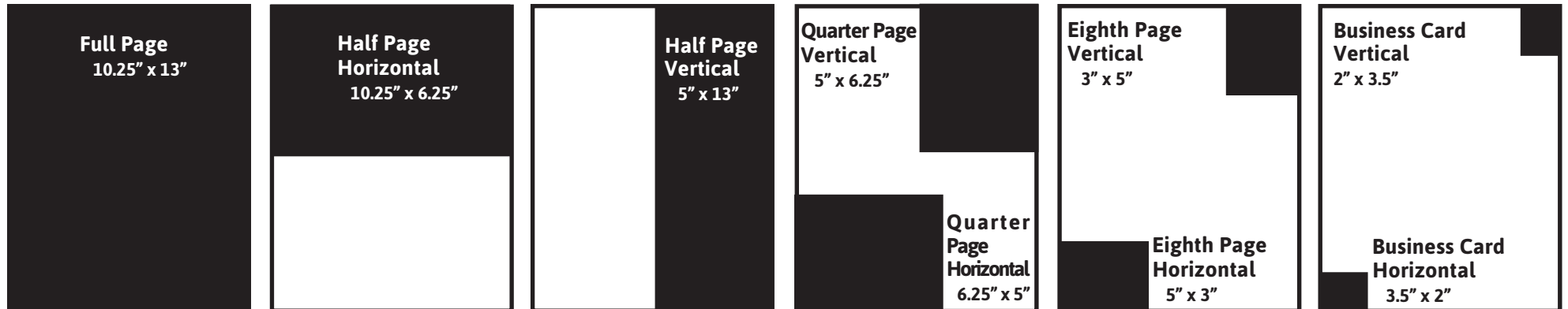




The Editors, Inc. publishes a monthly positive community newspaper focusing on residents and local non-profit groups. The paper is delivered via US Postal Service and also dropped off in retail locations in the Alamo, Danville, and Diablo areas. Total circulation is over 26,500. The *Alamo Today* and *Danville Today News* papers merged in October 2017. *Alamo Today* began in May, 2000 and *Danville Today News* began in November, 2009. The papers serve an estimated population of over 60,000.

To place an ad call 925-405-6397 or email editor@yourmonthpaper.com.



| AD SIZE | Full Color | 3 month | 6 month | 12 month | Black/White | 3 month | 6 month | 12 month |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Business Card | \$ 185.00 | \$ 175.75 | \$ 162.80 | \$ 151.70 | \$ 150.00 | \$ 142.50 | \$ 132.00 | \$ 123.00 |
| Eighth Page | \$ 320.00 | \$ 304.00 | \$ 281.60 | \$ 262.40 | \$ 250.00 | \$ 237.50 | \$ 220.00 | \$ 205.00 |
| Quarter Page | \$ 535.00 | \$ 508.25 | \$ 470.80 | \$ 438.70 | \$ 445.00 | \$ 422.75 | \$ 391.60 | \$ 364.90 |
| Half Page | \$ 935.00 | \$ 888.25 | \$ 822.80 | \$ 766.70 | \$ 785.00 | \$ 745.75 | \$ 690.80 | \$ 643.70 |
| Full Page | \$ 1,550.00 | \$ 1,472.50 | \$ 1,364.00 | \$ 1,271.00 | \$ 1,440.00 | \$ 1,368.00 | \$ 1,267.20 | \$ 1,180.80 |
| Full Page Back | \$ 1,750.00 | \$ 1,662.50 | \$ 1,540.00 | \$ 1,435.00 | | | | |
| Advertorial | \$ 450.00 | | | | \$ 400.00 | | | |
| Advert. <500 words/per word | \$ 0.70 | | | | \$ 0.60 | | | |
| FOR ADS THAT AREN'T OUR STANDARD DIMENSIONS | | | | | | | | |
| <7 Square inches/ per " | \$ 27.00 | \$ 25.65 | \$ 23.76 | \$ 22.14 | \$ 23.00 | \$ 21.85 | \$ 20.24 | \$ 18.86 |
| 8-15 Square Inches/ per " | \$ 20.00 | \$ 19.00 | \$ 17.60 | \$ 16.40 | \$ 17.00 | \$ 16.15 | \$ 14.96 | \$ 13.94 |
| 16-32 Square Inches/ per " | \$ 15.00 | \$ 14.25 | \$ 13.20 | \$ 12.30 | \$ 13.00 | \$ 12.35 | \$ 11.44 | \$ 10.66 |
| 33-60 Square Inches/ per " | \$ 13.00 | \$ 12.35 | \$ 11.44 | \$ 10.66 | \$ 11.00 | \$ 10.45 | \$ 9.68 | \$ 9.02 |
| 61 and up Square Inches/ per " | \$ 12.00 | \$ 11.40 | \$ 10.56 | \$ 9.84 | \$ 10.00 | \$ 9.50 | \$ 8.80 | \$ 8.20 |

ADVERTORIALS - Many businesses find Advertorials are a good way to promote their services. The Advertorial includes a 700 word column plus a photo of the author and byline that you supply. Up to two additional photos or a small logo are allowed but the word length needs to be decreased to allow space. The cost is \$400 for black and white and \$455 for color. There are no discounts applied to advertorials. For Advertorials under 500 words the cost is .60cents/word. NOTE: Only one Advertorial per industry will be accepted.

CLASSIFIEDS - Help Wanted, Automotive, Tutoring, For Sale/Rent, Professional Services... \$50 for up to 35 words. \$5 each additional 15 words.

INSERTS - Flyers or promotional pieces that you supply. Please provide pieces no larger than 6.25" x 10.5". Inserts must be delivered to the press in Union City. Please provide 21,600 copies of insert. \$750 (3.5cents/copy).

DISCOUNTS - Discounts are available for 3 month (-5%), 6 month (-12%), 12 month or longer (-18%) commitments. Please call for non-profit rates.

AD DESIGN - \$75/hour.

PAGE PLACEMENT - Page placement can be requested on a rotating basis. An additional 15% charge will be added for specific placement.

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