



The only monthly guide to CARMEL and the MONTEREY PENINSULA

Serving the Quality Visitor to Carmel and the Monterey Peninsula
Average monthly circulation—38,000.

Rate Information

Rates are subject to change without notice. Rate protection can be achieved for up to 12 months with a signed KEY Media Contract. Rates listed are **per month** for consecutive Ads. (Non-Consecutive color ads add 25%.) A 15% commission is allowed to authorized Advertising Agencies, who place Strip-in ready ads, and are directly responsible for the payment of advertising. Cancellation: Written notice required 30 days in advance of publication date. Short rate will be charged, if applicable. Cancellation voids rate and position protection. KEY Magazine will not be responsible for ads appearing wrong more than once.

Please Note

Rates quoted are for “**cd, disk supplied or film**” copy. Color separations and ad make-up charges are extra. Ads and copy are subject to the discretion of the publisher.

Rates listed are per month for consecutive ads.

FOUR COLOR ADVERTISING RATES				
SIZE	1-3 Mo.	4-6 Mo.	7-9 Mo.	10-12 Mo.
Full Page	\$1020	\$920	\$870	\$810
2/3 Page	870	750	725	650
1/2 Page	680	620	570	545
1/3 Page	550	490	460	420
1/4 Page	420	380	350	325
3 inch	380	345	330	280
2 inch	335	305	275	250

Which Special Placement Best Fits Your Needs?	
<i>Front Cover</i>	\$3100 includes 2 pages of editorial.
<i>Back Cover</i>	\$1400 per month on 12 month contract
<i>Center Spread</i>	\$1650 per issue
<i>Two Page Spread</i>	\$1350 per issue
<i>Inside Front or Back Cover</i>	Page Rate plus 10%
<i>Specific Position (Example: Adjacent to Maps)</i>	Ad rate plus 10%

BLACK & WHITE ADVERTISING RATES				
SIZE	1-3 Mo.	4-6 Mo.	7-9 Mo.	10-12 Mo.
Full Page	\$750	\$730	\$700	\$670
2/3 Page	630	595	570	540
1/2 Page	490	465	445	420
1/3 Page	405	390	375	345
1/4 Page	360	330	300	270
3 inch	280	265	245	215
2 1/2 inch	255	235	230	190
2 inch	230	190	185	165

Spot Color Ad rate plus 10%