



7 UNIQUE DIRECT MAIL MAGAZINES

Rate Group A			Rate Group B			Rate Group C			Rate Group D		
Livermore edition, Pleasanton/Dublin edition and Walnut Creek/Lafayette edition			San Ramon/Danville Blackhawk/Alamo/Diablo edition			Fairfield/Travis/Suisun/Cordelia edition and Vacaville edition			Dixon/Winters edition		
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 <small>per month</small>	Ad Size	1 Month	3 Months <small>per month</small>	Ad Size	1 Month	3 Months <small>per month</small>	Ad Size	1 Month	3 Months <small>per month</small>
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 2018

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 edition; WL = Walnut Creek/Lafayette edition; PD = Pleasanton/Dublin edition; LIV = Livermore edition		Vacaville edition, Fairfield/Travis/Suisun/Cordelia edition, and Dixon/Winters edition	
January 2018	Ad Copy Due Thurs., Dec. 7, 2017	SD at Post Office Dec. 29 / PD at Post Office Dec. 29 WL at Post Office Dec. 29 / LIV at Post Office Dec. 29	Ad Copy Due Wed., Dec. 6, 2017	At Post Office Dec. 26
February 2018	Ad Copy Due Thurs., Jan. 4, 2018	SD at Post Office Jan. 26 / PD at Post Office Jan. 30 WL at Post Office Jan. 31 / LIV at Post Office Feb. 2	Ad Copy Due Wed., Jan. 3, 2018	At Post Office Jan. 30
March 2018	Ad Copy Due Thurs., Feb. 8, 2018	SD at Post Office Feb. 23 / PD at Post Office Feb. 27 WL at Post Office Feb. 28 / LIV at Post Office March 2	Ad Copy Due Wed., Feb. 7, 2018	At Post Office Feb. 27
April 2018	Ad Copy Due Thurs., March 8, 2018	SD at Post Office March 23 / PD at Post Office March 27 WL at Post Office March 28 / LIV at Post Office March 30	Ad Copy Due Wed., March 7, 2018	At Post Office March 27
May 2018	Ad Copy Due Thurs., April 5, 2018	SD at Post Office April 27 / PD at Post Office May 1 WL at Post Office May 2 / LIV at Post Office May 4	Ad Copy Due Wed., April 4, 2018	At Post Office April 24
June 2018	Ad Copy Due Thurs., May 10, 2018	SD at Post Office May 25 / PD at Post Office May 29 WL at Post Office May 30 / LIV at Post Office June 1	Ad Copy Due Wed., May 2, 2018	At Post Office May 29
July 2018	Ad Copy Due Thurs., June 7, 2018	SD at Post Office June 22 / PD at Post Office June 26 WL at Post Office June 27 / LIV at Post Office June 29	Ad Copy Due Wed., June 6, 2018	At Post Office June 26
August 2018	Ad Copy Due Thurs., July 5, 2018	SD at Post Office July 27 / PD at Post Office July 31 WL at Post Office Aug. 1 / LIV at Post Office Aug. 3	Ad Copy Due Thurs., July 5, 2018	At Post Office July 24
September 2018	Ad Copy Due Thurs., Aug. 9, 2018	SD at Post Office Aug. 24 / PD at Post Office Aug. 28 WL at Post Office Aug. 29 / LIV at Post Office Aug. 31	Ad Copy Due Wed., Aug. 1, 2018	At Post Office Aug. 28
October 2018	Ad Copy Due Thurs., Sept. 6, 2018	SD at Post Office Sept. 21 / PD at Post Office Sept. 25 WL at Post Office Sept. 26 / LIV at Post Office Sept. 28	Ad Copy Due Wed., Sept. 5, 2018	At Post Office Sept. 25
November 2018	Ad Copy Due Thurs., Oct. 4, 2018	SD at Post Office Oct. 26 / PD at Post Office Oct. 30 WL at Post Office Oct. 31 / LIV at Post Office Nov. 2	Ad Copy Due Wed., Oct. 3, 2018	At Post Office Oct. 30
December 2018	Ad Copy Due Wed., Nov. 7, 2018	SD at Post Office Nov. 23 / PD at Post Office Nov. 27 WL at Post Office Nov. 28 / LIV at Post Office Nov. 30	Ad Copy Due Wed., Nov. 7, 2018	At Post Office Nov. 27
January 2019	Ad Copy Due Thurs., Dec. 6, 2018	SD at Post Office Dec. 28 / PD at Post Office Dec. 28 WL at Post Office Dec. 28 / LIV at Post Office Dec. 28	Ad Copy Due Wed., Dec. 5, 2018	At Post Office Dec. 26

MONTHLY DISTRIBUTION BY ZIP CODE

EAST BAY

Livermore - ALL Residences & Businesses

Zip Code Distribution

Livermore	94550	19,042
Livermore	94551	15,478
		Total 34,520

Pleasanton / Dublin Residences

Zip Code Distribution

Dublin	94568	16,616
Pleasanton	94566	15,790
Pleasanton	94588	9,191
		Total 41,597

San Ramon / Danville Alamo / Diablo - ALL Residences

Zip Code Distribution

San Ramon	94582	14,659
San Ramon	94583	13,542
Danville	94526	12,252
Danville	94506	8,563
Alamo	94507	5,482
Diablo	94528	531
		Total 55,029

Walnut Creek / Lafayette Residences

Zip Code Distribution

Walnut Creek	94595	3,932
Walnut Creek	94596	4,462
Walnut Creek	94597	9,203
Walnut Creek	94598	10,544
Lafayette	94549	10,920
		Total 39,061

East Bay Total: 170,207

SOLANO/YOLO COUNTY

Fairfield / Travis / Cordelia / Suisun Residences & Businesses

Zip Code Distribution

Fairfield	94533	20,225
Fairfield	94534	13,871
Travis AFB	94535	1,242
Suisun City	94585	8,528
		Total 43,866

Vacaville Residences & Businesses

Zip Code Distribution

Vacaville	95687	24,025
Vacaville	95688	14,774
		Total 38,799

Dixon / Winters Residences & Businesses

Zip Code Distribution

Dixon	95620	8,285
Winters	95694	3,844
		Total 12,129

Solano/Yolo Total: 94,794

Over
3 Million
Direct Mail
Impressions per Year!

Distribution data reported by United States Postal Service via form 3602-R as of 11/2/17. Available upon request.

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