB / University by the Sea	HL Mag Deadline: Sept 3
	<input type="checkbox"/> <b>Oct 14</b>	Oct 8	Native American Heritage Month	
<b>4th Quarter</b>	<input type="checkbox"/> <b>Oct 28</b>	Oct 22	General Election (Nov. 2) / Halloween / Día de los Muertos / First Thursday (Nov 4)	
	<input type="checkbox"/> <b>Nov 11</b>	Nov 5	Veterans Day (Nov 11) / Pre-Holiday Sales / Election Results	<b>Nov. 11- Holiday Zine</b>
	<input type="checkbox"/> <b>Nov 25</b>	Nov 19	Thanksgiving (Nov 25) / First Thursday (Dec 2)	Shop Local Deadline: Oct. 29
	<input type="checkbox"/> <b>Dec 2</b>	Nov 26	SP Christmas Parade	
	<input type="checkbox"/> <b>Dec 9</b>	Dec 3	Holiday Gift Guide features on local merchants / Catering & Banquets	<b>Dec. 9- HarborLiving</b>
	<input type="checkbox"/> <b>Dec 23</b>	Dec 17	Holiday Gift Guide-Last Minute Shopping / Holiday Entertainment Guide	HL Mag Deadline: Nov. 26
	<input type="checkbox"/> <b>Jan 6</b>	Dec 31	2010 Year in Review	

## DISPLAY AD RATES



<b>BLACK &amp; WHITE RATES:</b> Cost per ad per issue					
	*Open	5x	9x	**13x	***27x
Business Saver	\$52	\$49	\$45	\$42	\$39
Business Card	79	75	71	69	62
1/16 Page	105	97	95	89	85
1/8 Page	209	190	180	170	160
3/16 Page	255	240	228	216	210
1/4 Page	340	329	318	305	295
1/3 Page	410	390	370	335	325
1/2 Page	630	598	578	560	520
2/3 Page	730	690	655	620	575
3/4 Page	925	885	850	840	830
Full Page	1,180	1,120	1,065	990	905

<b>FULL COLOR RATES:</b> Cost per ad per issue				
	*Open	9x	**13x	***27x
1/16 Page	\$195	\$185	\$145	135
1/8 Page	260	225	215	205
3/16 Page	305	275	265	250
1/4 Page	425	405	395	375
1/3 Page	460	445	425	415
1/2 Page	805	790	760	740
2/3 Page	890	850	825	809
3/4 Page	1,075	1,035	1,000	990
Full Page	1,425	1,350	1,295	1,225
Back Cover	2,500	2,400	2,200	1,999
Inside Front Cover	1,787	1,665	1,590	1,450
Inside Back Cover	1,775	1,650	1,535	1,400
Center Spread	3,500	3,300	3,100	2,995

**Special Placement: Add 25% to column price.**

This applies to 1/8 page ads or larger & must be stipulated at the time of sale.

- \* Agency commissionable rate 15% on open rates only.
- \*\* Ads earning this rate must run every other issue or consecutive issues.
- \*\*\* Ads earning this rate must run in every issue for full contract year.

**Camera Ready Art:** Artwork must comply with *Random Lengths'* specifications (see ad sizes below.) Files may be submitted on disc or via email. 300 dpi, for color format: CMYK, for black and white format: grayscale. PDFs & Tiffs are preferred.

**Custom Art and photography are available.** Your sales representative will quote any additional art work or photography.

## Deadlines

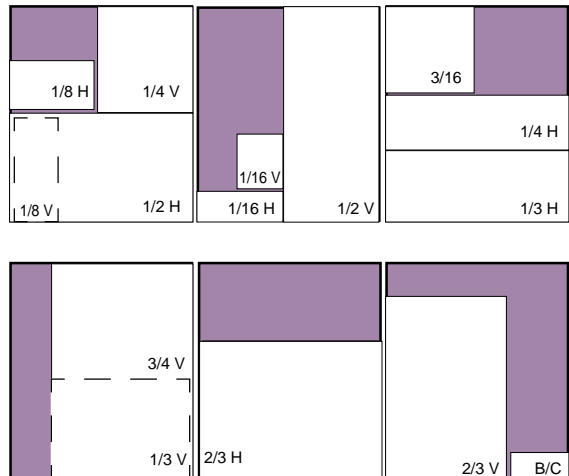
*Random Lengths* publishes every other Thursday (except in December.) Closing day for space reservations is the Friday before publication. Copy deadline is noon, Monday preceding publication. Every attempt will be made to show a proof prior to publication. Signed proofs must be returned to *Random Lengths* by noon Wednesday before publication.

**Color:** Only 1/16 page ads or larger on designated pages only.

## Dimensions

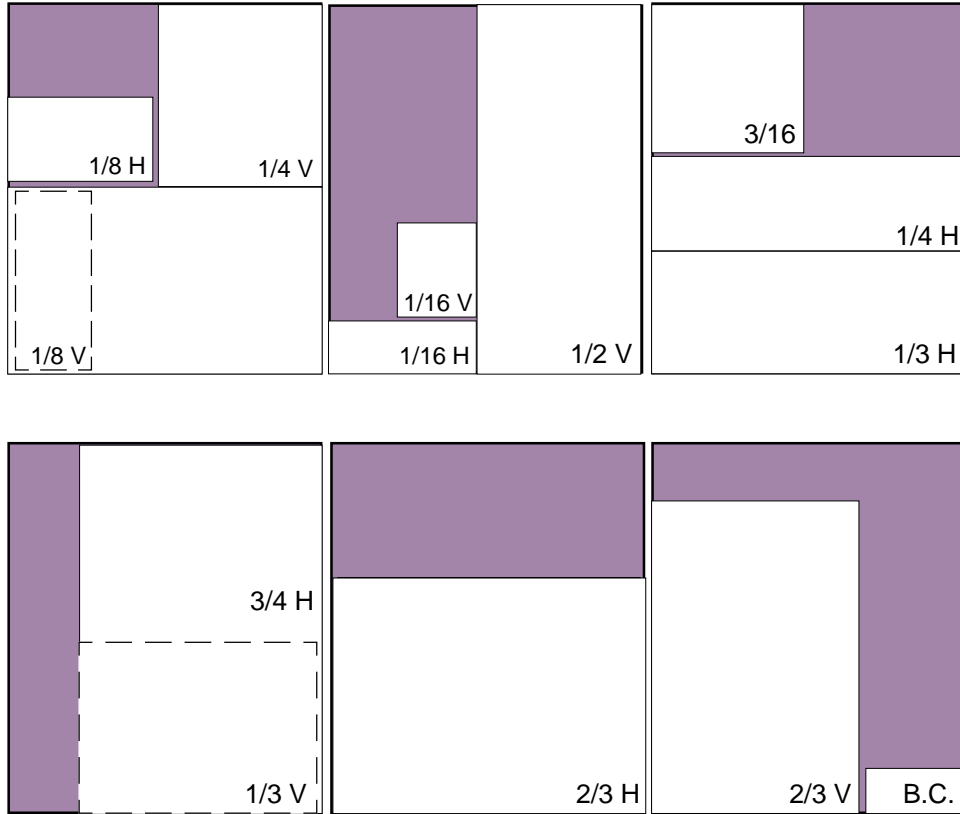
Live area of a *Random Lengths'* page is 10 1/4 x 12 3/4". Ads may not bleed. All *Random Lengths* ads are presented in a modular (magazine) format.

MODULAR SIZE	DIMENSIONS W x H	OPTIONAL SIZE W x H
BUSINESS SAVER	1 1/2 x 2 1/4"	
Business Card	3 1/8 x 1 3/4"	
1/16 Page	4 7/8 x 1 3/4"	2 1/4 x 3 1/2"
1/8 Page	4 7/8 x 3 1/8"	2 1/4 x 6 1/4"
3/16 Page	4 7/8 x 4 7/8"	
1/4 Page	4 7/8 x 6 3/8"	10 x 3 1/8"
1/3 Page	10 x 4 1/4"	7 1/2 x 5 5/8"
1/2 Page	10 x 6 3/8"	4 7/8 x 12 3/4"
2/3 Page	7 1/2 x 10 3/4"	10 x 8 1/2"
3/4 Page	7 1/2 x 12 3/4"	
FULL Page	10 x 12 3/4"	
BACK Page	10 x 12 3/4"	
DOUBLE TRUCK	21 1/2 x 12 3/4"	



Rates effective September 2007

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