



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
 Elana O'Loskey • 925-984-1751 • elanao@mac.com
 Marie Waterman • 415-606-5582 • mmwaterman@yahoo.com

2011 DEADLINES

Issue	Ad Reservation	Final Art
January	Nov. 20	Dec. 10
February	Dec. 20	Jan. 10
March	Jan. 20	Feb. 10
April	Feb. 20	March 10
May	March 20	April 10
June	April 20	May 10
July	May 20	June 10
August	June 20	July 10
September	July 20	August 10
October	August 20	Sept. 10
November	Sept. 20	Oct. 10
December	Oct. 20	Nov. 10

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.