

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, www.Cal-SDAN.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
- \$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
 - \$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-SDAN.com



CALIFORNIA STATEWIDE DISPLAY ADVERTISING NETWORK

CNPA Services, Inc., 708 10th Street, Sacramento, CA 95814. Tel: (916) 288-6019 email: elizabeth@cnpa.com

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 70 newspapers reaching over 1.5 million+

Northern California newspapers combined circ. 803,520

Anderson, The Valley Post
 Antioch Press
 Atascadero News
 Auburn Journal
 Auburn Sentinel
 Berkeley Metro
 Bishop, Inyo Register & TMC
 Brentwood Press
 Burney, InterMountain News
 Citrus Hgts, American River Messenger
 Ceres Courier
 Chester Progressive
 Colfax Record
 Colusa County Sun-Herald
 Corning Observer
 Dinuba Sentinel
 Dinuba Advertiser
 Discovery Bay Press
 Dunsmuir News
 Elk Grove Citizen

Elk Grove, Laguna Citizen
 Fall River Mills, Mountain Echo
 Fort Jones, Pioneer Press
 Galt Herald
 Gilroy, Dispatch (D)
 Gonzales Tribune
 Greenfield News
 Greenville, Indian Valley Record
 Hanford Sentinel (D)
 Hollister, Free Lance (D)
 Hollister, The Pinnacle
 King City Rustler
 Kingsburg Recorder
 Livermore, The Independent
 Mammoth Lakes, Mammoth Times
 Manteca Bulletin (D) & TMC
 Mariposa Gazette
 Marysville, Appeal-Democrat (D)
 Milpitas Post
 Morgan Hill Times

Mount Shasta Herald
 North Lake Tahoe Bonanza
 Oakland Metro
 Orland Press-Register
 Pacifica Tribune
 Paradise Post
 Porterville Recorder
 Portola Reporter
 Quincy, Feather River Bulletin
 Rancho Cordova, Grapevine Independent
 Rancho Murieta, River Valley Times
 Red Bluff Daily News (D)
 Richmond Metro
 Rohnert Park, The Community Voice
 San Andreas, Calaveras Enterprise
 San Francisco Metro
 San Francisco, California Voice
 San Francisco, Sun Reporter
 San Joaquin-Stockton Metro
 San Jose Peninsula Metro

Santa Cruz County Sentinel (D)
 Selma Enterprise
 Shingletown, The Ridge Rider News (bi-M)
 Soledad Bee
 Sonoma Index-Tribune
 Susanville, Lassen County Times
 Tahoe City, Tahoe World
 Tahoe Daily Tribune (D)
 Truckee, Sierra Sun
 Turlock Journal
 Turlock Extra
 Ukiah Daily Journal (D)
 Vacaville Reporter
 Weaverville, The Trinity Journal
 Weed Press
 Westwood Pine Press
 Willows Journal & Smart Shopper
 Willows, Sacramento Valley Mirror
 Yreka, Siskiyou Daily News (Daily)

Southern California combined newspapers circ. 964,000

Alpine Sun
 Banning, The Record Gazette
 Beverly Hills Weekly
 Big Bear Lake, The Grizzly
 Burbank Leader
 Calxico Chronicle
 California City, Mojave Desert News
 Chino/Chino Hills Champion
 Claremont Courier
 Coronado Eagle & Journal
 Crestline, The Alpenhorn News
 El Cajon, The East County Californian
 Fontana Herald News
 Glendale, News-Press (D)

Hawthorne, California Crusader News
 Hawthorne, Community Weekender (M)
 Hemet, The Valley Chronicle
 Highland Community News
 Holtville Tribune
 Holtville, Imperial Valley Weekly
 Idyllwild Town Crier
 Imperial Beach Eagle & Times
 La Canada Valley Sun
 La Crescenta Valley Sun
 La Jolla Village News + LJVN Weekend
 Lake Arrowhead, Crestline Courier-News
 Lake Arrowhead, Mountain News
 Los Angeles Bulletin (D)

Los Angeles Garment & Citizen
 LA, Hollywood Independent
 LA, West Hollywood Independent
 LA, Wave - Culver City Star
 LA, Wave - Herald American
 LA, Wave - Lynwood Press
 LA, Wave - East
 LA, Wave - North East
 LA, Wave - West
 LA, Wave - The Press
 Los Cerritos Community News
 Malibu Times
 Marina del Rey, The Argonaut
 Norwalk Community News

Paso Robles Gazzette
 Paso Robles Press
 Pico Rivera Community News
 Pomerado News Chieftan
 Poway News Chieftain
 Rancho Bernardo Journal
 Riverside, Black Voice News
 San Fernando Valley Sun
 Santa Clarita, The Signal (D)
 Signal Hill, Signal Tribune
 Toluca Lake, The Toluca Times
 Yucaipa & Calimesa News-Mirror
 Yucca Valley, Desert Trail
 Yucca Valley, Hi-Desert Star
 Yucca Valley, Observation Post (BASE)

bi-M= bi-monthly

D= daily

All other newspapers are weekly