

The Orange Coast Voice

The independently owned OC Voice is becoming Orange County's leader in community news reporting with its in-depth and cutting edge coverage of local social, environmental and political issues written by its eclectic group of reporters and columnists.

"The OC Voice is the only independent newspaper in our community. As an independently-owned publication, we count on it to cover important local news with the depth that other newspapers either cannot or will not."

—Lynda Hernandez,
Huntington Beach resident



The Orange Coast Voice is your choice for community news.

THE ORANGE COAST VOICE

DISPLAY AD RATES

| | Open Rate | 6 x | 12 x | 24 x |
|----------------|-------------------------|-----|------|------|
| Full Page | 1,000 | 950 | 900 | 850 |
| 3/4 Page | 800 | 760 | 720 | 680 |
| 1/2v Page | 550 | 523 | 495 | 468 |
| 1/2h Page | 550 | 523 | 495 | 468 |
| 1/4v Page | 280 | 266 | 252 | 238 |
| 1/4h Page | 280 | 266 | 252 | 238 |
| 1/4h Page (RE) | 280 | 266 | 252 | 238 |
| 1/8v Page | 150 | 143 | 135 | 128 |
| 1/8h Page | 150 | 143 | 135 | 128 |
| 1/16v Page | 80 | 76 | 72 | 68 |
| 1/16h Page | 80 | 76 | 72 | 68 |
| Business Card* | *Min. 6 x. No discounts | 35 | 35 | 35 |

Above rates are per issue, black ink only.
Additional charge for color.

Tel: 714-656-3607

E-mail: admin@ocvoice.com



Covering the
Orange Coast



*The Independent
Community
Newspaper for
Huntington Beach
and the Orange Coast*

Tel: 714-656-3607

Circulation and Distribution

Over 15,000 copies of the *Orange Coast Voice* are delivered monthly in Huntington Beach and the surrounding cities of Seal Beach, Fountain Valley and Costa Mesa. Over 13,000 of those copies go directly to homes and the rest go to restaurants, coffee shops, other businesses, libraries, churches, schools and community centers. Circulation is verified upon request.



Demographics

Based on home occupancy, there are over 45,000 readers of the *Orange Coast Voice* monthly in its distribution area, which is carefully selected with advertisers' needs in mind.

- Median family income: \$89,971
- Adult med income: M-\$52,000; F-\$38,046
- Median age: 37.5
- Households: 73,657
- Homeowners: 44,736
- Homes with children under 18: 29%
- Av. Family size 3.08; Household: 2.56

Fearless journalism

The *Orange Coast Voice* is an independent and locally owned community newspaper that fearlessly offers its readers the most in-depth coverage available of local news, including its superior reporting of city council events and local environmental, political and social issues that affect the region and beyond.

That's why the *Voice* has gained a strong following among local residents and business owners who want to have information today that will help determine the quality of life in our coastal communities for generations to come. Their concerns are often published in our popular letters column, where readers exchange a wide variety of viewpoints and in our provocative "Community Voices" column, an open forum for in-depth commentary by readers

Entertainment for all ages

Of course, there's much more to life than just politics. Designed with locals as well as tourists in mind, the *Orange Coast Voice* Calendar section has the most complete entertainment guide for its area, including hundreds of exciting local event listings that appeal to readers of all ages and con-



Like this young surfer, over 11 million visitors of all ages enjoy Surf City's 8-miles of available coastline. OC VOICE PHOTO BY RUDY RAMOS

tain a wide range of interests. Top that off with feature stories about local people and culture, including our restaurant guide with reviews so descriptive that you can almost taste the food.

Designed to sell

The *Orange Coast Voice* is typeset in a clean and eye-catching style using color and black and white on the highest quality newsprint paper, which ensures readability while attracting potential customers to your paid advertisements. Need help designing your ad? No problem, our ad design specialist can do it for you at no extra cost.

Talk to a sales consultant about your advertising needs and ask about our special introductory offers.



Orange Coast Voice

419 Main Street #219
Huntington Beach, CA
92648

Tel: 714-656-3607
E-mail: admin@ocvoice.com