

LOS BANOS ENTERPRISE

Est. 1891

The News Of, By And For The People.

**YOUR COMMUNITY PAPER
WITH A NEW LOOK
AND FRESH PERSPECTIVES**

130+
years of
community reporting

2
California Newspaper
Publishers Association Awards

4
Fresno State Gruner Awards
News Story, photo and Sports Photo



Audience

Our twice-monthly paper will have a total circulation of **17,000** serving the 45,532 residents in Los Banos and more in the surrounding area.

But our paper doesn't cater to one demographic. Just like our diverse community, we cover wide ranging stories that have appeal to both young and seniors alike.

At the Crossroads of California, we feel it important that we get to all the stories that are important to Los Banos residents—from community and education, to government and business, sports and recreation, to history, arts and entertainment, from faith to real estate. All the things that matter to you.

Our commitment is a long standing one to family, community and country. It started with our founding in 1891 by P.H. Higgins and soon after by Carlos C.O. Freeman, and through the generations is still strong today.

The Los Banos Enterprise is a twice-monthly local newspaper committed to covering the local news and events in Los Banos, California.

THE BEST NEWS COMES FROM PEOPLE YOU TRUST

2022 Black & White Advertising Rates

Size	1-5x	6-11x	12-23x	24x
1/32 Page	\$ 195	\$ 165	\$ 135	\$ 115
Biz Card	\$ 245	\$ 195	\$ 155	\$ 125
1/16 Page	\$ 345	\$ 295	\$ 245	\$ 195
Coupon	\$ 595	\$ 495	\$ 395	\$ 295
1/8 Page	\$ 695	\$ 595	\$ 495	\$ 395
3/16 Page	\$ 795	\$ 695	\$ 595	\$ 495
1/4 Page	\$ 895	\$ 795	\$ 695	\$ 595
5/16 Page	\$ 995	\$ 895	\$ 795	\$ 695
3/8 Page	\$1,195	\$1,095	\$ 995	\$ 895
1/2 Page	\$1,495	\$1,395	\$1,295	\$1,195
9/16 Page	\$1,595	\$1,495	\$1,395	\$1,295
5/8 Page	\$1,695	\$1,595	\$1,495	\$1,395
3/4 Page	\$1,995	\$1,985	\$1,795	\$1,695
Full Page	\$2,400	\$2,300	\$2,200	\$2,100
2-Page Spread	\$3,700	4-Page Insert	\$7,000	Wrap \$9,500

Publication Dates the 2nd & 4th Friday of month

Dimensions: Print Area: 9.75" x 13.25"

Advertising Deadlines: Space Reservation - 2 wks; Camera-Ready Art - 1 wk

No charge for basic ad design. Allow 2 wks for ad design. No charge for First 2 Proofs.

Website Ads—Buy an ad in the paper and we'll place it on our website with a link to your website for just 10% more!

Rates are Black & White. Add 15% for Full Color • 10% Discount for Non-Profit Organizations

Premium Placement - Back Page and Pages 2 or 3, Add 10% - Front Page Add 25% (limitations apply)

5% Discount for Prepaid Contracts. Camera Ready Art must be PDF, EPS or TIF, 300dpi and CMYK.

PRE-PRINT INSERTION RATES

\$55 per 1,000 based on full run.

Single page 8.5"x11". Inserts must be preprinted and delivered to our printer 10 days prior to insertion date. Call for quote on partial runs or multi-page.

If you're an established Los Banos business, looking to start a business, or want to move your business here, find out what we can do to help grow your business in Los Banos.

Ad Sizes Dimensions

1/32 Chub	1-column	2.31"w x 1.48"h
1/16 SP1	1-column	2.31"w x 3.08"h
1/16 SP2	2-column	4.8"w x 1.48"h
1/8 EP1	1-column	2.31"w x 6.3"h
1/8 EP2	2-column	4.8"w x 3.08"h
1/8 EP4	4-column	9.75"w x 1.48"h
3/16 TSP1	1-column	2.31"w x 9.5"h
3/16 TSP2	2-column	4.8"w x 4.69"h
3/16 TSP3	3-column	7.27"w x 3.08"h
1/4 QP1	1-column	2.31"w x 12.71"h
1/4 QP2	2-column	4.8"w x 6.3"h
1/4 QP3	3-column	7.27"w x 4.69"h
1/4 QP4	4-column	9.75"w x 3.08"h
5/16 FSP2	2-column	4.8"w x 7.9"h
3/8 TEP2	2-column	4.8"w x 9.5"h
3/8 TEP3	3-column	7.27"w x 6.3"h
3/8 TEP4	4-column	9.75"w x 4.69"h
1/2 HP2	2-column	4.8"w x 12.71"h
1/2 HP3	3-column	7.27"w x 7.9"h
1/2 HP4	4-column	9.75"w x 6.3"h
9/16 NSP3	3-column	7.27"w x 9.5"h
5/8 FEP4	4-column	9.75"w x 7.9"h
3/4 TQP3	3-column	7.27"h x 12.71"h
3/4 TQP4	4-column	9.75"w x 9.5"h
Full FP4	4-column	9.75"w x 12.71"h

BC Biz Card

3.14"w x 1.88"h

Coupon 2-column

4.8"w x 2.4"h

2-Page Spread

20.5"w x 12.71"h

Website Ads

Small 300 px x 250 px

Large 300 px x 600 px

Homepage 728 px x 90px

Art must be RGB, 72 DPI

CALL FOR RATES

PRINT SPECS

- Camera ready ads/ images must be 300 dpi, CMYK or grayscale, no spot or Pantone colors.
- Accepted formats are TIF, EPS or high-resolution PDF (embed all fonts fonts).
- Email files to: **publisher@losbanosenterprise.com**

For 131 years, delivering news, where it's needed... close to home.

There is something very special about a small town community, we're tightly-knit. Our kids go to the same local schools, attend the same football games and we shop some of the same stores.

Advertising with us, means you get access to the only local direct-mail newspaper serving our 45,532 Los Banos residents.

Good news travels fast, and no better news comes to you than from people you know and trust. The people of Los Banos have been able to trust Los Banos Enterprise news for more than a century. It's where your customers go to find out where to go.

**Reach Your Customers
16,312 Homes
And Businesses
Twice a Month
by Mail !**

**Publication Dates are
2nd & 4th Friday of the month.**



**Advertise with us, the only local direct-mail newspaper
serving the 45,532 residents of Los Banos.**