

foolish times™

laugh it up!

Rates are per each issue

	1x	4x	12x		
Full Page <small>Back Cover</small>	\$999 —	\$799 —	\$659 \$999	F: 9.75x10	
Half Page	\$519	\$439	\$359	H: 9.75x4.75 V: 4.75x10	
Quarter Page	\$339	\$279	\$209	S: 4.75x4.75 H: 9.75x2.25 V: 2.25x10	
Eighth Page	\$219	\$179	\$129	H: 4.75x2.25 V: 2.25x4.75	

www.foolishtimes.net

COLOR: Full/Half, add \$50 • Quarter/Eighth, add: \$25

EAT IT UP!

1 mo. **\$40**
6 mos. **\$200**
13 mos. **\$400**

THE CORK BOARD
max. 2 pages

Pin your business card on our cork board

1 mo. **\$75** 3 mos. **\$150** 12 mos. **\$500**

TOP NOTCH

Guide to Local Businesses & Services

1 mo. **\$40** 6 mos. **\$200** 13 mos. **\$400**

Listing **\$40** **\$200** **\$400**

Display **\$70** **\$350** **\$700**

High Visibility, Low Cost Advertising!

We have been advertising with Mike Miele in the Fool, now Foolish Times, since June 2004. We have had better response and sales from this newspaper than from the last 18 years with the Monterey Herald and Coast Weekly combined! Mike is really easy to get along with and very knowledgeable in ad presentation.

Gasper Spadaro - *Gaspers Jewelers*

I was very impressed with the positive responses we have been receiving from (Foolish Times). We have only been open a few weeks and the beautiful ad you created has really helped get our name out in the community. Not only was your pricing the most affordable we've seen but the ad you helped create was perfect!

Efrain Herrera - *Tile Outlets*

Since we've been advertising with Foolish Times we have noticed an increase in customer humor. Foolish Times has been an important key in our marketing campaign and the results have been very pleasing.

Andre Planchon - *Main Event Transportation & Monterey Air Bus*

Foolish Times is a free monthly humor publication serving Monterey County with over 400 pick-up points. In less than 9 short years, we have grown from 5,000 to... now 20,000 copies. As we continue to grow, our goal remains not only to make our readers laugh, but to highlight our Advertisers, and based on the feedback we've received from them we're succeeding! Advertisers love our relaxed, non-political, easy-going approach.

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What the readers are saying ...

I just picked up your paper for the first times ... my bad. What a great concept. I read it. I gave it to my two kids to read, they shared it with three of their friends, and I gave a copy to my 75 year old mother. When you can reach and entertain an audience from 9 to 75 years old you have a winner! The world needs more humor and our politicians can't be responsible for all of it. Thank you for taking on such a monumental task.

Regards, Tom Burns (no relation)

I was recently in Monterey on business and picked your paper in the Fishwife restaurant. I LOVED it! I live in Pittsburg, PA. Please send to: Susan McGinnis. Thanks for the laughs!

I'm a first time reader and I just love your paper! I haven't laughed this much in a long time ... In fact, I called my sister who lives up north and read some of the articles to her. We found them to be very funny! Please keep up the great work!

Mary Valenzuela