



1999 Media Kit

What you need to know about advertising in *Sacra Blue*, the monthly Sacramento PC Users Group magazine

About the Sacramento PC Users Group and *Sacra Blue*

The Sacramento PC Users Group (SPCUG) is a non-profit organization run for computer users by computer users. SPCUG brings its members computing solutions, shared knowledge, and a user perspective about industry-standard PCs and compatibles.

The SPCUG publishes its award-winning magazine, *Sacra Blue*, each month. Every issue contains 48-64 pages of SPCUG information, news, reviews, and opinions from Sacramento-area computer users. *Sacra Blue* is one of the largest computing publications, produced entirely by volunteers, in the world. *Sacra Blue* reaches more than 1,500 dedicated IBM PC and compatible computer owners.

Every SPCUG member gets a copy of *Sacra Blue*, and many SPCUG members consider it the most important membership benefit. According to a member survey taken in August 1997:

- 90.5% of SPCUG members rate themselves as moderate or advanced computer users.
- 79.9% advise others about computing at least some of the time.
- 74.6% spend at least \$500 per year on hardware.
- 70.9% spend at least \$250 per year on software.
- 66.2% of readers shop for products and services in *Sacra Blue*.
- 66.9% of readers purchase from *Sacra Blue* advertisers.
- About 50% of members are thinking of buying a new PC.

Advertising is an inexpensive and effective way to reach enthusiastic PC users. A full-page ad in *Sacra Blue* only costs 12¢ per reader per issue. Those readers are in the greater Sacramento area as well as Auburn, Davis, Folsom, Marysville, Orangevale, Nevada City, Placerville, Rocklin, Roseville, Yuba City, and beyond.

The *Sacra Blue* Editorial Calendar

Sacra Blue goes to press on the first Wednesday of every month, and arrives at members' mailboxes 10 days later.

To place an ad for the following month's issue, we need an insertion order by the third Wednesday of the month and a *camera-ready* print ad sized to fit (see page 2) by the fourth Wednesday of the month.

Camera-Ready Ad Submission Deadlines for 1999

| | | | |
|-----------------|-------------------|------------------|--------------|
| January | December 30, 1998 | July | June 23 |
| February | January 27 | August | July 28 |
| March | February 24 | September | August 25 |
| April | March 24 | October | September 22 |
| May | April 28 | November | October 27 |
| June | May 26 | December | November 24 |

How To Reach Us

There are several ways to reach the *Sacra Blue* ad team:

- Contact Advertising Manager Eric Butow.**
By phone: 916-789-8597
By e-mail: ebutow@dgweb.com
- Contact your ad rep.**
If you have talked to one of our advertising representatives the rep will give you his/her contact information.
- See the Sacramento PC Users Group Web site at www.sacpcug.org.**

What Advertisers Say

*We see **Sacra Blue** ads as the most profitable to our business over any other advertisement (short of the Yellow Pages). The response from other publications hasn't come close to the response we get from **Sacra Blue**.*

Frank Leonard
American Micro Services, Inc.

*We have advertised in **Sacra Blue** for many years and feel it is both a great value and a wise business decision. My only fear of endorsing **Sacra Blue** is that my competition will catch on.*

Robert Maxey
The Byte Brokers

*Because my business depends on word of mouth, advertising in **Sacra Blue** is very important to me. Advertising in **Sacra Blue** continues to be a very, very important tool in advertising our business. The bulk of our business comes from Sacramento PC Users Group members who saw our ad in **Sacra Blue**. In short, **Sacra Blue** works for us.*

Dave Davis
KD&C

Advertising Prices and Discounts

We offer several ad sizes and rates for internal pages, internal covers, and the back cover. We also offer discounted multiple-issue contracts. Specific placement requests entail a \$25 surcharge. Refer to the dimensions below or contact the Advertising Manager for more information.

Discount Information

We offer discounts for multiple-issue contracts for same-size ads. Many of our advertisers prefer running their ads for 3, 6, or 12 month periods.

The multiple issue discounts apply only when you specify the number of months the ad will run **before** the final insertion. Months added (or sizes changed) after that time do not qualify for retroactive discounts.

If you pay the entire amount of the 3, 6, or 12 month contract before the first ad runs, you receive an addition 10% off the contract price.

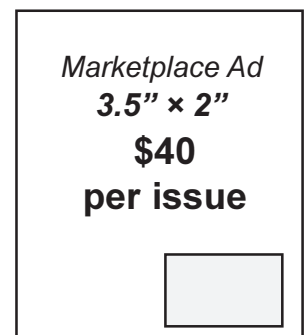
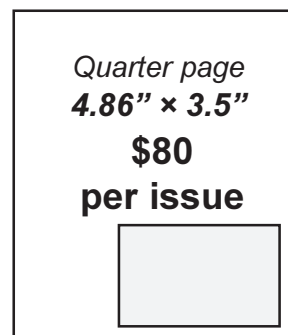
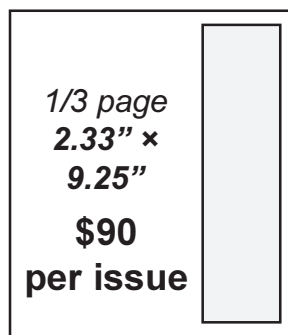
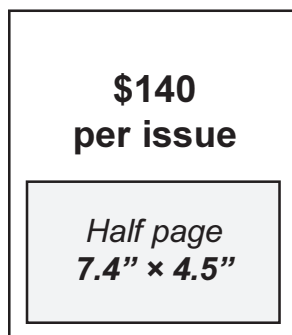
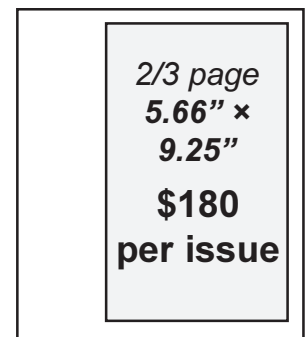
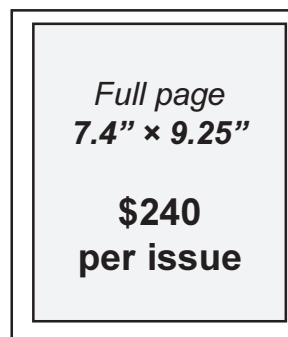
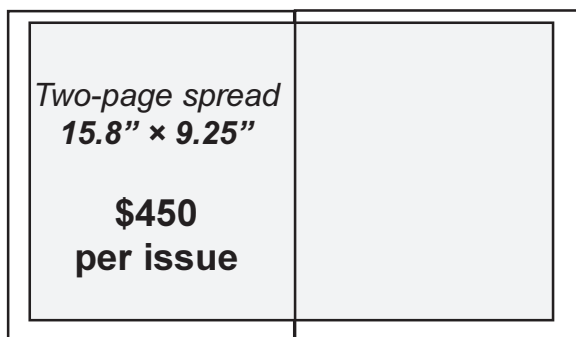
Conditions

| Conditions | Discount |
|--|----------|
| 3 Consecutive Issues, Same Size | 5% off |
| 6 Consecutive Issues, Same Size | 10% off |
| 12 Consecutive Issues, Same Size | 15% off |

Ad Rates (listed without 10% prepayment discount)

| | 1x | 3x | 6x | 12x |
|---------------------------------|-------|--------|--------|--------|
| Marketplace Ad | \$40 | \$114 | \$216 | \$408 |
| Quarter page | \$80 | \$228 | \$432 | \$816 |
| 1/3 page | \$90 | \$257 | \$486 | \$918 |
| Half page | \$140 | \$399 | \$756 | \$1428 |
| 2/3 page | \$180 | \$513 | \$972 | \$1836 |
| Full page | \$240 | \$684 | \$1296 | \$2448 |
| Two-page spread | \$450 | \$1283 | \$2430 | \$4590 |
| Inside cover (full page) | \$400 | \$1140 | \$2160 | \$4080 |
| Back cover (7.4" x 6") | \$500 | \$1425 | \$2700 | \$5100 |

Advertising Size Dimensions



How To Reach Us

There are several ways to reach the *Sacra Blue* ad team:

- 1 **Contact Advertising Manager Eric Butow.**
By phone: 916-789-8597
By e-mail: ebutow@dgweb.com
- 2 **Contact your ad rep.**
If you have talked to one of our advertising representatives the rep will give you his/her contact information.
- 3 **See the Sacramento PC Users Group Web site at www.sacpcug.org.**

Notes

All ads must be submitted as camera-ready and at the proper size. Specific placement requests entail a \$25 surcharge.

If one advertiser reserves both inside covers, the per-issue price is \$750.

Inside cover and back covers are printed in blue ink, and inside pages are printed in black ink.

Contact the Advertising Manager for more information on pricing and submission information.