

LOCAL EXPOSURE

Reaching Out To Your Community

Everyday ...
In Several Ways ...



Times Publishing Group, Inc. © 2025

NEWSPAPERS

• Printed in full color on high-quality paper.

Times Publishing Group, Inc., is a locally owned and operated company that publishes local newspapers with content that covers 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 news they can trust for over three decades.



APTOS TIMES

- Serving our community for 34 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 hotlinked to your website in the e-edition



CAPITOLA/SOQUEL TIMES

- Serving our community for 30 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, Aptos and Santa Cruz
- A companion e-edition hosted on tpgonlinedaily.com and emailed to our subscriber list. Plus your ad is hotlinked to your website in the e-edition



SCOTTS VALLEY TIMES

- Serving our community for 29 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 hotlinked to your website in the e-edition

CUSTOM DESIGN

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



PRINT DISTRIBUTION

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

NEWSPAPER RATES & SIZES 2025

Aptos Times

Capitola Soquel Times

Scotts Valley Times

Multi-month, Multi-paper Contracts Save money, increase your ad coverage, guarantee your ad placement and simplify your advertising budget.

ONE PAPER BUY:

Ad size	Open Rate	3 Month	6 Month	12 Month
1/12	\$200/mo	\$180/mo	\$170/mo	\$165/mo
1/8	\$300/mo	\$275/mo	\$240/mo	\$215/mo
1/6	\$365/mo	\$350/mo	\$320/mo	\$275/mo
1/4	\$525/mo	\$480/mo	\$440/mo	\$410/mo
1/3	\$790/mo	\$750/mo	\$680/mo	\$660/mo
1/2	\$875/mo	\$850/mo	\$800/mo	\$730/mo
FULL	\$1,560/mo	\$1,540/mo	\$1,400/mo	\$1330/mo

TWO PAPER BUY:

Ad size	Open Rate	3 Month	6 Month	12 Month
1/12	\$385/mo	\$360/mo	\$330/mo	\$265/mo
1/8	\$485/mo	\$425/mo	\$430/mo	\$400/mo
1/6	\$610/mo	\$550/mo	\$530/mo	\$500/mo
1/4	\$960/mo	\$875/mo	\$800/mo	\$750/mo
1/3	\$1,450/mo	\$1,385/mo	\$1,250/mo	\$1,170/mo
1/2	\$1,620/mo	\$1,560/mo	\$1,490/mo	\$1,400/mo
FULL	\$3,085/mo	\$2,900/mo	\$2,700/mo	\$2,585/mo

THREE PAPER BUY:

Ad size	Open Rate	3 Month	6 Month	12 Month
1/12	\$560/mo	\$530/mo	\$485/mo	\$430/mo
1/8	\$825/mo	\$760/mo	\$635/mo	\$555/mo
1/6	\$1,060/mo	\$960/mo	\$850/mo	\$735/mo
1/4	\$1,480/mo	\$1,320/mo	\$1,240/mo	\$1,090/mo
1/3	\$1,940/mo	\$1,835/mo	\$1,690/mo	\$1,450/mo
1/2	\$2,400/mo	\$2,280/mo	\$2,165/mo	\$2,150/mo
FULL	\$4,550/mo	\$4,265/mo	\$4,040/mo	\$3,600/mo

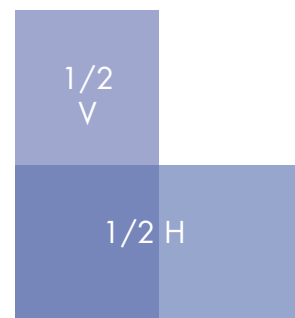
FOUR PAPER BUY:

Ad size	Open Rate	3 Month	6 Month	12 Month
1/12	\$675/mo	\$630/mo	\$600/mo	\$530/mo
1/8	\$960/mo	\$875/mo	\$805/mo	\$735/mo
1/6	\$1,145/mo	\$1,060/mo	\$960/mo	\$850/mo
1/4	\$1,825/mo	\$1,740/mo	\$1,620/mo	\$1,450/mo
1/3	\$2,345/mo	\$2,165/mo	\$2,260/mo	\$1,935/mo
1/2	\$3,160/mo	\$3,000/mo	\$2,900/mo	\$2,600/mo
FULL	\$5,540/mo	\$5,300/mo	\$5,100/mo	\$4,500/mo

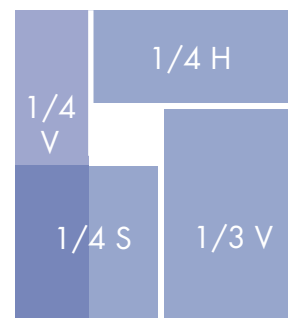
Add 20% additional for full color on all ads.



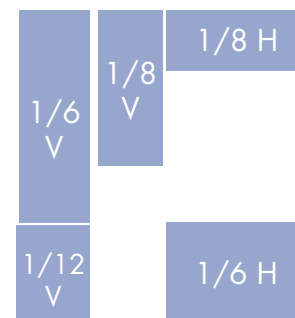
Full Page: 10.5" x 11.55"



1/2 V: 5.1375" x 11.4"
1/2 H: 10.5" x 5.6644"



1/3 V: 5.1375" x 7.6404"
1/4 V: 2.4687" x 11.4"
1/4 S: 5.1375" x 5.6644"
1/4 H: 7.8063" x 3.6885"



1/6 V: 2.4687" x 7.6404"
1/6 H: 5.1375" x 3.6885"
1/8 V: 2.4687" x 5.6644"
1/8 H: 5.1375" x 2.6873"
1/12 V: 2.4687" x 3.6885"

SIGNING BONUS: Excluding Business Guide

Business Profile: A 12-run contract qualifies you for a full page business story, including multiple photos. This is a great way to introduce your business to the community! Your profile will also be available to our online readers at www.tpgonlinedaily.com

Upgrade: A 12-run contract qualifies you for a one-time FREE ad upgrade to double the size of your regular ad.

New in Town Profile: A 6-run contract qualifies you for a 1/4 page business summary, including a photo. This is a great way to introduce your business to the community!

Online Coupon Listing: Have a coupon ad? You'll not only have it published in the paper, but we'll include it at www.tpgonlinedaily.com to target our online readers.

BUSINESS GUIDE



Option A Standard Block
Actual Size: 1.5" x 1.5"



Option B Wide Block
Actual Size: 3.225" x 1.5"



Option C High Block
Actual Size: 1.5" x 3.5"



Option D
Actual Size: 3.225" x 2.5"

	3-11 runs	12-23 runs	24 runs	36 runs	48 runs
OPTION A - only	\$44 each*	\$33 each	\$27 each	\$24 each	\$22 each
OPTION B - only	\$71 each*	\$60 each	\$55 each	\$49 each	\$44 each
OPTION C - only	\$71 each*	\$60 each	\$55 each	\$49 each	\$44 each
OPTION D - only	\$104 each*	\$93 each	\$82 each	\$82 each	\$77 each

All Business Guide ads are prepaid.

Business Guide Ads placed in our community newspapers are effective & affordable. Options A, B, C and D are designed to incorporate a visual graphic to grab the attention of your potential customer. \$15 one-time graphic set-up fee.

• All Magazine Rates and Print Schedules Available online at: www.tpgonlinedaily.com

MAGAZINES

• Printed in full color on high-quality paper.



COASTAL HEALTH & WELLNESS

Coastal Health & Wellness Magazine

Publishes annually:

- Features inspiring ideas and useful information with special sections for healthy living, ways to stay fit, eating right.
- It is a valuable resource for staying healthy in Santa Cruz County.
- Find us at high traffic locations in Santa Cruz County throughout the year.
- **Deadline January 28th**



COASTAL WEDDING MAGAZINE

Coastal Wedding Magazine

Publishes semi-annually – Spring & Fall:

- 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.
- **Spring Deadline March 20th**
- **Fall Deadline September 20th**



COASTAL HOME & GARDEN

Coastal Home & Garden Magazine

Publishes semi-annually – Spring & Fall:

- Features inspiring ideas and useful information with special sections for home, garden and real estate.
- 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.
- **Spring Deadline April 12th**
- **Fall Deadline October 10th**



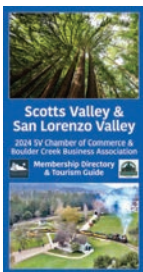
HOLIDAY GIFT GUIDE

Holiday Gift Guide

Focus is on shopping local:

- A local calendar of events and entertainment
- Holiday recipes
- A special section the gift of giving to local non-profits
- Shopping directory showcasing our advertisers
- Published annually in November and circulates county wide.
- **Deadline November 12th**

PROGRAMS & GUIDES



SCOTTS VALLEY CHAMBER & BOULDER CREEK BUSINESS 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
- **Deadline February 15th**



SUMMER FESTIVAL GUIDE

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 ...
- **Deadline May 20th**



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
- **Deadline June 7th**



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 during the fair
- **Deadline August 10th**

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

WEBSITE BANNER OPTIONS:

BANNER ADS tpgonlinedaily.com:

Top Banner Ad – \$400 per month (1090 x 180)

Top Feature Ad – \$450 per month (1170 x 193)

Block Sidebar Ad – \$300 per month

Main Bottom Banner Ad – \$250 per month

Bottom Block Ad – \$200 per month

Banner Art formats:

CMYK color, file type JPG or PNG



Your ad is included in the E-editions of all our publications and are posted on our home page of our website www.tpgonlinedaily.com, www.coastalwedding.com, and www.coastalhomeandgarden.com.

NATIVE ARTICLES:

Native Article – \$900.00

Target your audience by their true interests in a non-intrusive way. Designed to provide an organic advertising experience that fits in with the natural flow of our newspaper content experience, native content seamlessly integrates messaging with what consumers are already reading and watching on social channels.

Native articles are published to the Times Publishing Group website www.tpgonlinedaily.com with key SEO built in to help target your audience.

Tuesdays Top Stories January 21st, 2025

TPG THE LOCAL NEWS THAT MATTERS TO YOU!

SHE ADVENTURES FILM TOUR RETURNS JAN. 25TH

The She Adventures Film Tour announces its return at 7 p.m. Saturday, Jan. 25, at the Rio Theatre in Santa Cruz for another year of celebrating and honoring adventure women around the world.

[Read More](#)

SANTA CRUZ MONTESSORI
CELEBRATING 60 YEARS
ESTABLISHED 1964

Inspiring Lifelong Learning Since 1964
A Montessori education for children ages 18 months to 14 years

Now enrolling for the 2025-2026 School Year
Schedule a personalized tour and learn more at sczm.org

TUESDAY'S TOP STORIES:

Your ad included in our weekly e-blast Tuesday's Top Stories!

1-week – \$100

4-weeks – \$275

12-weeks – \$625

26-weeks – \$975

52-weeks – \$1,600

← Your ad is also linked to your website!

