

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	Casinos 51%	Bicycling 25%
Households/homes 83,962	High School Sports 25%	Camping 33%
Adults 135,553	Kern County Fair 48%	Gardening 49%
HH Income \$50k+ 60%		

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”)
 1/2 Page Horizontal9.95 x 5.25” (6 col x 5.25”)
 1/2 Page Vertical.....4.92 x 10.5” (3 col x 10.5”)
 1/4 Page.....4.92 x 5.25” (3 col x 5.25”)

1/8 Page.....4.92 x 2.62” (3 col x 2.62”)
 Directory.....2.35 x 2.83”
 Double Truck21.039 x 10.5” (13 col x 10.5”)
 1/2 Page Dbl Truck.....21.039 x 5.25” (13 col x 5.25”)

Office (661) 716-8640 • Fax (661) 716-8631
 1522 18th Street • Suite 305 • Bakersfield, CA 93301