

Advertising that's affordable.

The **North Coast Current** is an online news journal dedicated to news, dialogue, arts and entertainment geared toward the North San Diego County communities of Encinitas, plus Solana Beach, Carlsbad and San Marcos. The North Coast Current offers a great opportunity for local businesses through advertising on the site. Design services are provided for free, or you can submit your own properly sized advertisement. If you don't have your own website, the Current can also produce a free, basic page parked on our site for the duration of your advertising run.

Who's reading us?

In early February 2009, the North Coast Current implemented GoogleAnalytics to better gauge readership of our website. We use this in conjunction with Webalizer to get a good picture of our monthly readership. The figure we monitor is the number of **views**, which represents the number of actual readers accessing the site.

■ As of March 31, 2009, here is a **Webalizer** snapshot of our readership:

December Webalizer report: 775 total visits

January Webalizer report: 860 total visits

February Webalizer report: 987 total visits

March Webalizer report: 1,162 total visits

■ Feb. 4-March 31 **GoogleAnalytics** for our pages containing advertisements. Our Current Events calendar page was introduced Feb. 28:

Front page:	Community	Visits
	San Diego	48
	Encinitas	10
	Cardiff	7
	San Marcos	8
	Del Mar	6
	Carlsbad	5
	Rancho Santa Fe	3
	Vista	3
	Oceanside	1

March 12 memorial set in honor of Bob Nanninga

A tribute to political activist, businessman and artist Bob Nanninga, who died of pneumonia Feb. 14, is set for March 12 at the La Paloma Theatre in Encinitas. Invited poets will read Nanninga's poetry along with their work. An open reading will follow the scheduled performance, giving the community a chance to remember Nanninga through poetry. There will be a sign-up sheet in the lobby for those who wish to read during the open reading portion of the evening. Free to the public. Doors open at 6:30 p.m. for a reception. Poetry reading starts at 7. Contact Danny Salzhandler at 760.944.6027 for more information. >> [Comment](#)



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MARCH 2009

ENCINITAS

Remember to shop local-E

Business leaders, merchants join forces to keep shoppers' dollars close to home through new program

>> [Read more](#)

Live locally, shop locally



NORTH COAST BEAT

The muse and his music

First-person with Jason Mraz at his Oceanside home

>> [Read more](#)

FAMILY MATTERS

Courage to play

Columnist Ray Wong on family, learning

>> [Read more](#)

LOCAL WIDE WEB

The man who saved '760'

In an occasional series, publisher Roman Koenig profiles local websites. This month: keep760.org

>> [Read more](#)

Local Value

Times are tight. Local online advertising can help get the word out about your business. Click to find out more.

REMEMBRANCE

Contributor Mary Cate O'Malley recalls 'Magpie' Maguire

>> [Read more](#)

Dawson Digital PRODUCTIONS

- Multi-media and Web services
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Publisher / Editorial Director

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Advertising

ADVSERTISING SIZES & RATES >>

Advertising sizes and rates

■ Tiles:

Tiles run down both sides of our Main page and Current Events calendar page. Space is first-come, first-served. Free optional web page for as long as the ad runs, parked on our site, or link to yours.

Size:

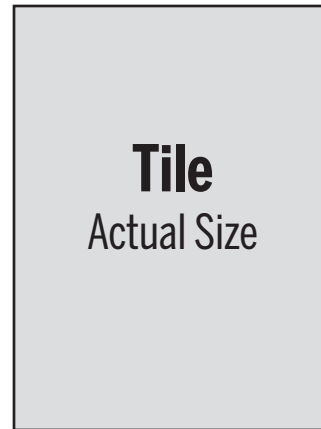
120 pixels by 160 pixels (1.667 inches by 2.222 inches)

Rates:

\$200 per month, 1 insertion

\$150 per month, 2-3 insertions

\$100 per month, 4-6 insertions



■ Double Tiles:

Double Tiles run down both sides of our Main page and Current Events calendar page. Free optional web page for as long as the ad runs, parked on our site, or link to yours.

Size:

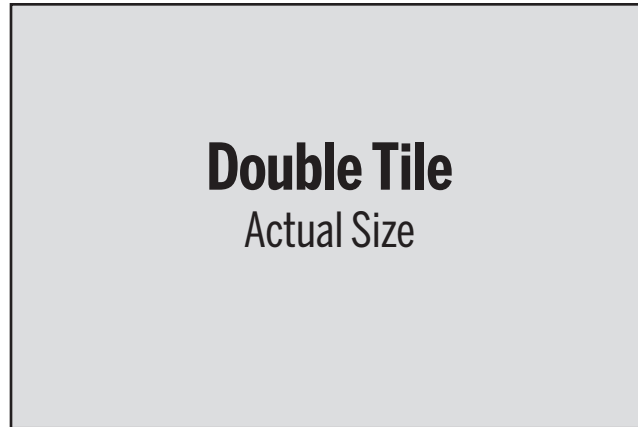
240 pixels by 160 pixels

(3.333 inches by 2.222 inches)

Rates:

\$300 per month, 1 insertion

\$250 per month, 2-3 insertions / \$200 per month, 4-6 insertions

A tall, narrow vertical gray box representing a skyscraper advertisement. The text "Skyscraper Actual Size" is centered inside the box.

Skyscraper
Actual Size

■ Skyscrapers:

Skyscrapers can run down both sides of our Main page and Current Events page. Free optional web page for as long as the ad runs, parked on our site, or link to yours.

Size:

120 pixels by 510 pixels (1.667 inches by 7.083 inches)

Rates:

\$400 per month, 1 insertion / \$350 per month, 2-3 insertions

\$300 per month, 4-6 insertions

■ Leaderboard:

The Leaderboard runs across the top of our Main and Current Events pages. There are five rotations, sold on a first-come, first-served basis.

Size:

751 pixels by 90 pixels (10.431 inches by 1.25 inches)

Rates:

\$500 per month, 1 insertion / \$450 per month, 2-3 insertions

\$400 per month, 4-6 insertions

