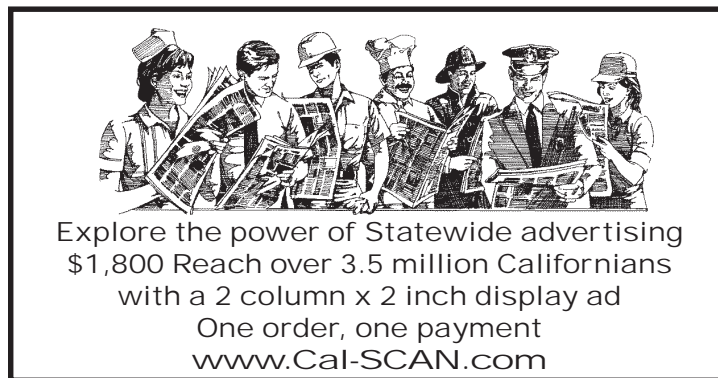


Cal-SDAN California Statewide Display Ad Network

**\$1,800 places your 2x2"
retail display ad statewide in
140 California newspapers
reaching over
3.5 million Californians!**

Actual size of ad



2"
deep

3.75" wide

Experience the power of statewide display advertising
in community newspapers in California!

Call the California Statewide Display Ad Network
with questions or to place your order
(916) 288-6010 or (916) 288-6019

\$4,000 places your 2x4" retail display ad statewide in
140 California newspapers reaching over
3.5 million Californians!

California Newspaper Publishers Association
708 10th St, Sacramento, CA 95814

Phone: (916) 288-6010 or (916) 288-6019 • **Fax:** (916) 288-6022 • **Website:** www.Cal-SCAN.com

California Statewide Display Ad Network FREQUENTLY ASKED QUESTIONS

3 Easy Steps:

- 1- Call (916) 288-6010 for an order form to be emailed to you or go to www.Cal-SCAN.com and download the order form.
- 2- E-mail the following two file attachments by 10:00 a.m. Monday PST to: maria@cnpa.com or elizabeth@cnpa.com

DISPLAY PRINT AD

Attachment file needs to be a pdf



Newspaper print ad actual size 3.75"width

ONLINE AD

Attachment file type needs to be a gif, jpeg, swf or png



- 3- CNPA will send your ad to all participating newspapers and websites to run once during the requested week of insertion.

Methods of payment?

Cashiers Check, Money Order, Visa, MasterCard, Discover.

Deadline?

E-mail the required size pdf of the display ad and a 120x60 pixel gif, jpeg, swf or png of the online ad copy. Fax the Insertion Order form to (916) 288-6022 by deadline, Monday, 10 a.m. PST.

What is the rate for the California Display Ad Network buys?

Statewide: 2x2 \$1,800; 2x4 \$4,000. Regional: 2x2 \$1,200; 2x4 \$2,400.

Will my display ad appear in all the newspapers?

We guarantee 90% placement. Individual newspapers may at their discretion reject certain types of ads that they do not accept per policy. The online ad will only appear on participating websites.

How long will my online ad run?

It will run for a week, the same week of insertion as your display print ad.

Any special instructions for creation of the online ad?

The online ad needs to be a 120x60 pixel ad in the form of a gif, jpeg, swf or png. Please also provide us with the url address.

Any special instructions for creation of the pdf for my print ad?

Please make sure that all the fonts are embedded and the file is optimized.

Can I buy the online ad as a stand alone option?

No. This option is only available as a California Statewide Display Ad Network buy.

CNPA Services, Inc 708 10th St., Sacramento, CA 95814
Tel: (916) 288-6010; (916) 288-6019 • Fax: (916) 288-6022 • www.Cal-SCAN.com



Cal-SDAN Program

Experience the power of the California Statewide Network



PRINT 2x2 or 2x4 AD IN 140 CALIFORNIA NEWSPAPERS

120x60 PIXEL ONLINE AD ON 30 CALIFORNIA NEWSPAPER WEBSITES

Northern California

Anderson, The Valley Post
 Artois, Sacramento Valley Mirror
 Auburn Journal (D)
 Auburn Sentinel
 Burney, The Intermountain News
 Brentwood Press Newspapers
 Ceres Courier
 Chester Progressive
 Clovis Independent
 Colfax Record
 Colusa County Sun-Herald
 Corning Observer
 Dinuba Sentinel & Advertiser
 Dunsmuir News
 Elk Grove Citizen
 Fall River Mills, Mountain Echo
 Galt Herald
 Gilroy, Dispatch (D)
 Gonzales Tribune
 Greenfield News
 Greenville, Indian Valley Record
 Hanford Sentinel (D)
 Hollister, Free Lance (D)
 King City Rustler
 Kingsburg Recorder
 Livermore, The Independent
 Mammoth Lakes, Mammoth Times
 Manteca Bulletin (D)
 Mariposa Gazette
 Marysville, Appeal-Democrat (D)
 Milpitas Post
 Morgan Hill Times
 Mount Shasta Herald
 North Lake Tahoe Bonanza
 Orland Press-Register
 Pacifica Tribune
 Paradise Post & Shopper
 Portola Reporter
 Porterville Recorder (D)
 Quincy, Feather River Bulletin
 Rancho Cordova, Grapevine
 Red Bluff Daily News (D)
 Rohnert Park, The Community Voice
 S. Lake Tahoe, Tahoe Daily Tribune
 San Andreas, Calaveras Enterprise
 San Francisco Bay Guardian
 San Francisco, The Sun Reporter
 San Francisco, Metro Publications
 Santa Cruz Sentinel (D) & TMC
 Selma Enterprise
 Siskiyou Daily News (D)
 Shingletown, The Ridge Rider News
 Soledad Bee
 Sonoma Index-Tribune
 Susanville, Lassen County Times
 Tahoe City, Tahoe World
 Truckee, Sierra Sun
 Turlock Journal (D)
 Ukiah Daily Journal (D)
 Vacaville, The Reporter (D)
 Weed Press
 Westwood Pine Press
 Willows Journal

Southern California

Alpine Sun
 Banning, The Record Gazette
 Beverly Hills Weekly
 Big Bear Lake, Big Bear Grizzly
 Burbank Leader
 California City, Mojave Desert News
 Chino Champion
 Chino Hills Champion
 Claremont Courier
 Coronado Eagle and Journal
 Costa Mesa Daily Pilot (D)
 El Cajon, East County Californian
 Fontana Herald News & Extra
 Glendale, News-Press (D)
 Highland Community News
 Hollywood Independent
 Holtville Tribune
 Idyllwild Town Crier
 Imperial Beach Eagle & Times
 Ingelwood/Hawthorne, California Crusader
 La Canada Flintridge, La Canada Valley Sun
 La Crescenta, Crescenta Valley Sun
 La Jolla Village News
 Lake Arrowhead, Mountain News & Shopper
 Los Angeles Bulletin
 Los Angeles Garment & Citizen
 Los Angeles, Alhambra Post-Advocate
 Los Angeles, Angeles Mesa News
 Los Angeles, Belvedere Citizen
 Los Angeles, Central News Wave
 Los Angeles, Eagle Rock Sentinel
 Los Angeles, East L.A. Tribune
 Los Angeles, Eastside Journal
 Los Angeles, El Sereno Star
 Los Angeles, Highland Park News
 Los Angeles, Ingelwood/Hawthorne Wave
 Los Angeles, Lincoln Heights Bulletin
 Los Angeles, Montebello News
 Los Angeles, Monterey Park Progress
 Los Angeles, San Gabriel Progress
 Los Angeles, San Gabriel/Rose Mead Press
 Los Angeles, Southside Journal
 Los Angeles, Southwest Topics Wave
 Los Angeles, Southwest Wave
 Los Angeles, The News
 Los Angeles, The Progress Post Advocate
 Los Cerritos Community News
 Marina del Rey, The Argonaut
 Morena Valley, The Beacon
 Paso Robles Press
 Peninsula Beacon
 Poway News Chieftain
 Rancho Bernardo News Journal
 San Diego, Corridor News
 San Fernando Valley Sun
 Santa Clarita, The Signal (D)
 Toluca Lake, The Toluca Times & TMC
 Twentynine Palms, The Desert Trail
 West Hollywood Independent
 West Los Angeles, Westsider
 Yucaipa & Calimesa News Mirror
 Yucca Valley, Hi-Desert Star

www.appealdemocrat.com

www.argonautnewspaper.com/news - features/

www.auburnjournal.com

www.bigbeargrizzly.net

www.burbankleader.com

<http://www.championnewspapers.com/community/community.cfm>

www.claremont-courier.com/pages/topstory.html

www.clovisindependent.com

www.coronadonewsca.com/news/

www.deserttrail.com/features

www.fontanaheraldnews.com

www.galtherald.com

www.hidesertstar.com/features

www.highlandnews.net

www.im-news.com

www.imperialbeachnewsca.com/news

www.lassennews.com

<http://www.mountainecho.com/classified.html>

www.mountain-news.com

www.newsmirror.net

www.paradisepost.com

www.plumasnews.com

www.recorderonline.com

www.recordgazette.net

<http://www.sierrasun.com/section/NEWS>

www.sdnews.com

www.thereporter.com

www.thevalleychronicle.com

www.towncrier.com

www.turlockjournal.com

CNPA Services, Inc 708 10th St., Sacramento, CA 95814

Tel: (916) 288-6010; (916) 288-6019 • Fax: (916) 288-6022 • www.Cal-SCAN.com