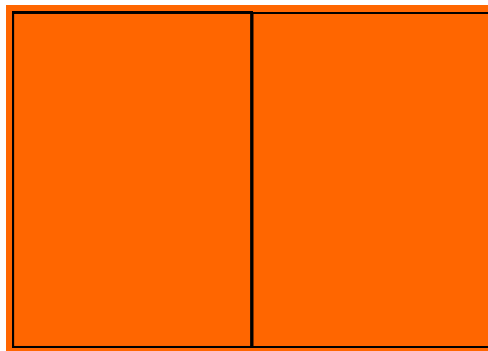


Central Coast Physicians Display Ad Rates

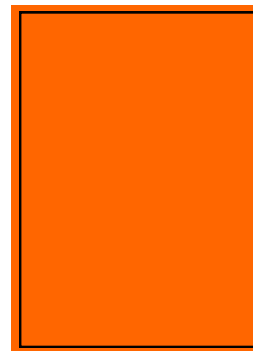
| Location | 1x | 4x Different Ads | 4x Same Ad |
|---------------------------|-----------|-------------------------|-------------------|
| Back cover | 3000 | 2700 | 2400 |
| Inside front cover | 2000 | 1800 | 1600 |
| Facing inside front cover | 1800 | 1620 | 1440 |
| Inside back cover | 1500 | 1350 | 1200 |
| Double page | 2400 | 2160 | 1920 |
| Full page | 1200 | 1080 | 960 |
| Half page | 600 | 540 | 480 |
| Quarter page | 300 | 270 | 240 |

Central Coast Physicians Display Ad Sizes

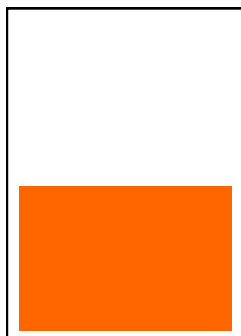
Double Page Bleed
 17.125 W x 11.25 H



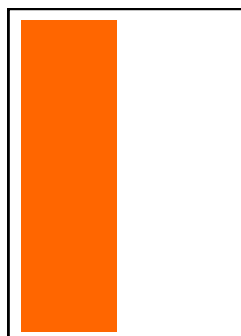
Full Page Bleed
 8.5625 W x 11.25 H



1/2 Page Horizontal
 7.109 W x 4.645 H



1/2 Page Vertical
 3.4635 W x 9.472 H



1/4 Page Vertical
 3.4635 W x 4.645 H

