



THE ORINDA NEWS
DISPLAY ADVERTISING INFORMATION

The Orinda News is published monthly with issues mailed by the first of the month. It has a distribution of 9,000 covering every home and business in Orinda.

Our display ads begin at \$28.05 per column inch for our smallest ad size. The per column inch rate decreases depending upon the size of the ad and the frequency with which it runs. Please see the chart below. **Your ad will also appear in the web edition of *The Orinda News* at www.orindanews.org.**

Size	AD RATES			
	One Issue	Two Issues**	Three Issues**	Color
1 col* x 2"	\$ 56.10	\$ 50.60	\$ 46.20	+\$ 5.00
1 col x 3"	\$ 82.50	\$ 74.58	\$ 67.87	+\$ 10.00
1 col x 4"	\$ 96.80	\$ 87.12	\$ 82.28	+\$ 20.00
2 col x 2"	\$ 96.80	\$ 87.12	\$ 82.28	+\$ 30.00
2 col x 3"	\$ 138.60	\$ 124.74	\$ 117.81	+\$ 40.00
2 col x 4"	\$ 176.00	\$ 158.40	\$ 149.60	+\$ 50.00
2 col x 5"	\$ 214.50	\$ 193.00	\$ 182.60	+\$ 60.00
2 col x 6"	\$ 250.80	\$ 225.72	\$ 213.18	+\$ 70.00
1/4 page	\$ 288.20	\$ 259.60	\$ 248.05	+\$ 80.00
1/2 page	\$ 525.80	\$ 474.10	\$ 449.90	+\$ 150.00
Full Page	\$1,051.60	\$ 948.20	\$ 899.80	+\$ 300.00
Full Back Page			\$ 1449.80	

Front Page (2 col x 2") \$226.80, (2 col x 3") \$278.60, (2 col x 4") \$326.00
 Coupon Clippers (3.222 x 2 inches) \$55.55 (color not available)
 For all other sizes, contact your ad representative for pricing.

* 1 col is 14 pica wide or 2.333 inches wide.
 **This is a per issue cost. For example, if you ran a 1 col x 2" ad in three issues, each ad would cost \$46.20 per issue. If you wanted to run the same size ad in color, you would add \$5 to the cost for a total per issue cost of \$61.10 (one issue), \$55.60 (two issues), or \$51.20 (three issues).

INSERTS

\$600 each insertion. Customer must provide 9,000 copies of insert and ship to the mailing house.

AD REPRESENTATIVES

Jill Gelster • (925) 528-9225 • jill@aspenconsult.net
 Marie Waterman • 415.606.5582 • mmwaterman@yahoo.com

AD DESIGN

The Orinda News offers typesetting and graphic design at a reasonable rate through Jill Gelster at Aspen Consulting. If you need assistance preparing your ad, please contact her at the number/email listed above.

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The Orinda Association offers *The Orinda News* to the community free of charge to share news about the wonderful people of Orinda, show off our great businesses, and inform the community about what is happening around them. We are very excited about bringing the news to the community. The paper is made possible by the advertisement fees.

2010 DEADLINES

Issue	Ad Reservation Deadline
December 2009	October 23, 2009
January 2010	November 16, 2009
February 2010	December 14, 2009
March 2010	January 18, 2010
April 2010	February 15, 2010
May 2010	March 15, 2010
June 2010	April 19, 2010
July 2010	May 17, 2010
August 2010	June 14, 2010
September 2010	July 12, 2010
October 2010	August 16, 2010
November 2010	September 13, 2010
December 2010	October 18, 2010