

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

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

**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

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 the Southern region cost \$365 and Northern \$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?

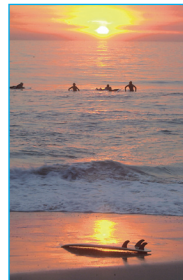
Ads will be placed if they are appropriate for family oriented readers and provided that the content meets all state and federal laws. The advertiser is responsible for legal compliance in the ad copy provided.

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



- Aliso Viejo News
- Alpine Sun
- Alpine Sun - Shpper - 1st Thurs. mo.
- Anaheim Bulletin
- Anaheim Hills News
- Arroyo Grande, Five Cities T-P-R
- Arvin Tiller
- Atascadero News
- Banning, The Record Gazette
- Beverly Hills Weekly
- Big Bear Lake, The Grizzly
- Burbank Leader
- Calexico Chronicle
- California City, Mojave Desert News
- Capistrano Valley
- Carmel Valley Leader
- Chino/Chino Hills Champion
- Chula Vista, The Star News
- Claremont Courier
- Coronado Eagle & Journal
- Costa Mesa D. Pilot/Newport Beh (D)
- Coto De Caza, Canyon Life
- Crestline, The Alpenhorn News
- Dana Point News
- Del Mar Times
- Delano Record/Shopper
- DHS, Desert Valley Star Weekly
- San Diego, The East County Californian
- Fallbrook, Village News
- Fontana Herald News
- Fountain Valley View
- Fullerton News
- Glendale, News-Press (Daily)
- Hawthorne, California Crusader News
- Hawthorne, Com Weekender (M)
- Hemet, The Valley Chronicle
- Highland Community News
- Holtville Tribune
- Holtville, Imperial Valley Weekly
- Huntington Beach, Independent
- Huntington Beach Wave - North
- Huntington Beach Wave - South
- Idyllwild Town Crier
- Imperial Beach Eagle & Times
- Irvine World News
- La Brea Post
- La Habra Star / Brea Star Progress
- La Jolla Light
- Laguna Beach Coastline Pilot
- Laguna Beach News-Post
- Laguna Hills, Saddle Back Valley News
- Laguna Niguel News
- Laguna Woods Globe
- Lk Arrowhead, Crestline Courier-News
- Lake Arrowhead, Mountain News
- Lake Forest, Saddle Back Valley News
- Lamont Reporter
- Lompoc Record (Daily)
- Los Alamitos, Cyprs, SB, R.Nws-Ent.
- Los Angeles, Downtown News
- Los Angeles, Watts Times
- LA, Hollywood Independent
- LA, West Hollywood Independent
- LA Wave - Culver City Star
- LA Wave - Herald American
- LA Wave - Lynwood Press
- LA Wave- East
- LA Wave - North East
- LA Wave - West
- LA Wave- The Press
- Los Cerritos Community News
- Malibu Times, The
- Marina del Rey, The Argonaut
- Mission Viejo, Saddle Back Vly News
- Norwalk Community News
- Orange City News
- Paso Robles Gazzette
- Paso Robles Press
- Pico Rivera Community News
- Placentia News-Times
- Pomeroado News Chieftan
- Poway News Chieftain
- Ramona Sentinel
- Rancho Bernardo Journal
- Rancho Santa Fe Record
- Rancho Santa Margarita News
- Riverside, Black Voice News
- San Fernando Valley Sun
- San Marino Tribune
- Santa Barbara Independent
- Santa Clarita, The Signal (Daily)
- San Clemente, Sun Post
- San Diego Metro Weekly
- Santa Maria Times (Daily)
- Santa Monica Daily Press
- Shafter Press/Shopper
- Signal Hill, Signal Tribune
- Solono Beach Sun
- Temecula Valley News
- Toluca Lake, The Toluca Times
- Tustin News
- Wasco Tribune
- Westm./Garden Gr./Newport Beh Cur.
- Westm/Garden Gr/Costa Mesa Cur.
- Yorba Linda Star
- Yucaipa & Calimesa News-Mirror
- Yuca Valley, Desert Trail
- Yuca Valley, Hi-Desert Star
- Yuca Valley, Observation Post (BASE)

- Alameda Sun
- Anderson, The Valley Post
- Antioch Press
- Artois, Sacramento Valley Mirror
- Atwater Signal
- Atwater Times
- Auburn Journal
- Bethel Island Press
- Berkeley Metro Reporter
- Bishop, Inyo Register & TMC
- Brentwood Press, The
- Burney, InterMountain News
- Byron Press
- Carmichael Times
- Ceres Courier
- Chester Progressive
- Chowchilla News
- Citrus Heights, American River Messenger
- Clearlake Observer American
- Coarsegold, The Snowline Times
- Coarsegold, The Yelp
- Coarsegold, The Yosemite Sun
- Colfax Record
- Colusa County Sun-Herald
- Corning Observer
- Crescent City, Daily Triplicate
- Danville Weekly
- Davis Direct
- Davis Enterprise, The (Daily)
- Denair Dispatch
- Discovery Bay Press
- Dixon's Independent Voice
- Downieville, Mountain Messenger
- Dunsmuir News
- El Dorado Hills Telegraph
- Elk Grove Citizen
- Elk Grove, Laguna Citizen
- Exeter, The Foothills Sun Gazette
- Fairfield Daily Republic (Daily) & Solano Direct TMC
- Fall River Mills, Mountain Echo
- Folsom Telegraph, The
- Galt Herald
- Gilroy, Dispatch (Daily)
- Gonzales Tribune
- Granite Bay, Press-Tribune
- Greenfield News
- Greenville, Indian Valley Record
- Half Moon Bay Review
- Hilmar Times
- Hollister, Free Lance (Daily)
- Hollister, The Pinnacle
- Hughson Chronicle
- Jackson, Amador Ledger Dispatch
- King City Rustler
- Kingsburg Recorder
- Knightsen Press
- Lakeport, Lake Cnty Rec. Bee (D)
- Lemoore, The Gold. Eagle - BASE
- Lincoln, News Messenger
- Livermore, The Independent
- Livingston Chronicle
- Lodi News-Sentinel (Daily)
- Loomis News
- Los Banos Enterprise
- Mam. Lakes, Mammoth Times
- Manteca Bulletin (Daily) & TMC
- Mariposa Gazette
- Marysville, Appeal-Democrat (D)
- Menlo Park, The Almanac
- Merced County Times
- Milpitas Post
- Morgan Hill Times
- Mount Shasta Herald
- Mount Shasta, Super Saver
- Mountain View Voice
- North Lake Tahoe Bonanza
- Oakley Press, The
- Orland Press-Register
- Palo Alto Weekly
- Paradise Post
- Placer Herald (Rocklin & Loomis)
- Placerville, Mountain Democrat
- Pleasanton Weekly
- Portola Reporter
- Quincy, Feather River Bulletin
- Rancho Cordova, Grapevine Ind.
- Rancho Murieta, River Valley Times
- Red Bluff Daily News (Daily)
- Richmond Metro Reporter
- Rohnert Park, The Community Voice
- Roseville Press-Tribune (Daily)
- Sacramento, Capitol Weekly
- San Andreas, Calaveras Enterprise
- San Francisco Bay Guardian
- San Francisco Metro Reporter
- San Francisco, California Voice
- San Francisco, Sun Reporter
- San Joaquin/Peninsula Metro Reporter
- San Jose Metro Reporter
- Shingletown, The Ridge Rider News
- Soledad Bee
- Sonoma Index-Tribune
- Sonora, The Union-Democrat (Daily)
- Susanville, Lassen County Times
- Tahoe City, Tahoe World
- Tahoe Daily Tribune (Daily)
- Truckee, Sierra Sun
- Tulare, Advance-Register
- Tuolumne Cnty Wkly Adv. (TMC)
- Ukiah Daily Journal (Daily)
- Vallejo Metro Reporter
- Visalia Times Delta
- Visalia, Valley Voice
- Waterford News
- Watsonville, Register Pajaronian (D)
- Weaverville, The Trinity Journal
- Weed Press
- West Sacramento, News-Ledger
- Westwood Pine Press
- Willows Journal & Smart Shopper
- Winton Times
- Woodland, The Daily Democrat (Daily)
- Yreka, Siskiyou Daily News (Daily)

California Newspaper Publishers Association
2000 O St., Sacramento, CA 95811
Phone: (916) 288-6010 or (916) 288-6019
Fax: (916) 288-6022
www.Cal-SCAN.com