

THE ORINDA NEWS DISPLAY ADVERTISING INFORMATION



THE Orinda
ASSOCIATION

The Orinda News is published monthly by the Orinda Association, a non-profit organization celebrating over 70 years. Issues are mailed by the first of the month to every home and business in Orinda. Additional copies of the newspaper are also available in various coffee shops and public meeting places around Orinda bringing our monthly distribution number to 9,000.

Your ad will also appear in the web edition of *The Orinda News*, www.orindanews.org, at no extra cost. Use the blank column on the far right to calculate your per-issue ad price.

Ad Size - Black and White Print Size 17.5" x 11.5"	One Run Issue Price	Three Issue Run Per Issue Price	12 Issue Run Per Issue Price	Add for Color	Total Per Issue Price*
1 column x 2" = 2.333" x 2.0"	\$62.00	\$56.00	\$52.00	\$6.00	
1 column x 3" = 2.333" x 3.0"	\$88.00	\$80.00	\$73.00	\$11.00	
1 column x 4" = 2.333" x 4.0"	\$102.00	\$93.00	\$88.00	\$22.00	
1 column x 5" = 2.333" x 5.0"	\$123.00	\$113.00	\$106.00	\$33.00	
1 column x 6" = 2.333" x 6.0"	\$144.00	\$130.00	\$123.00	\$44.00	
2 columns x 2" = 4.930" x 2.0"	\$102.00	\$93.00	\$88.00	\$22.00	
2 columns x 3" = 4.930" x 3.0"	\$144.00	\$130.00	\$123.00	\$44.00	
2 columns x 4" = 4.930" x 4.0"	\$181.00	\$164.00	\$155.00	\$55.00	
2 columns x 5" = 4.930" x 5.0"	\$220.00	\$198.00	\$188.00	\$66.00	
2 columns x 6" = 4.930" x 6.0"	\$256.00	\$231.00	\$219.00	\$77.00	
1/4 page = 4.930" x 7.0"	\$294.00	\$265.00	\$254.00	\$88.00	
2 columns x 8" = 4.930" x 8.0"	\$331.00	\$299.00	\$284.00	\$99.00	
3 columns x 6" = 7.52" x 6.0"	\$367.00	\$331.00	\$315.00	\$110.00	
3 columns x 8" = 7.52" x 8.0"	\$478.00	\$430.00	\$410.00	\$132.00	
1/2 page = 10.125" x 7.0"	\$531.00	\$480.00	\$455.00	\$165.00	
Full Page = 10.125" x 15"	\$1,057.00	\$954.00	\$905.00	\$330.00	
Full Back Page Color Only	\$1,505.00	\$1,455.00	\$1,405.00	included	
Front Page Color Only:					
2 columns x 2" = 4.930" x 2.0"	\$232.00	\$232.00	\$232.00	included	
2 columns x 3" = 4.930" x 3.0"	\$282.00	\$282.00	\$282.00	included	
2 columns x 4" = 4.930" x 4.0"	\$331.00	\$331.00	\$331.00	included	

- Layout: 4 columns per page; each column is 2.333 inches wide; a full page is 10.125 inches x 15 inches.
- Coupon Clippers Rate: 3.222 inches x 2 inches each, \$61.00; color not available.
- For all other sizes, contact your ad representative.
- Inserts: \$600 each insertion. Advertiser must provide 9,000 copies of insert and ship to the mailing house.

AD PAYMENT/NEW ADVERTISERS

If you are a first-time advertiser, we ask that you establish an account with us by paying for your ad up front upon receipt of your first e-statement. Payment can be made online at <http://orindaassociation.org/the-orinda-news-advertiser-payments> or via U.S. mail to: *The Orinda News*, PO Box 97, Orinda CA 94563-0097. If there are unpaid invoices for more than two months, we reserve the right to cease running ads until they are paid.

AD REPRESENTATIVE

Jill Gelster • 925-528-9225 • jill@aspensconsult.net

* For example, if you ran a 1 column (2.333") x 2" black and white ad for three issues, it would cost \$56 per issue. For the same ad in color, add \$6 to the cost for a total of \$62 per issue (\$56 + \$6 = \$62).

DEADLINES

Issue	Ad Reservation	Final Art
January	December 5	December 10
February	January 5	January 10
March	February 5	February 10
April	March 5	March 10
May	April 5	April 10
June	May 5	May 10
July	June 5	June 10
August	July 5	July 10
September	August 5	August 10
October	September 5	September 10
November	October 5	October 10
December	November 5	November 10

AD DESIGN

The Orinda News offers typesetting and graphic design at a reasonable rate through Jill Gelster and David Dierks at Aspen Consulting. If you need assistance preparing your ad, please contact them at 925-528-9225, jill@aspenconsult.net or david@aspenconsult.net. Any charges incurred will appear as a separate line item on your e-statement.

Camera ready art is defined by *The Orinda News* as art which is submitted via email; preferred format is a PDF file. Print media requires artwork at a higher resolution than the Internet. Photos with a 300 dpi resolution and minimum file size of 700-800 kilobytes or higher are preferred. If you work in color, use a CMYK color mode.

Thanks to our advertisers, the Orinda Association is able to offer *The Orinda News* to the community free of charge. First published in 1937, *The Orinda News* has a long and proud history of providing news of interest to local residents and businesses. We gratefully thank our advertisers for making this possible.

DEMOGRAPHICS

A 2016 poll showed that 86% of Orindans turn to us first for local news, 65% go to the *Lamorinda Weekly* and 54% go to the *Contra Costa Times*. *Forbes* ranked Orinda as the second most friendly town in America in a 2012 article:

"[W]e ranked the towns based on four data points: percentage of owner-occupied homes (studies have shown a direct correlation between home ownership and neighborhood stability); the crime rate; charitable giving; and the percentage of college graduates (research has found that college-educated folks typically display more civic engagement, with higher rates of voting and volunteering)." See <http://www.forbes.com/sites/morganbrennan/2012/12/19/americas-friendliest-towns/> for full article.

2010 US CENSUS DATA FOR ORINDA CA*

Population 2014 estimate – 19,003
Median Income 2009-2013 – \$164,437
Population 2010 – 17,643
Female persons – 51.4%
Persons 65 years and older 20.1%
Living in same house 1 year and over 92.2%
Housing in multi-unit structures – 3.7%
Total number of firms 2007 – 2,908

Number of households: 2008-2012 – 6,484
Persons per household 2008-2012 – 2.75
Persons under 5 years – 4.6%
Persons under 18 years – 25.6%
Housing units 2010 – 6,804
Home ownership rate 2008-2012 – 90.5%
Median value owner-occupied housing \$983,600
Women-owned firms 2007 – 30.3%

*Source: <http://quickfacts.census.gov/qfd/states/06/0654232.html>