



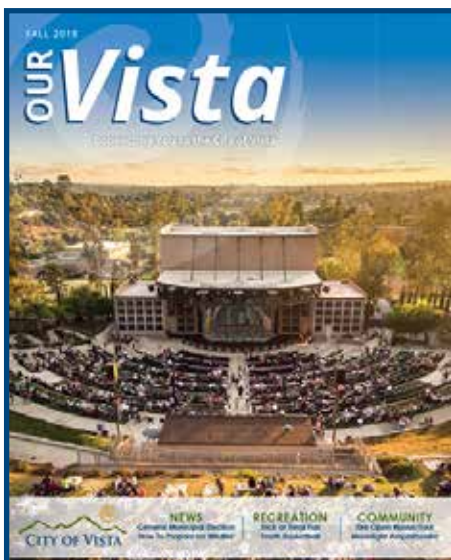
## Our Vista Rate Card

	Summer 2019	Fall 2019	Winter 2019
Ad Reservation Deadline	February 11	April 29	September 30
Ad Art Deadline	March 4	May 6	October 7
Mail	March 2019	June 2019	November 2019

Ad Size	Color	Width	Height	3X Rate	2X Rate	1X Rate
Full Color Bleed	Full Color	8.75"	11.25"	\$3,600	\$2,700	\$1,500
Full Page	Full Color	7.5"	10"	\$3,600	\$2,700	\$1,500
1/2 Page H	Full Color	7.5"	4.5"	\$2,015	\$1,500	\$840
1/2 Page V	Full Color	3.625"	10"	\$2,015	\$1,500	\$840
1/4 Page	Full Color	3.625"	4.75"	\$1,200	\$900	\$500
1/8 Page	Full Color	3.625"	2.25"	\$720	\$540	\$300

### Premium Placement Ads - Subject to Availability

Outside Back Cover	Full Color	8.75"	6.5"	\$4,250	\$3,250	\$1,850
Inside Front Cover	Full Color	8.75"	11.25"	\$4,000	\$3,100	\$1,700
Inside Back Cover	Full Color	8.75"	11.25"	\$4,000	\$3,100	\$1,700



*Our Vista* is the City of Vista's residential magazine containing information on city news, events, and recreation programs. It is published three times a year and more than 37,000 copies are mailed to every Vista residence and business. In addition to being distributed at the Vista Civic Center, city recreation facilities, the library and the Chamber of Commerce. *Our Vista* is the only civic publication that is direct mailed to all zip codes in the City of Vista.

#### Contact

Fred Tracey

760.643.5217 | [ftracey@cityofvista.com](mailto:ftracey@cityofvista.com)