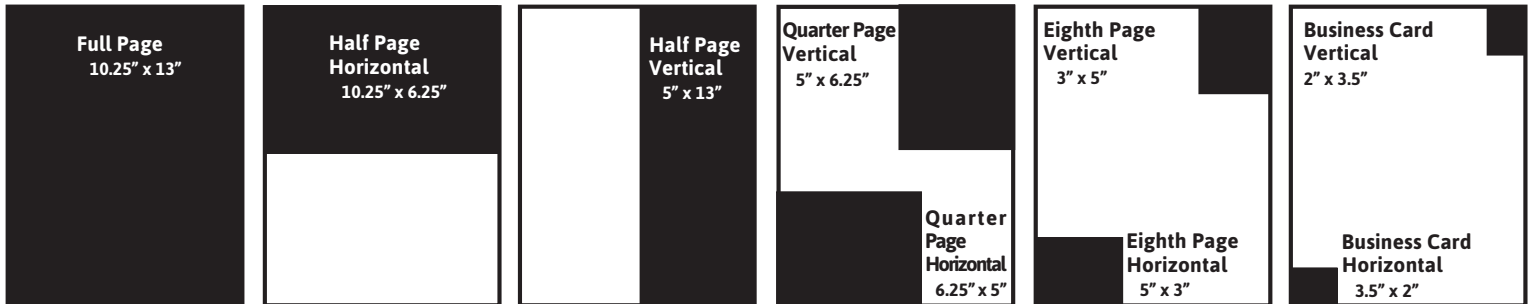




The Editors, Inc. publishes a monthly positive community newspaper focusing on residents and local non-profit groups. The paper is delivered via US Postal Service and also dropped off in retail locations in the Alamo, Danville, and Diablo areas. Total circulation is over 28,000. The *Alamo Today* and *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
Half Page Back	\$ 1,350.00	\$ 1,282.50	\$ 1,188.00	\$ 1,107.00				
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	\$ 2,400.00	\$ 2,280.00	\$ 2,112.00	\$ 1,968.00				
Advertorial	\$ 450.00				\$ 400.00			
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 for black and white and .70/word for color columns. 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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