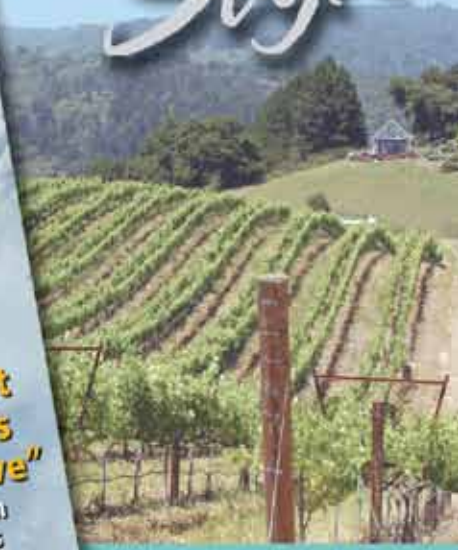


SANTA CRUZ *Style*



SANTA CRUZ *Style*
 Winter 2016

Extreme skier Scot Schmidt Follows his bliss at 100 MPH

Looking back at San Francisco's "Summer of Love"
 By Lee Quarnstrom with photographs by Herb Greene

Thirty years of night The Lost Boys Celebrates three decades as Hollywood's coolest Vampire Flick

Party with the Extra Large band
 Dreams at Pie Ranch

Slacklining: A thin line between p
 Splash! restaurant offers somethin



SANTA CRUZ *Style*
 Summer 2016

Journey into the Unknown
 Exploring Mysteries and Marvels of Science

Marin Alsop Reflects on 25 Years of Music • Kevin Bull-Your Neighborhood Ninja Warrior
 Barbarian Days-A Pulitzer Prize Winning Memoir • Pioneer Marine Biologist Laura Heroy



Santa Cruz Style is hearing the roar of the ocean when you wake up, the filtered light streaming through the redwoods or your view after climbing to top of Goat Rock. It's the way you feel when you are around your best friends lifting a pint.

The 9-to-5 existences are for other places – not Santa Cruz. Let us introduce you to the area's top sports, best waves and hidden beaches. Meet your neighbor; the one you didn't realize had been on the cover of *Time Magazine*.

We will sneak you backstage to meet the derby girls, see what is cooking at your favorite restaurant and talk with a local wine maker who just took first in the Napa Valley.

We are about making your life easier and more fun.
We are *Santa Cruz Style*.



size	1	3+x
full	2,400	2,000
two-thirds	2,100	1,750
half	1,600	1,350
third	1,100	900
sixth	550	475
ninth	375	325
positions		
full page before TOC	2,800	2,400
outside-back cover	3,200	2,800
inside-back cover	2,500	2,100

PUBLICATION: Santa Cruz Style is published quarterly - Spring, Summer, Fall, and Winter.

DEADLINES: Space reservation - 30 days preceding issue date

Art, Copy, Formatted disk - 30 days preceding the issue date

ELECTRONIC DATA: Santa Cruz Style is created digitally. All digital files must be accompanied with a SWOP color proof. For questions concerning digital media, contact your sales representative.

AGENCY DISCOUNTS: Fifteen percent (15%) commission is granted to recognized advertising agencies only. To earn this commission, agencies must sell and service the client, provide formatted electronic data on disk and pay in full within thirty (30) days of the billing date. Complete ad specifications, file submission, software formats, etc. are available. Contact your sales representative for more information.

Upcoming Deadlines
Mar. 13, 2017 issue – deadline 2/13/17
June 30, 2017 issue – deadline 5/28/17
Sept. 15, 2017 issue – deadline 8/15/17
Nov. 22, 2017 issue – deadline 10/23/17

sizing



sizes: trim size $8\frac{7}{8} \times 10\frac{7}{8}$ " ▲ full page $7\frac{1}{2} \times 9\frac{5}{8}$ "
 ▲ two-thirds page (v) $4\frac{15}{16} \times 9\frac{5}{8}$ "
 ▲ half page(h) $7\frac{1}{2} \times 4\frac{3}{4}$ "
 ▲ third page(v) $2\frac{3}{8} \times 9\frac{5}{8}$ "
 ▲ third page(h) $4\frac{15}{16} \times 4\frac{3}{4}$ "
sixth page $2\frac{3}{8} \times 4\frac{3}{4}$ " ▲ ninth page $2\frac{3}{8} \times 2\frac{1}{4}$ "
 (for complete ad specifications contact your sales representative)

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