



Serving 63,000 Readers in the Seven Cities of the Harbor Area:

SAN PEDRO • LONG BEACH • RPV • WILMINGTON • CARSON • LOMITA • HARBOR CITY

310-519-1442 • 1300 S. Pacific Ave., San Pedro, Ca 90731 • [www.RandomLengthsNews.com](http://www.RandomLengthsNews.com)

Send Artwork to: [Reads@RandomLengthsNews.com](mailto:Reads@RandomLengthsNews.com)



## We Cover The Harbor.

For over 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.

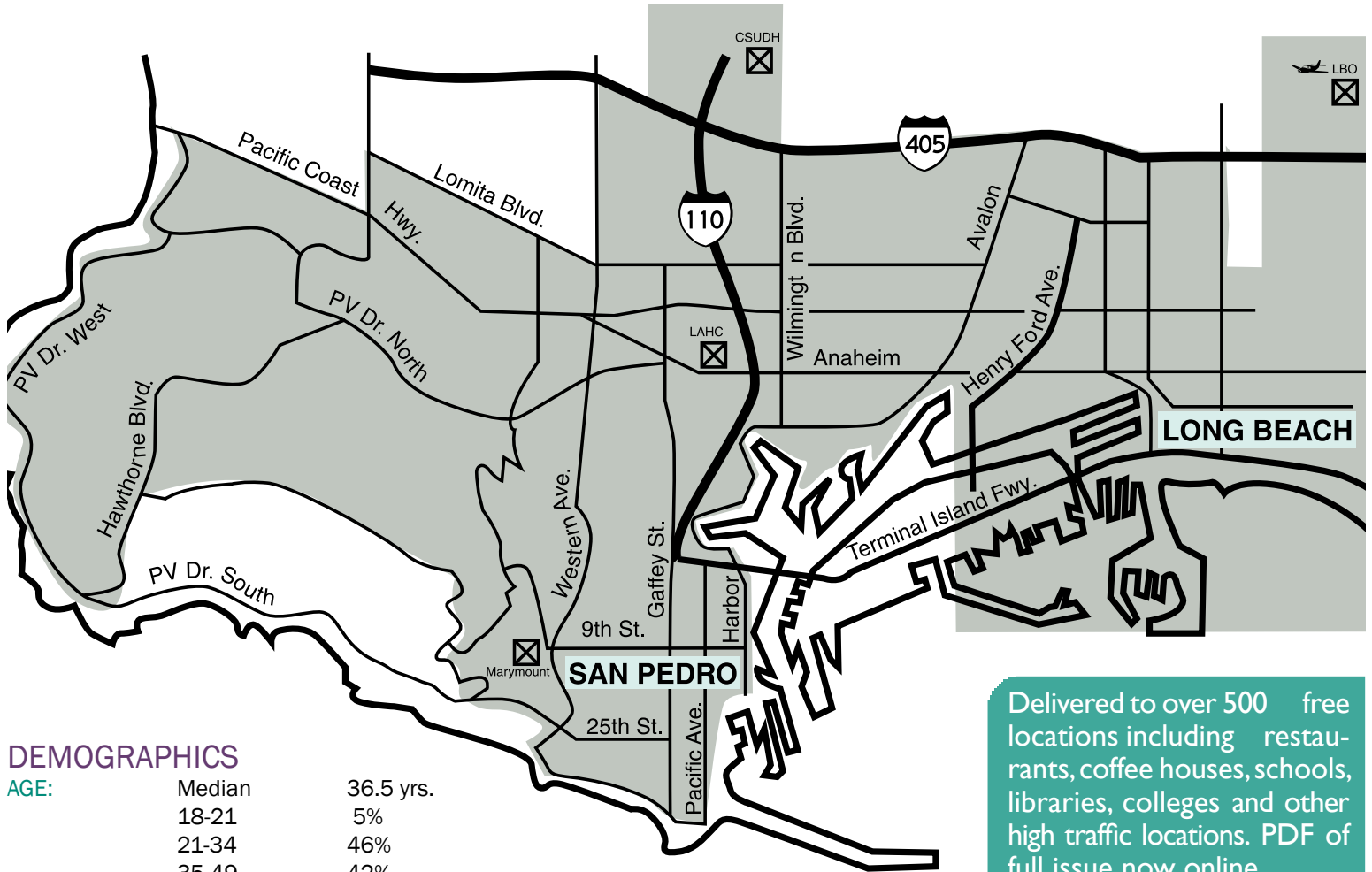
Discover the difference an independent press makes.



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## —DEMOGRAPHIC CIRCULATION DATA—



Delivered to over 500 free locations including restaurants, coffee houses, schools, libraries, colleges and other high traffic locations. PDF of full issue now online.

### DEMOGRAPHICS

<b>AGE:</b>	Median	36.5 yrs.
	18-21	5%
	21-34	46%
	35-49	42%
	50+	7%

<b>GENDER</b>	Female	52%
	Male	48%

<b>INCOME</b>	Median household	\$68,627
	Own home	51%
	Children	50%

<b>OCCUPATION</b>	Professional	57%
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<b>EDUCATION</b>	Attended college	54%
	College graduate	38%

<b>ETHNICITY</b>	White 40%, Latino 37%, Asian 8%, African American 7%, others 6%
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### CIRCULATION

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

**THE ONLY NEWSPAPER EXCLUSIVELY SERVING THE SAN PEDRO / LONG BEACH HARBOR AREA FOR OVER 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

[www.RandomLengthsNews.com](http://www.RandomLengthsNews.com)



Distributed in 3 colleges, exclusively in union halls—and at over 500 locations.

# 2012 PUBLICATION SCHEDULE

RANDOM LENGTHS NEWS is published every other Thursday.

SIGN UP FOR YOUR PROMOTIONS IN ADVANCE AND SAVE!

	ISSUE DATE	DEADLINE	PROMOTION
1 <sup>ST</sup> QUARTER	<input type="checkbox"/> Jan 12	Jan 6	2011 Prediction Edition / Martin Luther King Jr. Day (Jan 16)
	<input type="checkbox"/> Jan 26	Jan 20	RLn Guide to Health / First Thursday (Feb 2)
	<input type="checkbox"/> Feb 9	Feb 3	Love Dish Dining Guide / Valentine's Day (Feb 14) / Mardis Gras (Feb 21)
	<input type="checkbox"/> Feb 23	Feb 17	First Thursday (March 1) / Black History Month
	<input type="checkbox"/> March 8	March 2	St. Patrick's Day (March 17)
	<input type="checkbox"/> March 22	March 16	Women's History Month / First Thursday (April 5)
2 <sup>ND</sup> QUARTER	<input type="checkbox"/> April 5	March 30	Easter / Spring Break Prelim / Spring Celebrations
	<input type="checkbox"/> April 19	April 13	Earth Day Edition (April 22) / Cinco de Mayo / First Thurs (May 3)
	<input type="checkbox"/> May 3	April 27	Mother's Day (May 13)
	<input type="checkbox"/> May 17	May 11	Equality Edition (Gay Pride May 19 & 20) /
	<input type="checkbox"/> May 31	May 25	Summer Entertainment / Primary Election Coverage / Memorial Day
	<input type="checkbox"/> June 14	June 8	Election Primary Restults / Father's Day (June 17) / Bayou Festival
	<input type="checkbox"/> June 28	June 22	ACE Summer Entertainment Guide #2 / First Thurs (July 5) / 4th of July
3 <sup>RD</sup> QUARTER	<input type="checkbox"/> July 12	July 6	Bastille Day (July 14)
	<input type="checkbox"/> July 26	July 20	Hot Summer Nights / Enduro Wind Surf / First Thursday (Aug 2)
	<input type="checkbox"/> Aug 9	Aug 3	The Big Dish Dining Guide / Taste of San Pedro / Summer Entertainment
	<input type="checkbox"/> Aug 23	Aug 17	Labor Day Edition (Sept 3) / Back to School
	<input type="checkbox"/> Sept 6	Aug 31	First Thursday (Sept 6)
	<input type="checkbox"/> Sept 20	Sept 14	Hispanic Heritage Month
	<input type="checkbox"/> Oct 4	Sept 28	Lobster Fest / SoundWalk LB/ First Thursday (Oct 4)
	<input type="checkbox"/> Oct 18	Oct 12	Día de los Muertos / Halloween / First Thursday (Nov 1)
4 <sup>TH</sup> QUARTER	<input type="checkbox"/> Nov 1	Oct 26	General Election (Nov 6)
	<input type="checkbox"/> Nov 15	Nov 9	Thanksgiving (Nov 22) / Pre-Holiday Sales / Election / Veterans Day
	<input type="checkbox"/> Nov 29	Nov 23	First Thursday (Dec 6) / Holiday Parades Edition (Dec 2)
	<input type="checkbox"/> Dec 6	Nov 30	Holiday Rush
	<input type="checkbox"/> Dec 13	Dec 7	Holiday Gift Guide features on local merchants / Catering & Banquets
	<input type="checkbox"/> Dec 27	Dec 17	2012 Year in Review Edition / New Year's Eve & Holiday Nightlife Guide
	<input type="checkbox"/> Jan 10	Jan 4	2013 Prediction Edition

## Keep An Eye Out For RLn SPECIAL PUBLICATIONS:

HarboRLiving Magazine - SP Street Map  
 Holiday Shopping Zine - Dining Guide  
 More!



# DISPLAY AD RATES



BLACK & WHITE RATES: 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

FULL COLOR RATES: 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

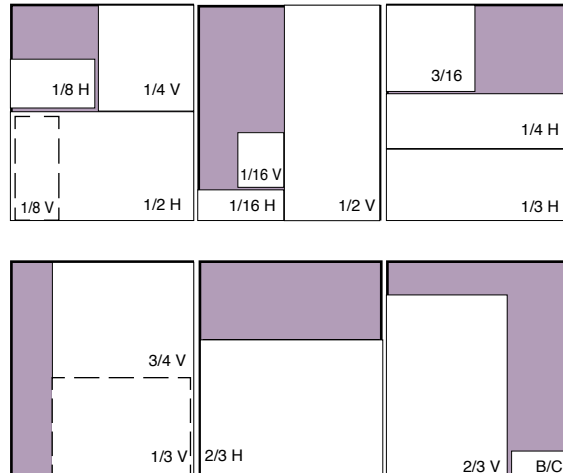
*Random Lengths* publishes every other Thursday (except in December.) Closing day for space reservations is the Friday before publication. Copy deadline is noon, Monday preceding publication. Every attempt will be made to show a proof prior to publication. Signed proofs must be returned to *Random Lengths*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



### Website Advertising:

RandomLengthsNews.com features each issue of *RLn* in PDF form as well as archives of past issues, content that didn't fit in print and more. We currently offer two options for advertising directly on our site:

**Full Skyscraper • \$100 Monthly**  
**Half Skyscraper • \$50 Monthly**

### HotLinked PDF:

Every edition of *Random Lengths News* is digitally published in full as a PDF at [www.RandomLengthsNews.com](http://www.RandomLengthsNews.com), including all print ads at no additional charge. However, for \$10 per issue, you can have your ad in our online version hotlinked directly to your website.

**\$10 per Issue**

### Email Advertising:

*RLn* contacts approx 1,000 Business owners every two weeks via email marketing with verifiable results. Ideal for those who target business owners.

**Wafer • \$50 monthly**

THE INDEPENDENT PROGRESSIVE NEWSPAPER OF THE SAN PEDRO / LONG BEACH HARBOR AREA FOR OVER 30 YEARS!

### Have An Idea? Tell Us!

At *RLn* we are always open to new ideas and creative ways to help our advertisers.

**REMEMBER**, while lots of things are free, expert messaging and marketing is not. That's where we come in. We can help make sure your message is on point, and consistent across platforms, from your post cards, and your advertising to your social media posts. Let *RLn* synchronize your message and do what we do best, while freeing you up, to do what you do best.