

Cal-SCAN

California Statewide Classified Ad Network

A special advertising program offered by the California Newspaper Publishers Association

Giving you the most, up and down the coast!
Reach out to the most diverse state in the country!

Cal-SCAN makes classified advertising efficient and cost-effective.
Get the word out TODAY!

\$550 for a **25-word** classified ad in
240 community newspapers reaching
over **6.2 million** Californians

With the convenience of **One Order and One Payment.**

It's That Simple, Really!

Regional Placement:

Northern California – \$350
112+ newspapers reaching
3.1 million+ Californians

Southern California – \$350
112+ newspapers reaching
3.1 million+ Californians

**Discover the power of advertising
in community newspapers in California!**



Value added coverage: About 15% of the newspapers put the Cal-SCAN ads online.

Cal-SCAN NORTHERN CA

3 million readers

Northern Region = 112+ newspapers

3 million readers, circ 1.5 million

Newspaper list is subject to change without notice

Alameda Sun	Manteca Bulletin (Daily)
Anderson, The Valley Post	Marysville, Appeal-Democrat (Daily)
Artois, Sacramento Valley Mirror	Menlo Park, The Almanac
Atwater Times	Merced County Times
Auburn Journal	Milpitas Post
Auburn Sentinel	Morgan Hill Times
Auburn, Cover Story	Mount Shasta Herald
Avenal Progress	Mount Shasta, Voice of the Mountain
Berkeley Metro	Mountain View Voice
Bishop, Inyo Register	North Lake Tahoe Bonanza
Brentwood Newspapers	Oakland Metro
Burney, InterMountain News	Oakley Press, The
Caruthers, Twin City Times & RFP	Orland Press-Register
Ceres Courier	Palo Alto Weekly
Chester Progressive	Paradise Post
Clearlake Observer American	Placer Herald (Rocklin & Loomis)
Clovis Independent	Placerville, Mountain Democrat
Coalinga Record	Pleasanton Weekly
Colfax Record	Portola Reporter
Colfax, Cover Story	Quincy, Feather River Bulletin
Colusa Sun-Herald	Red Bluff Daily News (Daily)
Corning Observer	Richmond Metro
Davis Direct	Rohnert Park, The Community Voice
Davis Enterprise, The (Daily)	Roseville Press- Tribune
Delhi Express	San Andreas, Calaveras Enterprise
Denair Dispatch	San Francisco Bay Guardian
Dinuba Advertiser	San Francisco Metro
Dinuba Sentinel	San Francisco, California Voice
Dixon's Independent Voice	San Francisco, Sun Reporter
Downieville, Mountain Messenger	San Joaquin-Stockton Metro
Dunsmuir News	San Jose Peninsula Metro
El Dorado Hills Telegraph	Santa Cruz County Sentinel (Daily)
Elk Grove Citizen	Scotts Valley Banner
Elk Grove, Laguna Citizen	Selma Enterprise
Eureka Reporter, The	Selma, South County News
Fairfield Daily Republic (Daily)	Shingletown, The Ridge Rider News
Fairfield, Solano Direct	Soledad Bee
Fall River Mills, Mountain Echo	Sonoma Index-Tribune
Felton, Valley Press	Sonoma Valley Shopping News
Folsom Telegraph, The	Sonora, The Union-Democrat (Daily)
Galt Herald	Susanville, Lassen County Times
Gilroy, Dispatch (Daily)	Tahoe City, Tahoe World
Gonzales Tribune	Tahoe Daily Tribune
Granite Bay, Press-Tribune	Truckee, Sierra Sun
Greenfield News	Tuolumne Cnty Wkly Advertiser (TMC)
Greenville, Indian Valley Record	Ukiah Daily Journal (Daily)
Gridley Herald, The	Vallejo Metro/Waterford News
Hanford Sentinel (Daily)	Watsonville, Register Pajaronian (Daily)
Hanford, Sentinel Plus	Weed Press
Hilmar Times	West Sacramento, News-Ledger
Hollister, Free Lance (Daily)	Westwood Pine Press
Hollister, The Pinnacle	Willows Journal
Hughson Chronicle	Winton Times
King City Rustler	Woodland, The Daily Democrat
Kingsburg Recorder	Yreka, Siskiyou Daily News (Daily)
Lakeport Record Bee (D)	
Las Noticias del Valle	
Lemoore, The Lemoore Advance	
Lemoore, The Golden Eagle	
Lincoln, News Messenger	
Livermore, The Independent	
Lodi News-Merchandiser	
Lodi News-Sentinel (Daily)	
Loomis News	
Mammoth Lakes, Mammoth Times	

Statewide = 240 newspapers
6.2 million+ readers, circ. 3.1 million

FREQUENTLY ASKED QUESTIONS

What is Cal-SCAN?
Cal-SCAN is a classified ad newspaper network. It consists of 240 medium-to-small sized daily and weekly newspapers reaching over 6 million Californians.

What is the cost of running an ad?
The cost of a 25 words or less statewide classified ad is \$550. Additional words, after 25, are \$15 each. Ads scheduled in either the Northern or Southern regions cost \$350 for 25 words or less. Additional words, after 25, are \$10 each.

How are words counted?
Customary words count as one word. Hyphenated words count as two words. Telephone numbers count as one word, except for extension numbers that also count as a word. E-mail addresses count as one word. A website address counts as one word.

When is the deadline?
Prepaid ads received by Wednesday at 10 a.m. will appear in the network between Sunday and Saturday of the following week. Earlier deadlines will be in effect during holiday weeks.

How can I pay for the ad?
Prepayment is required by deadline for advertising. We accept credit cards: Visa, Mastercard and Discover. Place your ad online 24/7 with a credit card.

Are there restrictions on ad acceptance?
Ads will be placed if they are appropriate for family oriented readers and provided that the content meets all state and federal laws. The advertiser is responsible for legal compliance in the ad copy provided.

How many responses will I receive?
If you provide a well-written ad, and are selling a valuable product or service, you should be pleased with the responses you receive. However, we do not provide any kind of response guarantees.

Will all network newspapers run my ad?
We have a contract with all participating newspapers to run all Cal-SCAN ads placed. Individual newspapers may reject a particular ad that does not meet the newspaper's regular approval policy. Any ad that meets Cal-SCAN standards, as outlined above, will normally run in 90% of the network. Newspaper compliance is monitored weekly.

Is it cost-effective to run my ad in Cal-SCAN?
Yes! We estimate that it would cost more than five times as much to place the ad yourself, and this does not include the time and effort required to contact 240 newspapers.



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Cal-SCAN SOUTHERN CA

3 million readers

Northern Region = 112+ newspapers

3 million readers, circ 1.5 million

Newspaper list is subject to change without notice

Alpine Sun	Los Angeles, Eagle Rock Sentinel
Anaheim Bulletin	Los Angeles, East L.A. Tribune
Anaheim Hills News	Los Angeles, Eastside Journal
Arroyo Grande, Five Cities T-P-R	Los Angeles, El Sereno Star
Arvin Tiller	Los Angeles, Highland Park News
Banning, The Record Gazette	Los Angeles, Inglewood/Hawthorne Wave
Bell Gardens Review	Los Angeles, Lincoln Heights Bulletin
Bell Maywood Industrial Post	Los Angeles, Montebello News
Beverly Hills Weekly	Los Angeles, Monterey Park Progress
Big Bear Lake, The Grizzly	Los Angeles, San Gabriel Progress
Brea Progress	Los Angeles, San Gabriel/Rosemead Press
Burbank Leader	Los Angeles, Southside Journal
Calexico Chronicle	Los Angeles, Southwest Topics Wave
California City, Mojave Desert News	Los Angeles, Southwest Wave
Chino/Chino Hills Champion	Los Angeles, The News
Chula Vista, The Star News	Los Angeles, The Progress Post Advocate
Claremont Courier	Los Angeles, The Tolucan Times
Coronado Eagle & Journal	Los Angeles, The Whittier Independent
Del Mar Times	Los Angeles, Tribune
Delano Record/Shopper	Los Angeles, Tribune News Weekender
Desert Hot Springs, Valley Breeze	Lynwood Press
Downey Herald American	Malibu Times, The Marina del Rey, The Argonaut
Fallbrook, Village News	Newport Beach/C. D. M. Daily Pilot (Daily)
Fontana Herald News	Norwalk Herald American
Fountain Valley View	Orange City News
Glendale, News-Press	Paramount Herald American
Hawthorne, American Crusader	Paso Robles Press
Hawthorne, California Crusader News	Placentia News-Times
Hawthorne, Community Weekender	Poway News Chieftain
Hemet, The Valley Chronicle	Ramona Sentinel
Highland Community News	Rancho Bernardo Journal
Hollywood Independent	Riverside, Black Voice News
Holtville Tribune	San Diego, Carmel Valley News
Holtville, Imperial Valley Weekly	San Diego, Corridor News
Huntington Beach, Independent	San Diego, Del Mar Village Voice
Huntington Park Bulletin	San Diego, The East County Californian
Idyllwild Town Crier	San Fernando Valley Sun
L.A. Watts Times	San Marino Tribune
La Canada Valley Sun	Santa Barbara Independent
La Crescenta Valley Sun	Santa Clarita, The Signal (Daily)
La Habra Star	Santa Maria Times (Daily)
La Jolla Light	Santa Maria, Central Coast This Week
La Jolla Village News + LJVN Weekend	Shafter Press/Shopper
La Palma-Santa Ana, Community Close-up	South Gate Press
Lake Arrowhead, Crestline	Springville, Southern Sierra Messenger
Courier-News	Temecula Valley News
Lake Arrowhead, Mountain News	Wasco Tribune
Lamont Reporter	West Hollywood Independent
Lompoc Record	West Los Angeles, The Westsider
Los Alamitos, Cyprs, Seal Bch, R.Nws-Ent.	Yorba Linda Star
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, Downtown News	

Photos courtesy of the St. Helena Star, San Francisco convention & visitors bureau, Sacramento convention & visitors bureau, Santa Monica Mirror and the Daily Pilot.