

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
100+ newspapers reaching
2.8 million+ Californians

Southern California – \$365
100+ newspapers reaching
3.8 million+ Californians



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

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

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 (\$350) or Southern (\$365) 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 at www.Cal-SCAN.com 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.

California Newspaper Publishers Association

708 10th St., Sacramento, CA 95814

Phone: (916) 288-6010 or (916) 288-6019

Fax: (916) 288-6022

www.Cal-SCAN.com



California Statewide Classified Advertising Network www.Cal-SCAN.com

Statewide: \$550 for a 25-word ad in 240 newspapers reaching over 6 million Californians
Regions: Northern California- \$350/25-words in 121 newspapers reaching over 2.4 million
Southern California- \$365/25-words in 119 newspapers reaching over 3.6 million

Northern California Newspapers

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

Southern California Newspapers

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



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California Newspaper Publishers Association

708 10th Street, Sacramento, CA 95814



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