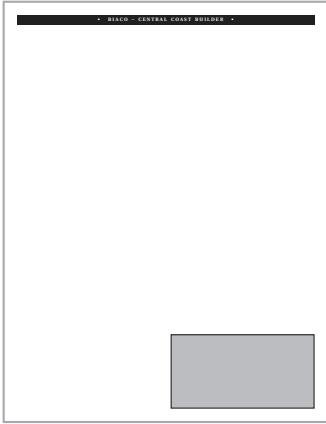


**ONE-EIGHTH PAGE**

Horizontal  
3.75" x 2"  
(Business Card)

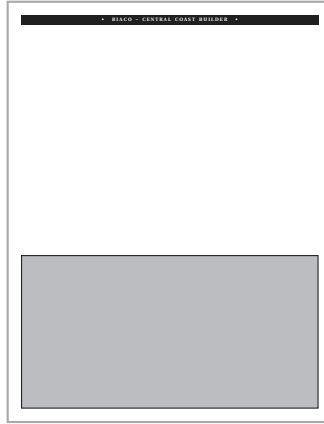
1x .....	\$50
6x (@ \$45) .....	\$270
12x (@ \$40) .....	\$480
Set-Up .....	\$30



**ONE-HALF PAGE**

Horizontal  
7.75" x 4"

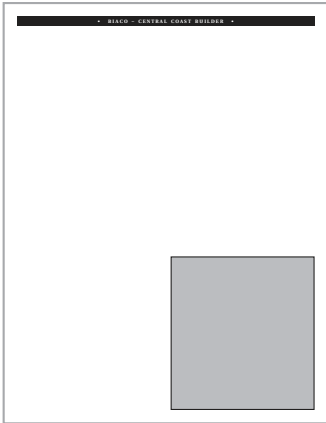
1x .....	\$175
6x (@ \$170) .....	\$1,020
12x (@ \$150) .....	\$1,800
Set-Up .....	\$80



**ONE-QUARTER PAGE**

Vertical  
3.75" x 4"

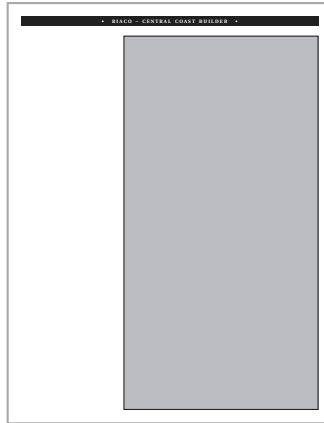
1x .....	\$90
6x (@ \$85) .....	\$510
12x (@ \$80) .....	\$960
Set-Up .....	\$50



**TWO-THIRDS PAGE**

Vertical  
5" x 9.75"

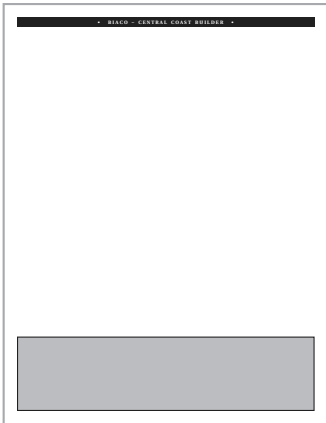
1x .....	\$185
6x (@ \$175) .....	\$1,050
12x (@ \$165) .....	\$1,980
Set-Up .....	\$100



**ONE-FIFTH PAGE**

Horizontal  
7.75" x 2"

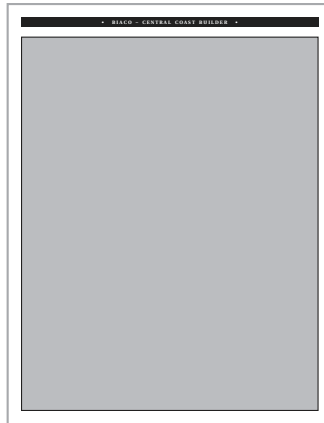
1x .....	\$90
6x (@ \$85) .....	\$510
12x (@ \$80) .....	\$960
Set-Up .....	\$50



**FULL PAGE**

Vertical  
7.75" x 9.75"

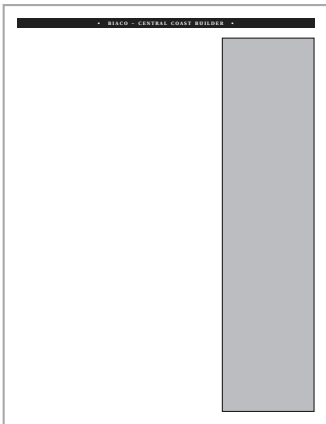
1x .....	\$350
6x (@ \$325) .....	\$1,950
12x (@ \$300) .....	\$3,600
Set-Up .....	\$120



**ONE-THIRD PAGE**

Vertical  
2.375" x 9.75"

1x .....	\$90
6x (@ \$85) .....	\$510
12x (@ \$80) .....	\$960
Set-Up .....	\$50



**RESOURCE DIRECTORY**

Type-only listing by business category.

10x (full year) . . . .	\$100
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- The Home Builders Association of the Central Coast offers advertising space in their newsletter **Central Coast Builder** (CCB) which is published eight times per year. Approximately 1,000 copies are printed and mailed or otherwise distributed to members and associates.
- Display Advertising may be submitted "on disc" as prepared by/for the advertiser, or prepared by CCB production for the "Set-up" charge noted for each size.
- Display advertising submitted in digital format only, to size, along with a proof print. The complete ad should be saved as a single PDF/ EPS file, with all fonts and images included in that file. Images should be 200 dpi for 100 lpi halftones. Media may be CD, or e-mail attachment.
- Display advertising prepared by CCB production will incur an additional one-time charge indicated for each ad size. Typical charges include average typesetting from typed copy, and one graphic (line art, logo, photo). These are average prices only, actual set-up charges are subject to complexity of ad. Please include clear instructions, rough layout, and your phone/fax number for approving final ad layout.
- The Resource Directory 2-line listing is reserved for Home Builders Association members only. Submit typed information: category, business, contact and phone number.
- Advertising contracts must be submitted by the 15th of the month preceding an issue.
- Set-up charges and first insertion charges are due in advance prior to publication. Subsequent advertising is invoiced monthly.