

S & J Advertising's YOUR TOWN Monthly™

7 UNIQUE DIRECT MAIL MAGAZINES

Rate Group A			Rate Group B			Rate Group C			Rate Group D		
Livermore Magazine, Pleasanton/Dublin Magazine, & Walnut Creek/Lafayette Magazine			San Ramon/Danville Blackhawk/Alamo/Diablo Magazine			Fairfield/Travis/Suisun/Cordelia Magazine and Vacaville Magazine			Dixon/Winters Magazine		
Front Cover <small>Restrictions apply.</small>			Front Cover <small>Restrictions apply.</small>			Front Cover <small>Restrictions apply.</small>			Front Cover		
Large	\$654		Large	\$743		Large	\$618		Large	\$363	
Medium	\$343		Medium	\$386		Medium	\$324		Medium	\$196	
Small	\$229		Small	\$243		Small	\$217		Small	\$109	
Ad Size	1 Month	3 Months per month	Ad Size	1 Month	3 Months per month	Ad Size	1 Month	3 Months per month	Ad Size	1 Month	3 Months per month
Full Page	\$925	\$775	Full Page	\$990	\$835	Full Page	\$866	\$733	Full Page	\$567	\$520
1/2 Page	\$517	\$440	1/2 Page	\$560	\$472	1/2 Page	\$489	\$415	1/2 Page	\$338	\$317
1/3 Page	\$425	\$358	1/3 Page	\$446	\$384	1/3 Page	\$390	\$338	1/3 Page	\$250	\$234
1/4 Page	\$314	\$286	1/4 Page	\$340	\$307	1/4 Page	\$295	\$270	1/4 Page	\$196	\$178
1/6 Page	\$270	\$234	1/6 Page	\$295	\$255	1/6 Page	\$255	\$222	1/6 Page	\$166	\$151
1/8 Page	\$175	\$158	1/8 Page	\$190	\$179	1/8 Page	\$163	\$149	1/8 Page	\$114	\$104
1/10 Page			1/10 Page			1/10 Page	\$105	\$95	1/10 Page	\$90	\$85
<small>Rates are per magazine, per issue.</small>			<small>Rates are per magazine, per issue.</small>			<small>Rates are per magazine, per issue.</small>			<small>Rates are per magazine, per issue.</small>		
Business Directory \$51 <small>(per month 4 month contract, limit 26 words)</small>			Business Directory \$54 <small>(per month 4 month contract, limit 26 words)</small>			Business Directory \$48 <small>(per month 4 month contract, limit 25 words)</small>			Business Directory \$37 <small>(per month 4 month contract, limit 25 words)</small>		

AD SIZE INFORMATION

Front Page: Large: 4.1875" (w) x 5.5" (h) Medium: 4.1875" (w) x 2.5" (h) Small: 3.1875" (w) x 2.5" (h)

Full Page - 7.5" (w) x 9.625" (h)

Half Page (vert.) - 3.5" (w) x 9.625" (h)

Half Page (horz.) - 7.5" (w) x 4.65" (h)

Third Page (vert.) - 3.5" (w) x 6.50" (h)

Third Page (horz.) - 7.5" (w) x 3" (h)

Quarter Page (vert.) - 3.5" (w) x 4.65" (h)

Quarter Page (horz.) - 7.5" (w) x 2.25" (h)

Sixth Page - 3.5" (w) x 3" (h)

Eighth Page - 3.5" (w) x 2.25" (h)

Tenth Page* - 3.5" (w) x 1.75" (h)

*Available in Rate Groups C & D only.

AD COPY DEADLINES 2017

Publications usually arrive in mailboxes 1-3 days after arriving at Post Office.
 Exact delivery date may vary due to unforeseen Post Office delays.

	RATE GROUPS A & B		RATE GROUPS C & D	
	SD = San Ramon/Danville/Blackhawk/Alamo/Diablo Magazine; WL = Walnut Creek/Lafayette Magazine; PD = Pleasanton/Dublin Magazine; LIV = Livermore Magazine		Vacaville Magazine, Fairfield / Travis / Suisun / Cordelia Magazine & Dixon / Winters Magazine	
January 2017	Ad Copy Due Thurs., Dec. 8, 2016	SD at Post Office Dec. 28 / PD at Post Office Dec. 30 WL at Post Office Jan. 3 / LIV at Post Office Jan. 3	Ad Copy Due Wed., Nov. 30, 2016	At Post Office Dec. 27
February 2017	Ad Copy Due Thurs, Jan. 12, 2017	SD at Post Office Jan. 27 / PD at Post Office Jan. 31 WL at Post Office Feb. 1 / LIV at Post Office Feb. 3	Ad Copy Due Wed., Jan. 4, 2017	At Post Office Jan. 24
March 2017	Ad Copy Due Thurs., Feb. 9, 2017	SD at Post Office Feb. 24 / PD at Post Office Feb. 28 WL at Post Office March 1 / LIV at Post Office March 3	Ad Copy Due Wed., Feb.1, 2017	At Post Office Feb. 28
April 2017	Ad Copy Due Thurs., March 9, 2017	SD at Post Office March 24 / PD at Post Office March 28 WL at Post Office March 29 / LIV at Post Office March 31	Ad Copy Due Wed., March 8, 2017	At Post Office March 28
May 2017	Ad Copy Due Thurs., April 6, 2017	SD at Post Office April 21 / PD at Post Office April 25 WL at Post Office April 26 / LIV at Post Office April 28	Ad Copy Due Wed., April 5, 2017	At Post Office April 25
June 2017	Ad Copy Due Thurs., May 4, 2017	SD at Post Office May 26 / PD at Post Office May 30 WL at Post Office May 31 / LIV at Post Office June 2	Ad Copy Due Wed., May 3, 2017	At Post Office May 30
July 2017	Ad Copy Due Thurs., June 8, 2017	SD at Post Office June 23 / PD at Post Office June 27 WL at Post Office June 28 / LIV at Post Office June 30	Ad Copy Due Wed., June 7, 2017	At Post Office June 27
August 2017	Ad Copy Due Thurs., July 6, 2017	SD at Post Office July 28 / PD at Post Office Aug. 1 WL at Post Office Aug. 2 / LIV at Post Office Aug. 4	Ad Copy Due Wed., July 5, 2017	At Post Office July 25
September 2017	Ad Copy Due Thurs., Aug. 10, 2017	SD at Post Office Aug. 25 / PD at Post Office Aug. 29 WL at Post Office Aug. 30 / LIV at Post Office Sept. 1	Ad Copy Due Wed., Aug. 2, 2017	At Post Office Aug. 29
October 2017	Ad Copy Due Thurs., Sept. 7, 2017	SD at Post Office Sept. 22 / PD at Post Office Sept. 26 WL at Post Office Sept. 27 / LIV at Post Office Sept. 29	Ad Copy Due Wed., Sept. 6, 2017	At Post Office Sept. 26
November 2017	Ad Copy Due Thurs., Oct. 5, 2017	SD at Post Office Oct. 27 / PD at Post Office Oct. 31 WL at Post Office Nov. 1 / LIV at Post Office Nov. 3	Ad Copy Due Wed., Oct. 4, 2017	At Post Office Oct. 31
December 2017	Ad Copy Due Thurs., Nov. 9, 2017	SD at Post Office Nov. 24 / PD at Post Office Nov. 28 WL at Post Office Nov. 29 / LIV at Post Office Dec. 1	Ad Copy Due Wed., Nov. 8, 2017	At Post Office Nov. 28
January 2018	Ad Copy Due Thurs., Dec. 7, 2017	SD at Post Office Dec. 26 / PD at Post Office Dec. 27 WL at Post Office Dec. 29 / LIV at Post Office Dec. 29	Ad Copy Due Wed., Dec. 6, 2017	At Post Office Dec. 26

EAST BAY

Livermore - ALL Residences & Businesses

Zip Code Distribution

Livermore	94550	19,236
Livermore	94551	15,434
		Total 34,670

Pleasanton / Dublin Residences

Zip Code Distribution

Dublin	94568	16,104
Pleasanton	94566	15,716
Pleasanton	94588	9,122
		Total 40,942

San Ramon / Danville Alamo / Diablo - ALL Residences

Zip Code Distribution

San Ramon	94582	14,572
San Ramon	94583	13,534
Danville	94526	12,237
Danville	94506	8,540
Alamo	94507	5,484
Diablo	94528	536
		Total 54,903

Walnut Creek / Lafayette Residences

Zip Code Distribution

Walnut Creek	94595	3,929
Walnut Creek	94596	4,455
Walnut Creek	94597	9,204
Walnut Creek	94598	10,543
Lafayette	94549	10,908
		Total 39,039

East Bay Total: 169,554

SOLANO/YOLO COUNTY

Fairfield / Travis / Cordelia / Suisun Residences & Businesses

Zip Code Distribution

Fairfield	94533	19,898
Fairfield	94534	13,417
Travis AFB	94535	1,243
Suisun City	94585	8,478
		Total 43,036

Vacaville Residences & Businesses

Zip Code Distribution

Vacaville	95687	23,851
Vacaville	95688	14,525
		Total 38,376

Dixon / Winters Residences & Businesses

Zip Code Distribution

Dixon	95620	8,213
Winters	95694	3,807
		Total 12,020

Solano/Yolo Total: 93,432

**Over
3 Million
Direct Mail
Impressions per Year!**

Distribution data reported by United States Postal Service via form 3602-R as of 11/28/16. Available upon request.

CONTACT INFORMATION

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YOUR TOWN
Monthly™

www.yourtownmonthly.com