

# The Bakersfield VOICE

BAKERSFIELDVOICE.COM

## New Community-Focused Publication

- Tab-size newsprint wrap of inserts. Multi color every page.
- Weekly distribution of over 70,000 delivered by carrier.
- Covering Zip Codes: 93308, 93309, 93311, 93312, 93313 & 93314

Targeted Zip Codes	Preferred Travel & Events	Popular Activities
93308, 93309, 93311, 93312, 93313, 93314		
Households/homes ..... 83,962	Casinos ..... 51%	Bicycling ..... 25%
Adults ..... 135,553	High School Sports ..... 25%	Camping ..... 33%
HH Income \$50k+ ..... 60%	Kern County Fair ..... 48%	Gardening ..... 49%

Rates are based on modular ad sizes & frequency contract levels:

	Service Directory*	1/8 Page	1/4 Page	1/2 Page	Full
Open	—	\$190	\$350	\$650	\$1300
13x	\$80	\$150	\$275	\$500	\$975
26x	\$70	\$125	\$225	\$425	\$815
52x	\$60	\$99	\$190	\$350	\$650

*All Rates are NET.*

\*Minimum 13-week consecutive contract required.

*Ask your representative about premium positioning and pricing*

### DISPLAY MECHANICALS

Full Page.....9.95 x 10.5" (6 col x 10.5")	1/8 Page.....4.92 x 2.62" (3 col x 2.62")
1/2 Page Horizontal .....9.95 x 5.25" (6 col x 5.25")	Directory.....2.35 x 2.83"
1/2 Page Vertical.....4.92 x 10.5" (3 col x 10.5")	Double Truck .....21.039 x 10.5" (13 col x 10.5")
1/4 Page.....4.92 x 5.25" (3 col x 5.25")	1/2 Page Dbl Truck.....21.039 x 5.25" (13 col x 5.25")

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