

LOCAL EXPOSURE

Reaching Out To Your Community
All Day, Everyday.    



Family Owned For Over 28 Years • Aptos, La Selva Beach, Corralitos, Freedom & ...

Aptos Times

Times Publishing Group, Inc. www.tpgonlinedaily.com

PURSUING VICTORY WITH HONOR

Aptos Jr. High Basketball Wins Palma Tournament
The Aptos Junior High School 8th grade boys basketball team wowed spectators at Palma School's Mickey Lineham Memorial Basketball Tournament with an impressive season-ending performance.
Full Story page 19

Mariners Win First State Title

Aptos High Girls Volleyball Take CIF Div. IV Championship!

The 2019-20 Aptos High School Girls Volleyball Team took a No. 7 at-large birth in the CIF Division IV Tournament and turned it into the school's first-ever volleyball state title with a victory over top-seed Northhoff High from Orange County.

The 25-12, 25-17, 26-28, 25-21 win capped a miraculous run in the state tournament, winning four-straight games as the underdog, including a 3-0 victory over fifth-seed Tamalpais High in the D-IV NorCal Final to reach the championship match.
... continues on page 4

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Second Story Debate Continues

Supporters of a mental health facility on Estates Drive in Aptos have stepped forward to express their backing of a six-bed residence serving those suffering from mental-health symptoms.
Full Story page 21

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NEWSPAPERS

CUSTOM DESIGN

Times Publishing Group, Inc., is a locally owned and operated company that publishes newspapers covering local news, sports, health, businesses, entertainment, local governments, and organizations. The demand for hyperlocal print publications is growing in today's marketplace. Industry professionals realize that the death of the metro-dailies strengthens community newspapers. Our local publications provide opportunities to feature outstanding high school athletic teams, to honor community members, to remember those that have passed, to report on important local issues such as transportation, water, education, the arts, new housing and commercial developments. They offer our appointed and elected officials a platform to reach the public and for public safety, i.e. sheriff, police, fire and health department updates. TPG continues to have a devoted readership because each of our newspapers serves its community with the news they need for over two decades.



APTOS TIMES

- Serving our community for 30 years
- Printed on ultra-bright white paper in full color
- A bimonthly publication
- Mailed to residents and businesses in Aptos and La Selva Beach
- Dropped at high traffic locations in Aptos, Corralitos, Watsonville
- A companion e-edition hosted on tpgonlinedaily.com and emailed to our subscriber list. Plus your ad is hot-linked to your website in the e-edition



CAPITOLA/SOQUEL TIMES

- Serving our community for almost over 26 years
- Printed on ultra-bright white paper in full color
- A monthly publication
- Mailed to residents and businesses in Capitola and Soquel
- Dropped at high traffic locations in Capitola, Soquel, Live Oak parts of Aptos and Santa Cruz
- A companion e-edition hosted on tpgonlinedaily.com and emailed to our subscriber list. Plus your ad is hot-linked to your website in the e-edition



SCOTTS VALLEY TIMES

- Serving our community for almost over 24 years
- Printed on ultra-bright white paper in full color
- A monthly publication
- Mailed to residents & businesses in Scotts Valley
- Dropped at high traffic locations in Scotts Valley, Felton, Ben Lomond, and Boulder Creek
- A companion e-edition hosted on tpgonlinedaily.com and emailed to our subscriber list. Plus your ad is hot-linked to your website in the e-edition

DESIGN PRINT & DISTRIBUTION

- Direct Mail Postcards
- Newsletters
- Programs
- Annual Reports
- Brochures
- Inserts
- Window Decals
- Banners
- Tradeshow Graphics
- Tradeshow Give-aways

Our graphics team can produce creative, innovative and distinct designs for your products and services. Please call for a free analysis and proposal.

BUSINESS LOCATOR & TOURIST MAPS PRINTED & ON-LINE



MAPS

- Aptos, Capitola, Soquel, Pleasure Point
- Pajaro Valley

The digital version can be hosted on your website. You can also find it on tpgonlinedaily.com. All e-edition ads are hot-linked to your website



TIMES PUBLISHING GROUP, INC.

MAGAZINES*



COASTAL WEDDING

Coastal Wedding magazine publishes semiannually - Winter & Summer

- Features trend setting content with new wedding ideas, style forecasts and spectacular local wedding venues
- Local wedding vendors from bakeries to transportation & everything in-between
- Find us at local bridal shows from San Francisco to Monterey counties and high traffic wedding venues & services in Santa Cruz and Monterey Counties.



HOLIDAY GIFT GUIDE

The focus of our Holiday Gift Guide is shopping local and features:

- A local calendar of events and entertainment
- Holiday recipes from local chefs
- A special section the gift of giving to local non-profits
- Shopping directory showcasing our advertisers
- Published annually in November and circulates county wide.



COASTAL HOME & GARDEN

Coastal Home & Garden magazine publishes semiannually; Spring & Fall

- Features inspiring ideas and useful information with special sections for home, garden, kitchen and senior living.
- It is a valuable resource for homeowners in Santa Cruz and Monterey County.
- Find us at local home and garden shows and high traffic related businesses in Santa Cruz and Monterey Counties.

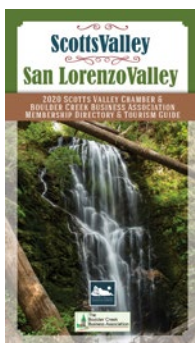
PROGRAMS AND GUIDES*



CAPITOLA BEACH FESTIVAL

The Official Capitola Beach Festival and Summer Activities Guide

- Content includes: Official Capitola Beach Festival, Summer Activities and Calendar of events, Capitola Art & Wine Festival, Wharf to Wharf Race and more



SV & SLV CHAMBER DIRECTORY

Annual publication that serves as a Chamber Directory and Tourism Guide

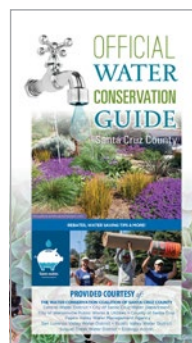
- Contents for both chambers include Area Demographics, Elected Officials, Wine & Brew Locator
- Things to do, Shop and Dine



APTOS 4TH OF JULY PARADE

Prepare for the World's Shortest Parade with this Official Annual Program

- Parade schedule of events, history of parade
- Everything Aptos, Shopping, Dining and local Activities
- Includes Parade Route Map



WATER CONSERVATION GUIDE

- With content from all local water districts
- Rebates & Restrictions
- Ways to save and so much more
- Distributed to high traffic locations throughout Santa Cruz County
- Available at all local Water District Offices



SANTA CRUZ COUNTY FAIR

Comprehensive Guide to the Annual Santa Cruz County Fair

- Content includes: full schedule for the 5-day event, featured entertainment, fun contests and more
- Distributed to high traffic locations county wide two weeks prior to the fair and all throughout the fairgrounds during fair week

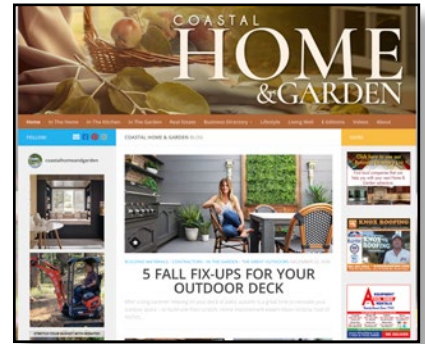
All Publications have a companion e-edition that can be found at www.tpgonlinedaily.com where your ads are hot-linked to your website.

* All Magazines and Programs are printed in full color on high-quality paper



TIMES PUBLISHING GROUP, INC.

ONLINE & SOCIAL MEDIA



TPGONLINEDAILY.COM

Your ad gets exponential exposure as it migrates from our print editions to our website.

- All print editions are converted to e-editions, exposing your ad to unlimited customers
- Articles are re-posted individually, drawing additional readership
- Posts on TPG, Inc. Facebook and Instagram pages
- Tweets on TPG, Inc. Twitter
- Expand your advertising with our TPG, Inc. business directory listings

COASTALWEDDING.COM

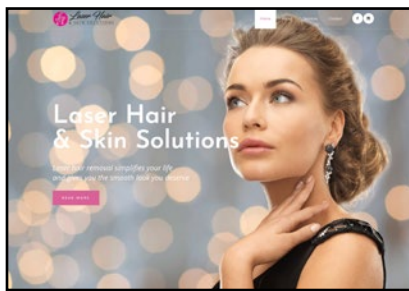
Get the added value of your business receiving our online advertising & social media:

- Targeted Website Traffic
- Posts on CW Facebook page
- Posts on CW Instagram & Pinterest
- There are two different CW web packages to select from
- CW e-edition is posted on www.tpgonlinedaily.com & www.coastalwedding.com Your ad is hot-linked to your website

COASTALHOMEANDGARDEN.COM

Get the added value of your business receiving our online advertising & social media:

- Targeted Website Traffic
- Posts on CH&G Facebook page
- Posts on CH&G Instagram and Pinterest
- There are two different CH&G web packages available
- CH&G e-edition is posted on www.tpgonlinedaily.com & www.coastalhomeandgarden.com. Your ad is hot-linked to your website



WEBSITE DESIGN

We will work together with you and your team to create an engaging website with a visual design that supports your brand and site goals. We offer:

- Development and Planning
- Project Timeline
- Development and Planning
- Website Maintenance
- Digital Marketing
- Social Media Management



ONLINE MARKETING

We offer a wide variety of online advertising options utilizing website marketing and social media.

Our Digital Marketing includes: WEBSITES, BANNER ADS, SOCIAL MEDIA, & E-NEWSLETTERS

- Personalized Directory page
- Your ad in our E-Edition publications, linked to your website
- Banner ads available on any of our websites
- Spotlight your business in our weekly E-Newsletter and Tuesday's Top Stories
- Facebook, Instagram, and Pinterest posts
- Your Business Profile posted on www.tpgonlinedaily.com and linked to your website or social media

MOBILE DEVICES

65% of our readers are using mobile devices, including smart phones to view our website.

We offer Banner Advertising, Business Directory Listings and integration with our Social Media sites (Facebook, Twitter, Pinterest, etc.)

