

## Reaching San Diego's Largest Business Audience

### Door to Door

Controlled circulation, delivered through the U.S. Postal Service, includes most older homes in San Diego County valued at \$1.5 million or greater, and VIRTUALLY EVERY MEMBER of the San Diego Regional Chamber of Commerce, San Diego County Hispanic Chamber of Commerce, Carlsbad Chamber, San Diego North Chamber (including the former Rancho Bernardo and Scripps Ranch Chambers), Golden Triangle Chamber, East County Chamber, National City Chamber, Chula Vista Chamber, Otay Mesa Chamber, the Asian Business Association, Building Industry Association of San Diego County, Downtown San Diego Partnership, San Diego Port Tenants Association, San Diego Rotary Club 33, nearly all clients of the Accion small-business lender, and most members of the San Diego Venture Group, UCSD Connect, Earl B. Gilliam (African-American) Bar Association, and the top officers of most locally based banks and publicly traded corporations in San Diego County. That's tens of thousands of copies right there. We deliver more copies of each edition than the Business Journal and Transcript COMBINED. And our shelf-life is longer and reference value is greater.

### Office to Office

San Diego Metropolitan enjoys requested delivery to the tenants of major office buildings in Downtown San Diego's Central Business District and residential condo towers in the Centre City. No other business publication delivers our volume directly into office suites. San Diego Metropolitan is also distributed from racks and bundles at more than 50 high-traffic business locations. But the cream of the readership crop, mostly business owners and professionals, receives mailed subscriptions.

Circulation — 20,050 Copies

Readership — 80,000-Plus

42% Delivered in Downtown/South Bay  
 17% in Mission Valley and Kearny Mesa  
 21% in La Jolla, Golden Triangle,  
 Coastal North County  
 10% in Inland North County  
 10% in East County

Oceanside  
 Carlsbad  
 Vista  
 San Marcos  
 Escondido  
 Rancho Bernardo  
 Scripps Ranch  
 Miramar  
 Del Mar  
 University City  
 Sorrento Mesa  
 Sorrento Valley  
 La Jolla  
 Santee  
 El Cajon  
 La Mesa  
 Mission Valley  
 Kearny Mesa  
 Point Loma  
 Downtown  
 Coronado  
 National City  
 Chula Vista  
 Otay Mesa  
 Baja, California

Back Cover Premier Rates

includes 4-color	<b>OPEN</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
	\$5355	\$5100	\$4660	\$4170

Display Rates

	<b>OPEN</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
Full Page	\$3460	\$3200	\$2975	\$2730
2/3 Page	2490	2270	2095	1785
1/2 Page	1925	1725	1650	1400
1/3 Page	1350	1165	1180	985
1/4 Page	1100	960	900	775
1/8 Page	600	535	500	425

Insert Prices

Cost Per 1,000	<b>OPEN</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
	\$65	\$60	\$55	\$50

Prices for 1- or 2-page inserts (2 or 4 sides) delivered to our printer. Agency discounts do not apply. Prices quoted for larger pieces.

Deadlines

ISSUE	DEADLINE	ISSUE	DEADLINE
July '09	June 24	April '10	Mar 24
Aug. '09	July 24	May '10	April 23
Sept. '09	Aug. 24	June '10	May 24
Oct. '09	Sept. 24	July '10	June 24
Nov. '09	Oct. 23	Aug. '10	July 23
Dec. '09	Nov. 23	Sept. '10	Aug. 24
Jan. '10	Dec. 23	Oct. '10	Sept. 24
Feb. '10	Jan. 25	Nov '10	Oct. 24
Mar '10	Feb. 23	Dec. '10	Nov. 22

Terms and Rights

Terms

Payment is due in advance until credit is established. Net-30 credit accounts can be established upon credit approval.

Deadlines

San Diego Metropolitan is published every month. Reservations and copy close on approximately the 24th of the month prior. (See chart.) Cancellations are not accepted after the 10th of the month prior to publication. When no acceptable copy is furnished by the closing date for space scheduled, publisher reserves the right to repeat most recent advertisement, if applicable, or to charge for reserved space.

Printing Specs

San Diego Metropolitan is in a Flexi format with three or four columns to a page. San Diego Metropolitan is printed on an open web offset press, using 40 lb. Coated Gloss Text. Stock used is subject to paper prices and availability. Screens used are 150-line screen for color and black & white. Covers are printed on 70 lb. Coated Gloss Text. 150-line screen is used for color and black & white.

Ad Production/Proofs

San Diego Metropolitan provides design, typesetting and the building of ads used in our publication. We charge only for any additional outside production cost incurred in the creation of the ad. Proofs are not for making design changes, they are for fact-checking only. Advertisers must approve final proof.

Camera-Ready Specs

Moving camera-ready art is easier than ever. Please see our "Mechanical Requirements" page.

Advertising, Agencies

To qualify for a 15% commission, a camera ready ad with our specifications must be supplied by a recognized advertising agency. To receive the commission, payment must be made according to the terms listed in the contract.

Advertising Rights

All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter. In acceptance by the publisher, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of these advertisements including, without limitation, claims or suits of libel, violation or rights of privacy, plagiarism and copyright trademark infringement. All verbal instruction regarding contracts, insertions and key numbers (i.e., dates, prices, phone numbers or addresses) must be confirmed in writing.

Publisher's Rights

Publisher's liability for an error shall not exceed the cost of that portion of the space occupied by such an error. Claims for adjustment must be made within seven days of publication. Publisher accepts no responsibility for losses sustained as a result of selling merchandise or services at an incorrect price. Publisher reserves the right to reject or cancel any advertisement for any reason at any time.

More decision-makers read the Metropolitan than any other business publication in San Diego County.

Reader Profile

Our Readers

<b>JOB STATUS</b>	Professional (lawyer, accountant, etc.)	39%
	Business Owner/Manager	29%
	Secretarial/Admin Support	18%
	Sales/Marketing	13%
<b>EMPLOYMENT CLUSTERS</b>	Software, Communications, Computers & Electronics, 17.0%; Finance, 11.3%; Biotech, Biomed & Pharma, 9.1%; Medical/Health Care, 2.3%; Defense & Transportation Equipment, 6.4%; Hospitality & Travel, 10.4%; Government & Education, 9.3%; Residential Real Estate, 4.2%; Commercial Real Estate, 3.9%; Design, 2.0%; Retail, 1.7%; Others, 22.4%	
<b>AGE</b>	Average Age	38
	21 to 34 years	41%
	35 to 49 years	38%
	50+ years	19%
<b>SEX</b>	Female	55%
	Male	45%
<b>HOUSEHOLD INCOME</b>	Average per year	\$84,179
	\$61,440+ per year	72%
	\$92,160+ per year	37%
	\$122,880+ per year	31%

Their Offices

<b>OFFICE SIZE</b>	Fewer Than 10 People	23%
	10-25 People	35%
	26-75 People	23%
	76+ People	19%

Our Magazine

<b>SHELF-LIFE</b>	93% of our readers keep <i>San Diego Metropolitan</i> more than 4 days. 57% of our readers keep <i>San Diego Metropolitan</i> until the next month's issue arrives.	
<b>PASS-ALONG EXPOSURE</b>	Average readers per issue: 3.9 86% of our readers shop our ads each time they read <i>San Diego Metropolitan</i> .	
<b>RESPONSE TO OUR ADS</b>	77% of our readers have purchased a product or service 2 or more times based on an ad seen in <i>San Diego Metropolitan</i> .	
<b>INFORMATION SOURCE</b>	73% of our readers consider <i>San Diego Metropolitan</i> as "more reliable" than the <i>Union-Tribune</i> , <i>Business Journal</i> or <i>Transcript</i> as a source of local business news. 23% enjoy "four or five" reading sessions with each edition of the Metropolitan. 53% keep them in their homes and 47% in their offices.	
<b>REFERENCE SOURCE</b>	72% of our readers refer back to the <i>San Diego Metropolitan</i> at least once after their first reading.	

Reader Buying Patterns

For Their Office

<b>THEY INFLUENCE PRODUCT PURCHASES</b>	Supplies	67%
	Furniture	48%
	Software	48%
	Machines	46%
	Computers	41%

<b>AND THEY PURCHASE SERVICES</b>	Package Delivery	62%
	Printing	49%
	Catering	43%
	Meeting Space	43%

<b>FACTORS FOR CHOOSING SERVICES</b>	1st	Quality of Work
	2nd	Distance from Office
	3rd	Price
	4th	Speed of Service

For Themselves

**RETAIL SHOPPING** Our readers shop at local retailers 15.2 times per month

<b>FACTORS FOR CHOOSING RETAILERS</b>	1st	Distance from Office
	2nd	Type of Merchandise
	3rd	and Price Selection

<b>FACTORS IN RENTING/ BUYING A HOME</b>	1st	Location
	2nd	Price
	3rd	Amenities

Most readers' homes are valued in excess of \$750,000

<b>HEALTH CONCERNS</b>	Exercise/Workout	60%
	Feel Stress	57%
	Watch Diet	51%

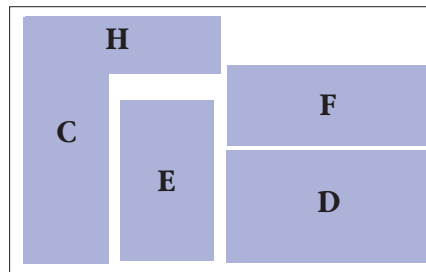
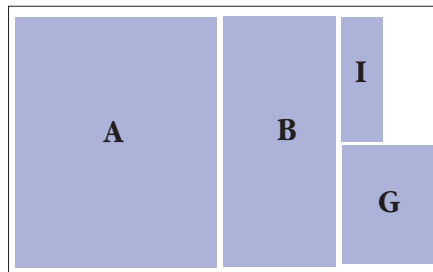
<b>CONSUMER SERVICES USED</b>	Banking	91%
	Doctor/Medical	89%
	Shoe Repair	78%
	Food Delivery	78%
	Auto Repair	71%
	Florist	70%
	Travel Agency	60%
	Dry Cleaning	55%
	Hair Salon	49%

**DINING FREQUENCY** Our readers dine at local restaurants for: Lunch 3.2 times per week  
Dinner 1.5 times per week  
95% of our readers dine at a local restaurant at least once a week.  
86% of our readers shop *San Diego Metropolitan's* restaurant ads. And they love Terry L Gavre's dining columns.

Trim size: 8.125 x 10.5 Bleed size: 8.85 x 11.25 min • All measurements given in inches

Ad Code	Page Area	Width	x	Height	Ad Code	Page Area	Width	x	Height
A	Full Page	7.125	x	9.625	F	1/3 Page H	7.125	x	3.125
B	2/3 Page V	4.625	x	9.625	G	1/4 Page V	3.4375	x	4.6875
C	1/2 Page V	3.4375	x	9.625	H	1/4 Page H	7.125	x	2.0625
D	1/2 Page H	7.125	x	4.6875	I	1/8 Page V	1.625	x	4.6875
E	1/3 Page V	3.5	x	6					

Live area:



Ads On Disk or Emailed

San Diego Metropolitan accepts display advertisements (for all ad sizes) on disk or e-mailed if created in the Macintosh version of Adobe InDesign 3, QuarkXPress 6.0, Adobe Illustrator or Adobe Acrobat (pdf). Please check that your ad is complete with  correct copy,  graphics and scans in place,  graphic files provided,  fonts provided,  CMYK mode **NOT** RGB mode,  300 resolution (**NOT** any lower),  correct dimensions of the ad size, and must be accompanied by a proof. San Diego Metropolitan does not take responsibility for poor reproduction of ads that have not followed the above guidelines.

**Programs** used for output of computer-generated ads: **Adobe InDesign, Adobe Illustrator, Adobe Acrobat pdf (pdfs must be PressOptimized at 300 resolution)** Note: **DO NOT** build ads in Photoshop, small type turns out pixelated in Photoshop

**Graphic File Formats within programs used to produce ad:** TIFF, EPS (**Fonts must be converted to outline**), JPEG. Minimum 300 dpi resolution. CAUTION: Images off the Internet are too low resolution (72 dpi) for printing.

**Fonts used:** Type 1 or True Type fonts

Type 1 fonts have a suitcase file and separate printer font file for each typeface in the font. Caution: Do not impose "style" on text. Only the True Type fonts can ensure that the imagesetter will print your type properly.

**Disks:** CDR & CDRW

**Proofs:** Include a proof or exact representation of your ad with your disk and completed digital output form. Without this proof, we cannot guarantee your ad will print properly.

**Color:** 4-color ads require CMYK format. DO NOT use RGB format.

**Viruses:** To help avoid this danger please ensure that your disks are not infected by a computer virus before you send them to us.

**Deadlines:** Deadline is approximately the 24 of the month, certain months may vary. Please see accompanying calendar.

**WARNINGS**

We do not recommend that ads be built in Photoshop. Small type looks pixelated when placed in Photoshop. Small and/or narrow reverse type will close up when being printed due to dot gain.

**Concerning fonts:**

- We do look for "couriered-out" fonts during our blueline process — BUT —
- We often have several versions of the same fonts sent to us by clients every month which we send to our printer. If our printer's computer links to a slightly different version of a font that is in your ad we will not know this.

For further information regarding these specifications please call your account executive or art director, Martina Schimitschek, at (619) 917-9659. Ads and supporting art can be e-mailed to lolddesign@cox.net.