

Introducing ClickOnCarlsbad.com

ClickOnCarlsbad.com is a dynamic new website built for consumers who are interested in all things Carlsbad. Created by the publishers of Carlsbad Magazine, residents and visitors to Carlsbad will use ClickOnCarlsbad as their daily source for information about the Village by the Sea. Best realtor in town? Best plumber? Best attorney? What to do tonight? Where to eat? Where to shop? Where to stay? It's all on ClickOnCarlsbad.com.

This is your company's chance to take advantage of the Internet's powerful reach combined with the charm of ClickOnCarlsbad's small-town ambiance. If you're looking to reach Carlsbad residents or visitors coming to Carlsbad, ClickOnCarlsbad will be the home for all of your online advertising and promotional needs.

Mechanical Requirements

Please submit files for each of the following as JPEG or GIF files in RGB color at 72 dpi. Files may be submitted by e-mail to carly@carlsbadmagazine.com. Please reference Web content in the e-mail subject line.

File sizes are as follows:

Double Billboard ----- 234 W x 120 H (pixels)
Billboard ----- 234 W x 60 H (pixels)
All Directory Premium Listing Images - 100 W x 100 H (pixels)

Terms and Conditions

- New advertisers to ClickOnCarlsbad.com must prepay for their first three quarters' insertions. Payment must be received with ad materials for advertisement to run. If terms are requested, a credit application must be submitted and approved to receive Net 30 terms. Any advertiser with a balance due over 60 days will be pulled off the website and a 4% interest rate will be added to the invoice.
- Advertising rates are subject to change, but advertisers with a signed contract will be rate-protected through the term of the contract.
- ClickOnCarlsbad.com has the right to refuse any advertisement it deems objectionable or offensive.
- Advertising space may not be cancelled after the space reservation date. Advertisers will be invoiced full amount for any cancellations after deadline.

Advertising Sponsorship Directory Rates

Quarterly

Double Billboard ----- \$2250 ----- (\$750 per month)
Billboard ----- \$1200 ----- (\$400 per month)

Carlsbad's "A" List of Professionals ----- \$300 ----- (\$100 per month)

Best Home Buy Ad ----- \$300 ----- (\$100 per month)

Attractions Directory

- Premium Listing - \$300 ----- (\$100 per month)
- Priority Listing --- \$150 ----- (\$50 per month)

Restaurant Directory

- Premium Listing - \$300 ----- (\$100 per month)
- Priority Listing --- \$150 ----- (\$50 per month)

Shopping Directory

- Premium Listing - \$300 ----- (\$100 per month)
- Priority Listing --- \$150 ----- (\$50 per month)

Accommodations Directory

- Premium Listing - \$300 ----- (\$100 per month)
- Priority Listing --- \$150 ----- (\$50 per month)

Today's Weather Sponsorship \$450 ----- (\$150 per month)

Surf Report Sponsorship ----- \$450 ----- (\$150 per month)

Movie Listings Sponsorship -- \$450 ----- (\$150 per month)

- Advertising/Directory/Sponsorship packages are sold quarterly (3 months). Annual packages receive an extra 25% off.
- Current print advertisers in Carlsbad Magazine will receive up to 50% off the regularly published rates of ClickOnCarlsbad.com. No other discounts apply.

www.
ClickOnCarlsbad
.com

Online Advertising