

# GoodTimes

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**Media Kit** 2026

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# Good Times Delivers the Best of Santa Cruz County

Good Times leads the market as the locals' resource for insightful coverage of news, features, arts and entertainment, and the area's most comprehensive events calendar. Distributed to over 650 high-profile locations in one of the most active communities in the nation, our readers choose Good Times each week as their connection to the dynamic Santa Cruz area lifestyle.

Well-designed, clean layouts help your message stand out on any page and offer a great value: the timeliness and affordability of a newspaper in the style of a large-format magazine.

The result is a more exciting read that influences the way residents engage with their community, spend leisure time and shop. This makes Good Times your best and most economic choice for print and digital advertising in Santa Cruz County.



Click on cover to view  
digital edition.

**GoodTimes**

107 Dakota Avenue, Santa Cruz, CA 95060 831.458.1100

# More Reasons to Choose Good Times

## ADVERTISERS GET RESULTS

Good Times is a proven brand and a local institution that has delivered results for advertisers week after week for 50 years.

## EXTENDED REACH

Good Times offers advertisers the ability to reach both locals and visitors through the Goodtimes.sc portal as well as access to neighboring residents through the valley's leading weekly, Metro Silicon Valley.

## ADVANCED DIGITAL MARKETING SERVICES

Our team's cutting edge knowledge of digital media promotion will ensure that your business is well-represented in print, on the web and in social media.

## SOCIALLY RESPONSIBLE ADVERTISING

Good Times is printed at a LEED-certified facility committed to continually improving energy efficiency, water conservation and the use of renewable resources.



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# Award-Winning Journalism & Design

Good Times' award-winning reporting spans a wide array of subject matter. From coverage of the rich arts scene, events and nightlife to political news, food culture, recreation and more, Good Times is an indispensable source of information for residents and visitors alike.

**CALIFORNIA NEWSPAPER PUBLISHERS ASSOCIATION  
BETTER NEWSPAPER CONTEST**



## CATEGORY: WEEKLY, 25,000 CIRCULATION AND ABOVE

**Overall Excellence** First Place, 2020, 2021 & 2022

**Education Coverage** Finalist, 2015

**Environmental Reporting** Second Place, 2015

**Coverage of Local Government** First Place, 2014

**Feature Story** First Place, 2013

**Agricultural Reporting** Second Place, 2013

**Sports Story** Second Place, 2013

**Page Layout and Design** First Place, 2013

**Feature Story** Second Place, 2012

**Breaking News** Second Place, 2012

**Front Page Design** Second Place, 2012

**Page Layout and Design** First Place, 2010

**General Excellence** First Place, 2006

**Business or Financial Story** First Place, 2006

**Special Issue** First Place, 2005

**Feature Story** First Place, 2003

**Environmental or Ag Resource Reporting** Second Place, 2003

**Column, Commentary, Criticism** Second Place, 2006

**Business or Financial Story** First Place, 2002





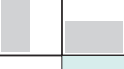






**Public Service** Second Place, 2002



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# Display Rates

> Rates effective 06/01/25

			OPEN	6x	13x	26x	39x	52x
<b>DOUBLE TRUCK</b>		20" x 11.25"	4040	3800	3555	3110	2810	2375
<b>FULL PAGE</b>		9.583" x 11.25"	2260	2125	1990	1740	1560	1470
<b>3/4</b>		7.125" x 11.25"	1805	1700	1590	1390	1245	1175
<b>2/3</b>		9.583" x 7.416" H	1730	1625	1590	1330	1190	1125
<b>1/2</b>		4.66" x 11.25" V 9.583" x 5.5" H	1295	1220	1140	1000	895	840
<b>1/3</b>		4.66" x 7.416" V	895	840	785	690	620	580
<b>1/4</b>		4.66" x 5.5" S 2.2" x 11.25" V	765	715	670	585	525	500
<b>1/6</b>		4.66" x 3.583" H 2.2" x 7.416" V	545	510	480	420	375	355
<b>1/8</b>		2.2" x 5.5"	475	445	420	365	325	310
<b>1/12</b>		2.2" x 3.583"	350	330	310	270	240	230
<b>1/16</b>		2.2" x 2.625"	235	225	210	180	165	155

**Policies** Payment in advance is required of all advertisers unless credit is approved by publisher.

Accounts are due and payable upon billing, and become past due on the 10th day following statement date. A service charge of 1.5 percent per month will be assessed on overdue balances, 50¢ minimum.

I/We agree that should it become necessary for Good Times to institute legal proceedings for the collection of any balance due under this account, I/We agree to pay reasonable attorney's fees to be fixed by the court, and all costs to suit.

**Conditions** As used in this section the term "publisher" shall refer to Good Times. The publisher reserves the right to edit, alter, omit, or refuse any advertising submitted for publication and to insert the word "Advertisement" where deemed appropriate.

Good Times accepts no liability for its failure, for any cause, to insert an advertisement. Liability for any error appearing in an advertisement is limited to the cost of the space actually occupied. No allowance, however, will be granted for an error that does not materially affect the value of the advertisement. To qualify for an adjustment, any error must be reported within 15 days of publication date. Credit for errors is limited to first insertion.

Drawings, artwork and articles for reproduction are accepted only at advertiser's risk and should be clearly marked to facilitate return.

Advertisements are accepted upon the representation that the advertiser and/or its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense and/or loss by reason of any claims arising out of publication.

Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental entity, fire, flood, earthquake, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.

Good Times reserves the right to revise its advertising rates at any time. Announcement of an increase shall be made four weeks in advance to contract advertisers. Conditions other than rates are subject to change by publisher without notice.

All advertising orders are accepted subject to other provisions, terms, and rates of our current rate card.

Advertisers failing to meet contract requirement for frequency or number of inches will be re-billed at a higher rate corresponding to the actual amount of space used at the earned frequency or bulk rate.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of the rate card.

No verbal agreement altering the rates and/or terms of this.

**Premium Placement** 15 percent will be added to the ad cost for premium placement. Good Times will make every effort to comply with reasonable placement requests when possible but no placement is guaranteed unless premium placement charge is paid.

**Political Rate** Open Rate. Payable at time of placement.

**Preprinted Insertion** Please call your sales representative for information.

**Mechanical Information** All ads must be submitted electronically. A color proof must accompany all 4-color ads. Please contact your account representative for detailed guidelines.

**DEADLINE Thursday at 3pm** for space reservation & production. Electronic ads Friday, 5pm. Proof corrections: Friday, 5pm. Earlier deadlines apply for some holidays and Special Issues. Contact a sales representative for further information.

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# Good Times Helps Businesses Grow



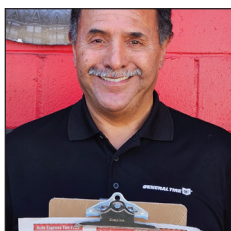
"The good times has been my go to for ads from the beginning. They have helped grow my business 4-fold thru timely seasonal and directed ad campaigns for each of the special issues. Lisa has been my advisor and cheerleader during this process. I highly recommend advertising thru the Good Times Magazine."

– **Dr. Jay** Owner, Rejuvenate Medi-Spa



"I have been a fan of Good Times for 30 years! I rely on them for the excellent service from my rep, who not only keeps after me about my ad schedule, but is an excellent editor! I saw my business grow in volume when I increased both my ad size and frequency. Both locals and visitors respond to our ads; Good Times is a valuable asset in our marketing! I would recommend it to anyone looking to grow their business."

– **Terry Ballantyne Brezsny** Broker Associate, Christie's Sereno Real Estate



"I couldn't be happier with the response my coupon in Good Times receives. Since the first day it appeared I have had a steady stream of customers coming in with the coupon. I've had over 40 redeemed in one month, and many new customers added to our list of regulars. Good Times has been our marketing partner for years and based on the results, they will continue to be for years to come."

– **Paul Salazar** Auto Express, Santa Cruz



"Advertising with Good Times has been a great experience. We have worked with them for decades and I am still completely satisfied with their work. They really help you to know and understand what is available; I feel like I have a marketing partner. Their team is honest and thorough and always upbeat, even in their busy season. The quality of the weekly issue speaks for itself. They really do an exceptional job and I will continue to work with them for decades to come."

– **Andre Beauregard** Owner, Shopper's Corner



"Newspaper advertising STILL works!! I have been advertising every other week in the Good Times for over a decade. Not only has it been a reliable and consistent source of new patients, but it has created a high level of visibility for my business in the community. Plus my rep always takes excellent care of me! Highly recommend."

– **Dr. Aimée Gould Shunney**



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# GoodTimes.SC – The Locals' Choice

## FEATURES OF THE NEW SITE

- This Week's Issue — all Good Times articles linked on one convenient page
- Your favorite columns and sections organized for easy viewing
- Best Of issue and special magazines accessed from Home Page
- Easily searchable by subject
- Attractive design for a pleasant user experience

## DIGITAL AD RATES

### Home Page + Cover Stories

PRICES ARE PER MONTH		OPEN	CONTRACT
Top banner	(970x250)	\$742	\$632
Middle Banner – (Home Page Only)	(970x250)	\$742	\$632
300x250	(pos. 1-3)	\$632	\$522
300x250	(pos. 4-6)	\$550	\$467

• Ads automatically rotate in positions 1-3 and 4-6

### Columns (Astrology, Wellness, Local Talk) + Archives

PRICES ARE PER MONTH		OPEN	CONTRACT
Top banner	(970x250)	\$742	\$632
300x250	(pos. 1-3)	\$632	\$522
300x250	(pos. 4-6)	\$550	\$467

• Ads automatically rotate in positions 1-3 and 4-6

### A&E + Food & Drink

PRICES ARE PER MONTH		OPEN	CONTRACT
Top banner	(970x250)	\$742	\$632
300x250	(pos. 1-3)	\$632	\$522
300x250	(pos. 4-6)	\$550	\$467

• Ads automatically rotate in positions 1-3 and 4-6

### News

PRICES ARE PER MONTH		OPEN	CONTRACT
Top banner	(970x250)	\$742	\$632
300x250	(pos. 1-3)	\$632	\$522
300x250	(pos. 4-6)	\$550	\$467

• Ads automatically rotate in positions 1-3 and 4-6



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# Ad Specs

If Good Times will be producing your ads, please provide the following:

## PHOTOS

High Resolution: 300 dpi JPEG preferred. Send photos at the original size of the shot (if you send an image that is smaller than it will appear in the ad, we can't enlarge it without losing quality). We also cannot guarantee the quality of the resolution or the color for any other file type, such as PNG or TIFF. Note that digital photos must be in CMYK (color profile) in order to print them onto good old-fashioned paper. If they are not saved in CMYK, we will convert them and in that process, subtle changes to color may occur. RGB is for web-based images and cannot be printed without significant color changes possibly occurring.



RGB PNG image  
3" x 1.75"  
at 72dpi



CMYK JPEG image  
3" x 1.75"  
at 300dpi



## LOGOS/GRAPHICS (images that are not photos)

Vector based files: .ai and .eps files in CMYK If vector files are not available, please send a high resolution JPEG (300 dpi)



JPEG image  
at 72 dpi



EPS Vector



### FONTS

If you have a specific font you would like to use for your ad, please send the font file or at least the font name.

### COPY

All text must be edited — with correct spelling and grammar — before the design process begins. Our designers do not specialize in copywriting and cannot assist with ad copy.

### A NOTE ABOUT PDF FILES

We cannot extract elements from PDF files of ads, flyers, postcards, etc. If you'd like to send a PDF to give us an idea of your preferred design, please do, but also include the separate components in the formats outlined above.



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