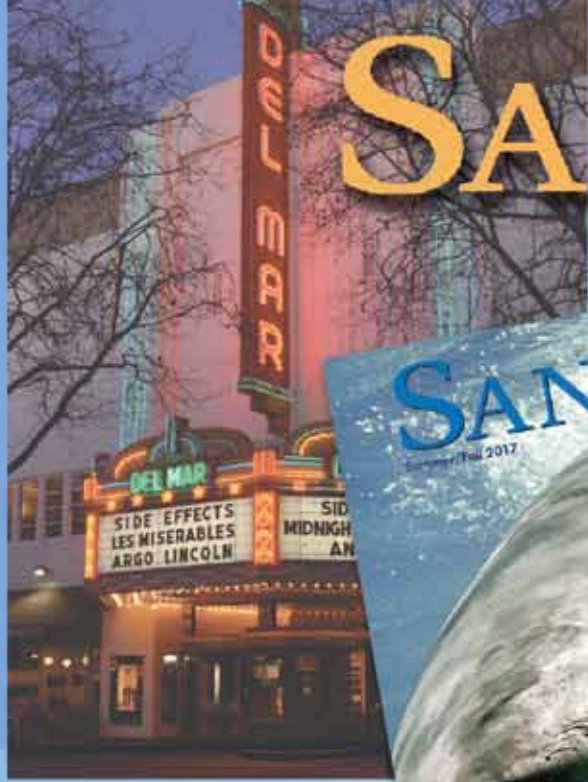


SANTA CRUZ Style



SANTA CRUZ Style
Fall 2017

The 8-metre sloop **Angelita** made a splash in two Olympics

Sea life through a lens **John Hunter** captures Monterey Bay

Meet your neighbors from the **White Shark Café**

Scientists debunk shark myths

The sweet success of the Whale Café
Putting California's spirit on wheels

SANTA CRUZ Style
Fall/Winter 2017

Exploring the twists and turns of our scenic roads

Five favorite drives, day trips, and adventures

Transcending the landscape **Local artists** inspired by Santa Cruz scenery

From rusted relics to dream machines **Tour a private Porsche museum**

Parade calendar for Kim Bostrom's creation on Big Basin Highway

Santa Cruz railroading at a crossroads ▲ Alice's Restaurant: Square meals and round wheels
Rowing: Practice an ancient activity on Monterey Bay ▲ The agony and ecstasy on Highway 17

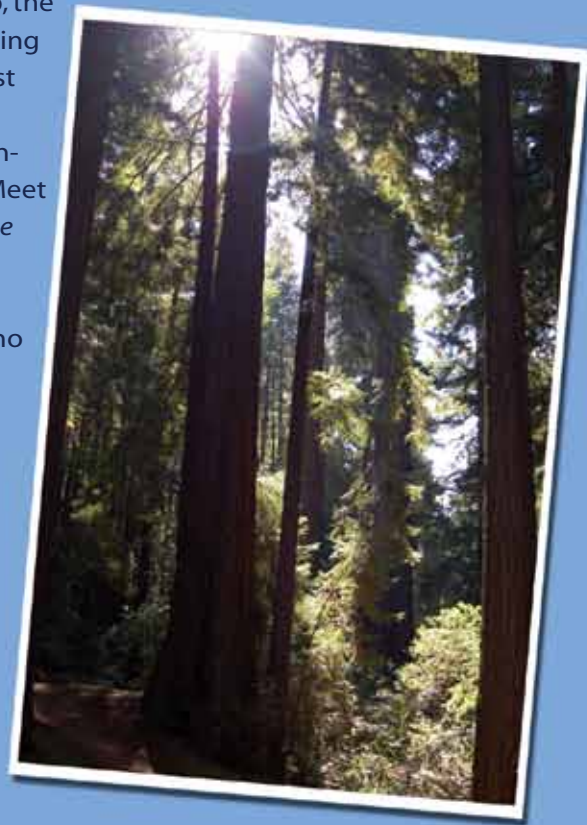


Santa Cruz Style is hearing the roar of the ocean when you wake up, the filtered light streaming through the redwoods or your view after climbing to top of Goat Rock. It's the way you feel when you are around your best friends lifting a pint.

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 a 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

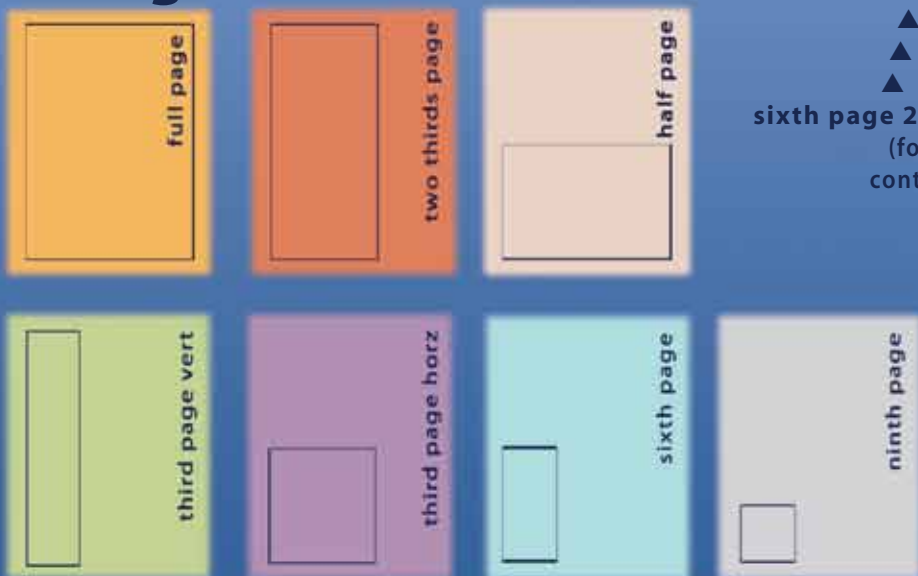
Art, Copy, Formatted disk - 30 days preceding the issue date

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. 16, 2018 issue – deadline 2/16/18
June 30, 2018 issue – deadline 5/25/18
Sept. 29, 2018 issue – deadline 8/30/18
Nov. 21, 2018 issue – deadline 10/26/18

sizing



sizes: trim size 8⁷/₈ x 10⁷/₈" ▲ full page 7¹/₂ x 9⁵/₈"
 ▲ two-thirds page (v) 4¹⁵/₁₆ x 9⁵/₈"
 ▲ half page(h) 7¹/₂ x 4³/₄"
 ▲ third page(v) 2³/₈ x 9⁵/₈"
 ▲ third page(h) 4¹⁵/₁₆ x 4³/₄"
sixth page 2³/₈ x 4³/₄" ▲ ninth page 2³/₈ x 2¹/₄"
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