

Cal-SDAN

California Statewide Display Ad Network

A special advertising program offered by the California Newspaper Publishers Association

Giving you the most, up and down the coast!
Reach out to the most diverse state in the country!

2" deep

3.75" wide

\$1,550 for a **2x2** retail
display ad in
140 California
newspapers reaching
over **3.5 million**
Californians

4" deep

\$4,000 for a **2x4**
retail **display ad** in
140 California
newspapers reaching
over **3.5 million**
Californians

3.75" wide

Experience the power of statewide display advertising
in community newspapers in California!

With the convenience of **One Order and One Payment**. Call the California
Statewide Display Ad Network with questions or to place your order
(916) 288-6010 or (916) 288-6019

Photos courtesy of the St. Helena Star, San Francisco convention & visitors bureau, Sacramento convention & visitors bureau, Santa Monica Mirror and the Daily Pilot.

3 Easy Steps:

- 1** Call (916) 288-6010 or (916) 288-6019 for information on how to place a 2 column x 4" (3.75"x4") or 2 column x 2 "(3.75" x 2") display ad statewide or regional Northern or Southern California ad.
- 2** E-mail to: maria@cnpa.com and elizabeth@cnpa.com a pdf of ad copy and fax to (916) 288-6022 payment information on the Advertising Order form by noon Monday PST for publication the following week.
- 3** We will send your ad to all participating newspapers, to run once in each publication during the requested week.

FREQUENTLY ASKED QUESTIONS

Methods of payment?

Cashiers Check, Money Order, Visa, MasterCard, Discover.

Deadline?

E-mail pdf of ad copy and fax the Advertising Order form (916) 288-6022 by Monday at Noon PST.

Will all the newspapers run my ad in the size submitted?

Most of the newspapers will run your ad as submitted. However, some newspapers that have narrower column widths may run the ad in a slightly narrower size.

How often will my ad run?

The ad will be published once in each newspaper in the network. Example: If we receive ad copy and payment by Noon PST Monday, your ad will run at least once in each newspaper the following week starting Sunday ending Saturday.

Any special instructions for creation of the pdf?

Please make sure that all the fonts are embedded and the file is optimized. Color selection should be grayscale.

What other coverage do you offer?

We also offer display ad placement in any other state(s) nationwide.



ADVERTISING ORDER FORM

Photocopy order form as needed

CNPA Services, Inc., www.Cal-SCAN.com

708 10th St, Sacramento, CA 95814

Tel: (916) 288-6010; (916) 288-6019 • Fax: (916) 288-6022

Advertiser's name _____ Company _____

Mailing address _____

City _____ State _____ Zip _____

Tel _____ Fax _____ e-mail _____

ADVERTISING OPTIONS Select all applicable options

Holidays deadlines may be earlier

CLASSIFIED 25-words **Deadline:** Wednesday 10 a.m. PST **(New CNPA Classified advertisers only: Buy four consecutive weeks get the fifth week Free)**

\$550 Statewide 240 newspapers reaching over 6.1 million Californians

\$350 Northern region 100+ newspapers reaching over 3.0 million Californians

\$365 Southern region 100+ newspapers reaching over 3.0 million Californians

DISPLAY **Deadline:** Monday 10:00 a.m. PST **e-mail pdf to:** maria@cnpa.com and elizabeth@cnpa.com

2x2 **\$1,200** Northern CA- 3.75" wide x 2" high ad in 75+ newspapers reaching over 1.5 million Californians

\$1,200 Southern CA- 3.75" wide x 2" high ad in 75+ newspapers reaching over 1.5 million Californians

\$1,550 Statewide- 3.75" wide x 2" high ad in 140 newspapers reaching over 3.1 million Californians

2x4 **\$2,400** Northern CA- 3.75" wide x 4" high ad in 75+ newspapers reaching over 1.5 million Californians

\$2,400 Southern CA- 3.75" wide x 4" high ad in 75+ newspapers reaching over 1.5 million Californians

\$4,000 Statewide- 3.75" wide x 4" high ad in 140 newspapers reaching over 3.1 million Californians

PLACEMENT INSTRUCTIONS:

Run my ad the week of _____ Run my ad every alternate week starting _____

Run my ad for four consecutive weeks (5% prepaid discount) starting _____

Other instructions _____

CLASSIFICATION request for classified ads only _____

Please note classification is not guaranteed

Print your classified ad here

TERMS AND CONDITIONS OF ADVERTISING

1. Ads will be accepted in the Cal-SCAN program if they meet generally accepted newspaper standards as well as all state & federal laws. The advertiser is responsible to ensure the advertisement complies with all applicable laws.
2. All published network rates, lists of participating newspapers, circulation and deadlines are subject to change without notice.
3. No cancellation or changes to ad copy will be permitted after the deadline has passed.
4. Makegoods will be pursued for significant typos, such as a wrong address or phone number.
5. The statewide advertising networks are cost-effective advertising programs with no provisions for tearsheets.
6. I understand that by providing my fax number I consent to receive announcements, advertisements, brochures and other information from CNPA (and its subsidiaries and affiliates) via facsimile, telephone or email.

I've read and fully understand all rules and conditions provided hereon about advertising in the statewide networks

PREPAYMENT IS REQUIRED Discover card, Mastercard, Visa, Cashier's Check, Money Order

Cardholder _____ Address _____
(name on card)

City _____ State _____ Zip _____ Total Authorized \$ _____

Credit Card # _____ Exp. Date (mo./yr) _____ CVC code _____

Cardholder's signature required _____ Date _____

Fax your order to Cal-SCAN (916) 288-6022 or place 24/7 online at www.Cal-SCAN.com



CALIFORNIA STATEWIDE DISPLAY ADVERTISING NETWORK

Statewide- \$4,000 2X4; \$1,550 2x2, ad in 140 newspapers reaching over 3 million Californians

Regional- Northern or Southern California 2x4 \$2,400; 2x2 \$1,200 ad in 60+ newspapers reaching over 1.5 million+

Northern California newspapers combined circ. 802,000

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|---------------------------------------|----------------------------------|---------------------------------------|--|
| Anderson, The Valley Post | Fort Jones, Pioneer Press | North Lake Tahoe Bonanza | Santa Cruz County Sentinel (D) |
| Atascadero News | Galt Herald | Oakland Metro | Selma Enterprise |
| Auburn Journal | Gilroy, Dispatch (D) | Orland Press-Register | Shingletown, The Ridge Rider News (bi-M) |
| Auburn Sentinel | Gonzales Tribune | Pacifica Tribune | Soledad Bee |
| Berkeley Metro | Greenfield News | Paradise Post | Sonoma Index-Tribune |
| Bishop, Inyo Register & TMC | Greenville, Indian Valley Record | Porterville Recorder | Susanville, Lassen County Times |
| Burney, InterMountain News | Hanford Sentinel (D) | Portola Reporter | Tahoe City, Tahoe World |
| Citrus Hgts, American River Messenger | Hollister, Free Lance (D) | Quincy, Feather River Bulletin | Tahoe Daily Tribune (D) |
| Ceres Courier | Hollister, The Pinnacle | Rancho Cordova, Grapevine Independent | Truckee, Sierra Sun |
| Chester Progressive | King City Rustler | Rancho Murieta, River Valley Times | Turlock Journal |
| Colfax Record | Kingsburg Recorder | Red Bluff Daily News (D) | Turlock Extra |
| Colusa County Sun-Herald | Livermore, The Independent | Richmond Metro | Ukiah Daily Journal (D) |
| Corning Observer | Mammoth Lakes, Mammoth Times | Rohnert Park, The Community Voice | Vacaville Reporter |
| Dinuba Sentinel | Manteca Bulletin (D) & TMC | San Andreas, Calaveras Enterprise | Weed Press |
| Dinuba Advertiser | Mariposa Gazette | San Francisco Metro | Westwood Pine Press |
| Dunsmuir News | Marysville, Appeal-Democrat (D) | San Francisco, California Voice | Willows Journal & Smart Shopper |
| Elk Grove Citizen | Milpitas Post | San Francisco, Sun Reporter | Willows, Sacramento Valley Mirror |
| Elk Grove, Laguna Citizen | Morgan Hill Times | San Joaquin-Stockton Metro | Yreka, Siskiyou Daily News (Daily) |
| Fall River Mills, Mountain Echo | Mount Shasta Herald | San Jose Peninsula Metro | |

Southern California combined newspapers circ. 964,000

| | | | |
|---------------------------------------|--|--------------------------------|---------------------------------------|
| Alpine Sun | Hawthorne, California Crusader News | Los Angeles Garment & Citizen | Paso Robles Press |
| Banning, The Record Gazette | Hawthorne, Community Weekender (M) | LA, Hollywood Independent | Pico Rivera Community News |
| Beverly Hills Weekly | Hemet, The Valley Chronicle | LA, West Hollywood Independent | Pomerado News Chieftain |
| Big Bear Lake, The Grizzly | Highland Community News | LA, Wave - Culver City Star | Poway News Chieftain |
| Burbank Leader | Holtville Tribune | LA, Wave - Herald American | Rancho Bernardo Journal |
| Calexico Chronicle | Holtville, Imperial Valley Weekly | LA, Wave - Lynwood Press | Riverside, Black Voice News |
| California City, Mojave Desert News | Idyllwild Town Crier | LA, Wave - East | San Fernando Valley Sun |
| Chino/Chino Hills Champion | Imperial Beach Eagle & Times | LA, Wave - North East | Santa Clarita, The Signal (D) |
| Claremont Courier | La Canada Valley Sun | LA, Wave - West | Signal Hill, Signal Tribune |
| Coronado Eagle & Journal | La Crescenta Valley Sun | LA, Wave - The Press | Toluca Lake, The Toluca Times |
| Crestline, The Alpenhorn News | La Jolla Village News + LJVN Weekend | Los Cerritos Community News | Yucaipa & Calimesa News-Mirror |
| El Cajon, The East County Californian | Lake Arrowhead, Crestline Courier-News | Marina del Rey, The Argonaut | Yucca Valley, Desert Trail |
| Fontana Herald News | Lake Arrowhead, Mountain News | Norwalk Community News | Yucca Valley, Hi-Desert Star |
| Glendale, News-Press (D) | Los Angeles Bulletin (D) | Paso Robles Gazette | Yucca Valley, Observation Post (BASE) |

bi-M= bi-monthly

D= daily

All other newspapers are weekly