

S & J Advertising's

# YOUR TOWN *Monthly*<sup>®</sup>



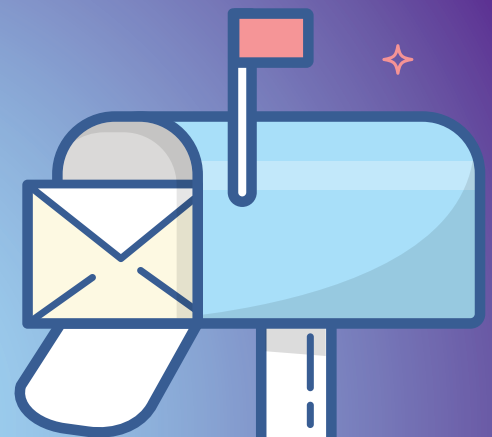
# 2025 Media Kit

Direct Mail Advertising + Targeted Social Media

DANVILLE WINTERS  
VACAVILLE LIVERMORE  
SAN RAMON DIXON  
WALNUT CREEK  
CONCORD VALLEJO  
PLEASANT HILL AMERICAN  
DUBLIN CANYON  
PLEASANTON  
ALAMO LAFAYETTE CORDELIA  
FAIRFIELD SUISUN CITY

BLACKHAWK

BENICIA



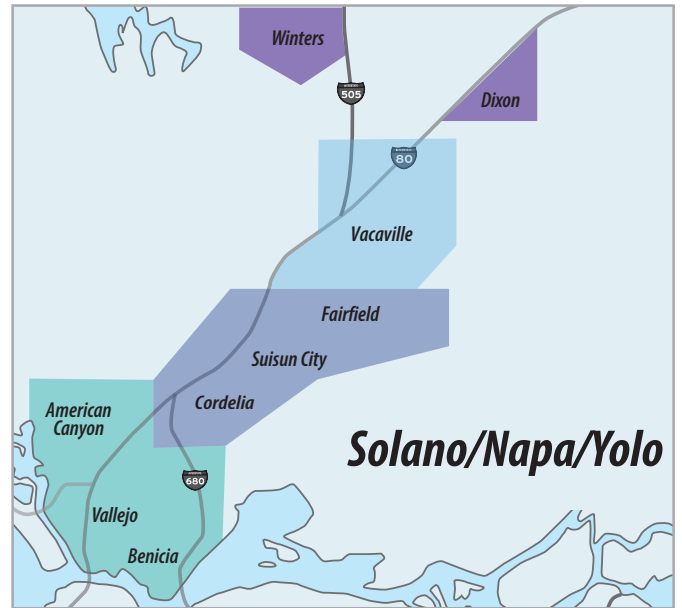
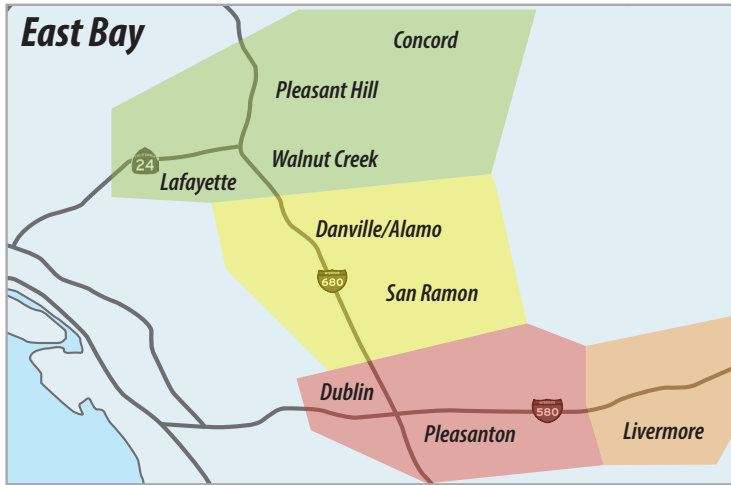
scan to view online

# DIRECT MAIL

to more than

# 268,000

Northern California mailboxes every month



## 8 unique local editions

### Alameda County

**PD**

Pleasanton  
Dublin

TOTAL  
**35,300+**

**LV**

Livermore

TOTAL  
**34,500+**

### Contra Costa County

**SD**

San Ramon  
Danville  
Blackhawk  
Alamo

TOTAL  
**44,700+**

**WL**

Walnut Creek  
Concord  
Pleasant Hill  
Lafayette

TOTAL  
**35,200+**

### Solano, Napa & Yolo Counties

**VV**

Vacaville

TOTAL  
**35,400+**

**FF**

Fairfield  
Suisun City  
Cordelia

TOTAL  
**34,600+**

**BV**

Benicia  
Vallejo  
American Canyon

TOTAL  
**34,900+**

**DW**

Dixon  
Winters

TOTAL  
**13,400+**

S & J Advertising's  
**YOUR TOWN**  
*Monthly*<sup>®</sup>

Combined annual direct mail distribution to over

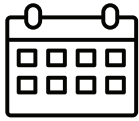
# 3,220,000

Revised 10/24



## Ad design included

Our talented in-house design team can create your ad, at no extra charge.



## Repeat monthly impressions

Build your brand's momentum with repeat monthly impressions to potential customers.



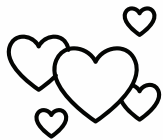
## Interactive print ads

**QR codes** allow readers to scan your ad to instantly view your menu or custom offer.



## Call tracking

Route customer calls to any phone number, view call history and listen to recorded calls for real-time insight into your ad's performance. One-time set-up fee applies.



## Advertise with a trusted community resource

S & J Advertising's  
**YOUR TOWN** Monthly<sup>®</sup>  
Since 1990



## We'll transform your print ad into a Targeted Social Media campaign



View samples in our  
**Social Media  
Ad Portfolio**



With print ad purchase, *Your Town Monthly*<sup>®</sup> advertisers can receive an animated, boosted post on Facebook & Instagram.

\$175 per month fee includes \$50 monthly credit towards social media boost and analytical report. Social media audiences may be targeted by location, age or interest(s). Offer valid with any print ad size 1/8-page or larger.

# 2025 Deadlines & Delivery Dates

## EDITION

### Jan \*Ad copy due Dec 4

San Ramon/Danville/Blackhawk/Alamo  
 Vacaville; Fairfield/Suisun City/Cordelia  
 Pleasanton/Dublin  
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore  
 Benicia/Vallejo/American Canyon  
 Dixon/Winters

## Mailbox delivery date range

*(subject to change without notice)*

Dec. 27-30  
 Dec. 27-30  
 Dec. 27-30  
 Dec. 28-30  
 Dec. 28-30  
 Dec. 28-30

## EDITION

### Jul \*Ad copy due Jun 4

San Ramon/Danville/Blackhawk/Alamo  
 Vacaville; Fairfield/Suisun City/Cordelia  
 Pleasanton/Dublin  
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore  
 Benicia/Vallejo/American Canyon  
 Dixon/Winters

## Mailbox delivery date range

*(subject to change without notice)*

Jun. 21-23  
 Jun. 25-27  
 Jun. 25-27  
 Jun. 26-28  
 Jun. 25-27  
 Jun. 25-27

### Feb \*Ad copy due Jan 1

San Ramon/Danville/Blackhawk/Alamo  
 Vacaville; Fairfield/Suisun City/Cordelia  
 Pleasanton/Dublin  
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore  
 Benicia/Vallejo/American Canyon  
 Dixon/Winters

Jan. 25-27  
 Jan. 29-31  
 Jan. 29-31  
 Jan. 30-Feb. 1  
 Jan. 29-31  
 Jan. 29-31

### Aug \*Ad copy due Jul 2

San Ramon/Danville/Blackhawk/Alamo  
 Vacaville; Fairfield/Suisun City/Cordelia  
 Pleasanton/Dublin  
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore  
 Benicia/Vallejo/American Canyon  
 Dixon/Winters

Jul. 26-28  
 Jul. 30-Aug. 1  
 Jul. 30-Aug. 1  
 Jul. 31-Aug. 2  
 Jul. 30-Aug. 1  
 Jul. 30-Aug. 1

### Mar \*Ad copy due Feb 5

San Ramon/Danville/Blackhawk/Alamo  
 Vacaville; Fairfield/Suisun City/Cordelia  
 Pleasanton/Dublin  
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore  
 Benicia/Vallejo/American Canyon  
 Dixon/Winters

Feb. 22-24  
 Feb. 26-28  
 Feb. 26-28  
 Feb. 27-Mar. 1  
 Feb. 26-28  
 Feb. 26-28

### Sept \*Ad copy due Aug 6

San Ramon/Danville/Blackhawk/Alamo  
 Vacaville; Fairfield/Suisun City/Cordelia  
 Pleasanton/Dublin  
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore  
 Benicia/Vallejo/American Canyon  
 Dixon/Winters

Aug. 23-25  
 Aug. 27-29  
 Aug. 27-29  
 Aug. 28-30  
 Aug. 27-29  
 Aug. 27-29

### Apr \*Ad copy due Mar 5

San Ramon/Danville/Blackhawk/Alamo  
 Vacaville; Fairfield/Suisun City/Cordelia  
 Pleasanton/Dublin  
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore  
 Benicia/Vallejo/American Canyon  
 Dixon/Winters

Mar. 22-24  
 Mar. 26-28  
 Mar. 26-28  
 Mar. 27-29  
 Mar. 26-28  
 Mar. 26-28

### Oct \*Ad copy due Sept 3

San Ramon/Danville/Blackhawk/Alamo  
 Vacaville; Fairfield/Suisun City/Cordelia  
 Pleasanton/Dublin  
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore  
 Benicia/Vallejo/American Canyon  
 Dixon/Winters

Sept. 27-29  
 Oct. 1-3  
 Oct. 1-3  
 Oct. 2-4  
 Oct. 1-3  
 Oct. 1-3

### May \*Ad copy due Apr 2

San Ramon/Danville/Blackhawk/Alamo  
 Vacaville; Fairfield/Suisun City/Cordelia  
 Pleasanton/Dublin  
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore  
 Benicia/Vallejo/American Canyon  
 Dixon/Winters

Apr. 26-28  
 Apr. 30-May 2  
 Apr. 30-May 2  
 May 1-3  
 Apr. 30-May 2  
 Apr. 30-May 2

### Nov \*Ad copy due Oct 1

San Ramon/Danville/Blackhawk/Alamo  
 Vacaville; Fairfield/Suisun City/Cordelia  
 Pleasanton/Dublin  
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore  
 Benicia/Vallejo/American Canyon  
 Dixon/Winters

Oct. 25-27  
 Oct. 29-31  
 Oct. 29-31  
 Oct. 30-Nov. 1  
 Oct. 29-31  
 Oct. 29-31

### Jun \*Ad copy due May 7

San Ramon/Danville/Blackhawk/Alamo  
 Vacaville; Fairfield/Suisun City/Cordelia  
 Pleasanton/Dublin  
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore  
 Benicia/Vallejo/American Canyon  
 Dixon/Winters

May 24-27  
 May 28-30  
 May 28-30  
 May 29-31  
 May 28-30  
 May 28-30

### Dec \*Ad copy due Nov 5

San Ramon/Danville/Blackhawk/Alamo  
 Vacaville; Fairfield/Suisun City/Cordelia  
 Pleasanton/Dublin  
 Walnut Creek/Lafayette/Concord/Pleasant Hill; Livermore  
 Benicia/Vallejo/American Canyon  
 Dixon/Winters

Nov. 22-24  
 Nov. 26-28  
 Nov. 26-28  
 Nov. 28-Dec. 1  
 Nov. 26-28  
 Nov. 26-28



# Ad Rates

**Affordable** local advertising  
for **every budget**

## Alameda & Contra Costa Counties

|                                 | San Ramon, Danville,<br>Blackhawk & Alamo<br><b>SD</b> |                             | Pleasanton & Dublin<br><b>PD</b>              |                             | Walnut Creek, Concord,<br>Pleasant Hill & Lafayette<br><b>WL</b> |                             | Livermore<br><b>LV</b>                        |                             |
|---------------------------------|--|-----------------------------|---|-----------------------------|--|-----------------------------|---|-----------------------------|
| USPS<br>Distribution            | 44,700+ mailboxes                                      |                             | 35,300+ mailboxes                             |                             | 35,200+ mailboxes  |                             | 34,500+ mailboxes                             |                             |
|                                 | 1 month  | 6 month rate<br>(per month) | 1 month                                       | 6 month rate<br>(per month) | 1 month  | 6 month rate<br>(per month) | 1 month                                       | 6 month rate<br>(per month) |
| <b>Full-page</b>                | \$1,245  | \$1,080                     | \$1,110                                       | \$970                       | \$1,110  | \$970                       | \$1,110                                       | \$970                       |
| <b>1/2 page</b>                 | \$698  | \$598                       | \$630   | \$550                       | \$630  | \$550                       | \$630   | \$550                       |
| <b>1/4 page</b>                 | \$458  | \$395                       | \$420   | \$368                       | \$420  | \$368                       | \$420   | \$368                       |
| <b>1/8 page</b>                 | \$275  | \$238                       | \$240   | \$195                       | \$240  | \$195                       | \$240   | \$195                       |
| <b>Business<br/>Directory</b>   | n/a  | \$75                        | n/a   | \$67                        | n/a  | \$67                        | n/a   | \$67                        |
| <b>Front cover<br/>ad space</b> | sm \$310, md \$470,<br>banner \$780, lg \$920          |                             | sm \$280, md \$415,<br>banner \$695, lg \$818 |                             | sm \$280, md \$415,<br>banner \$695, lg \$818                    |                             | sm \$280, md \$415,<br>banner \$695, lg \$818 |                             |

## Solano, Napa & Yolo Counties

|                                 | Vacaville<br><b>VV</b>                        |                             | Fairfield, Suisun City<br>& Cordelia<br><b>FF</b> |                             | Benicia, Vallejo &<br>American Canyon<br><b>BV</b> |                             | Dixon & Winters<br><b>DW</b>                  |                             |
|---------------------------------|---|-----------------------------|---|-----------------------------|--|-----------------------------|---|-----------------------------|
| USPS<br>Distribution            | 35,400+ mailboxes                             |                             | 34,600+ mailboxes                                 |                             | 34,900+ mailboxes                                  |                             | 13,400+ mailboxes                             |                             |
|                                 | 1 month                                       | 6 month rate<br>(per month) | 1 month   | 6 month rate<br>(per month) | 1 month  | 6 month rate<br>(per month) | 1 month                                       | 6 month rate<br>(per month) |
| <b>Full-page</b>                | \$1,025                                       | \$895                       | \$1,025   | \$895                       | \$1,025  | \$895                       | \$670   | \$580                       |
| <b>1/2 page</b>                 | \$605   | \$525                       | \$605   | \$525                       | \$605  | \$525                       | \$420   | \$370                       |
| <b>1/4 page</b>                 | \$395   | \$345                       | \$395   | \$345                       | \$395  | \$345                       | \$238   | \$205                       |
| <b>1/8 page</b>                 | \$238   | \$185                       | \$238   | \$185                       | \$238  | \$185                       | \$160   | \$135                       |
| <b>Business<br/>Directory</b>   | n/a   | \$65                        | n/a   | \$65                        | n/a  | \$65                        | n/a   | \$50                        |
| <b>Front cover<br/>ad space</b> | sm \$265, md \$395,<br>banner \$660, lg \$765 |                             | sm \$265, md \$395,<br>banner \$660, lg \$765     |                             | sm \$265, md \$395,<br>banner \$660, lg \$765      |                             | sm \$155, md \$245,<br>banner \$390, lg \$425 |                             |

# Ad Units & Dimensions

## Interior ads

|                        | Standard (no bleed)   | Full bleed            |
|------------------------|---|-----------------------|
| <b>Two-page spread</b> |   | 17" wide x 11" high   |
| <b>Full-page</b>       | 7.5" wide x 9.625" high   | 8.75" wide x 11" high |
| <b>Half-page</b>       | Horizontal: 7.5" wide x 4.65" high<br>Vertical: 3.5" wide x 9.625" high |                       |
| <b>1/3 page</b>        | Horizontal: 7.5" wide x 3" high<br>Vertical: 3.5" wide x 6.5" high      |                       |
| <b>1/4 page</b>        | Horizontal: 7.5" wide x 2.25" high<br>Vertical: 3.5" wide x 4.65" high  |                       |
| <b>1/6 page</b>        | 3.5" wide x 3" high   |                       |
| <b>1/8 page</b>        | 3.5" wide x 2.25" high  |                       |

## Front cover ads

|   |                          |
|---|--------------------------|
| <b>Large</b>                                      | 4.1875" wide x 5.5" high |
| <b>Banner</b><br><i>(small + medium combined)</i> | 7.5" wide x 2.5" high    |
| <b>Medium</b>                                     | 4.1875" wide x 2.5" high |
| <b>Small</b>                                      | 3.1875" wide x 2.5" high |





# Expanded Advertising

## Website display ads

***Make an impression***  
*with your ad on all pages of*  
**YourTownMonthly.com**

Impressions of web ads are divided among 5 ad sizes, displayed responsively on all pages of YourTownMonthly.com

**Ad dimensions** (in pixels)

Large leaderboard (970 x 90)

Medium leaderboard (728 x 90)

Mobile leaderboard (320 x 50)

Large rectangle (300 x 600)

Medium rectangle (300 x 250)

Rates start at  
**\$150**  
per month



## Graphic Design Services

Print or digital, our professional graphic design team can create anything you wish.

**Postcards · Door Hangers · Email Content · Brochures · Flyers and more!**

Starting at \$95. Contact your sales representative today for an affordable quote.

## Every Door Direct Mail (EDDM)

**Reach your target audience exactly where they are.**

Only pay to deliver to the mailboxes you want. We can create your postcard and work directly with the USPS to deliver it via EDDM just to the neighborhoods you choose.

## Recent projects

City of Dublin  
 Holiday Gift Guide 2024

Rowell Ranch Pro Rodeo  
 Program 2024

City of Pleasanton  
 Holiday Gift Guide 2023

Town of Danville  
 Holiday Gift Guide 2023

City of Dublin  
 Holiday Gift Guide 2023

Rowell Ranch Pro Rodeo  
 Program 2023