

Cal-SDAN

California Statewide Display 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!

2" deep

3.75" wide

\$1,550 for a **2x2** retail
display ad in
140 California
newspapers reaching
over **3.5 million**
Californians

4" deep

\$4,000 for a **2x4**
retail **display ad** in
140 California
newspapers reaching
over **3.5 million**
Californians

3.75" wide

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

With the convenience of **One Order and One Payment**. Call the California
Statewide Display Ad Network with questions or to place your order
(916) 288-6010 or (916) 288-6019

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

3 Easy Steps:

- 1** Call (916) 288-6010 or (916) 288-6019 for information on how to place a 2 column x 4" (3.75"x4") or 2 column x 2 "(3.75" x 2") display ad statewide or regional Northern or Southern California ad.
- 2** E-mail to: maria@cnpa.com and elizabeth@cnpa.com a pdf of ad copy and fax to (916) 288-6022 payment information on the Advertising Order form by noon Monday PST for publication the following week.
- 3** We will send your ad to all participating newspapers, to run once in each publication during the requested week.

FREQUENTLY ASKED QUESTIONS

Methods of payment?

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

Deadline?

E-mail pdf of ad copy and fax the Advertising Order form (916) 288-6022 by Monday at Noon PST.

Will all the newspapers run my ad in the size submitted?

Most of the newspapers will run your ad as submitted. However, some newspapers that have narrower column widths may run the ad in a slightly narrower size.

How often will my ad run?

The ad will be published once in each newspaper in the network. Example: If we receive ad copy and payment by Noon PST Monday, your ad will run at least once in each newspaper the following week starting Sunday ending Saturday.

Any special instructions for creation of the pdf?

Please make sure that all the fonts are embedded and the file is optimized. Color selection should be grayscale.

What other coverage do you offer?

We also offer display ad placement in any other state(s) nationwide.



ADVERTISING ORDER FORM

Photocopy order form as needed

CNPA Services, Inc., www.Cal-SCAN.com

708 10th St, Sacramento, CA 95814

Tel: (916) 288-6010; (916) 288-6019 • Fax: (916) 288-6022

Advertiser's name _____ Company _____

Mailing address _____

City _____ State _____ Zip _____

Tel _____ Fax _____ e-mail _____

ADVERTISING OPTIONS Select all applicable options

Holidays deadlines may be earlier

- CLASSIFIED** 25-words **Deadline:** Wednesday 10 a.m. PST **(New CNPA Classified advertisers only: Buy four consecutive weeks get the fifth week Free)**
- \$550** Statewide 240 newspapers reaching over 6.1 million Californians
 - \$350** Northern region 100+ newspapers reaching over 3.0 million Californians
 - \$365** Southern region 100+ newspapers reaching over 3.0 million Californians

- DISPLAY** **Deadline:** Monday 10:00 a.m. PST **e-mail pdf to:** maria@cnpa.com and elizabeth@cnpa.com
- \$1,200** Northern CA- 3.75" wide x 2" high ad in 75+ newspapers reaching over 1.5 million Californians
 - \$1,200** Southern CA- 3.75" wide x 2" high ad in 75+ newspapers reaching over 1.5 million Californians
 - \$1,550** Statewide- 3.75" wide x 2" high ad in 140 newspapers reaching over 3.1 million Californians
 - \$2,400** Northern CA- 3.75" wide x 4" high ad in 75+ newspapers reaching over 1.5 million Californians
 - \$2,400** Southern CA- 3.75" wide x 4" high ad in 75+ newspapers reaching over 1.5 million Californians
 - \$4,000** Statewide- 3.75" wide x 4" high ad in 140 newspapers reaching over 3.1 million Californians

PLACEMENT INSTRUCTIONS:

Run my ad the week of _____ Run my ad every alternate week starting _____

Run my ad for four consecutive weeks (5% prepaid discount) starting _____

Other instructions _____

CLASSIFICATION request for classified ads only _____

Please note classification is not guaranteed

Print your classified ad here

TERMS AND CONDITIONS OF ADVERTISING

1. Ads will be accepted in the Cal-SCAN program if they meet generally accepted newspaper standards as well as all state & federal laws. The advertiser is responsible to ensure the advertisement complies with all applicable laws.
2. All published network rates, lists of participating newspapers, circulation and deadlines are subject to change without notice.
3. No cancellation or changes to ad copy will be permitted after the deadline has passed.
4. Makegoods will be pursued for significant typos, such as a wrong address or phone number.
5. The statewide advertising networks are cost-effective advertising programs with no provisions for tearsheets.
6. I understand that by providing my fax number I consent to receive announcements, advertisements, brochures and other information from CNPA (and its subsidiaries and affiliates) via facsimile, telephone or email.

I've read and fully understand all rules and conditions provided hereon about advertising in the statewide networks

PREPAYMENT IS REQUIRED Discover card, Mastercard, Visa, Cashier's Check, Money Order

Cardholder _____ Address _____
(name on card)

City _____ State _____ Zip _____ Total Authorized \$ _____

Credit Card # _____ Exp. Date (mo./yr) _____ CVC code _____

Cardholder's signature required _____ Date _____

Fax your order to Cal-SCAN (916) 288-6022 or place 24/7 online at www.Cal-SCAN.com