

Alameda Sun



The Official Newspaper of the City of Alameda

A weekly newspaper reaching 37,000 Alameda residents annually.

What the *Sun* can do for you

Deliver information about you to more than 37,000 readers in Alameda: your nearest customers.

Let the public know what your business offers.

Convey the stability and success of your business to potential customers.

Establish your name as an expert business professional in the area.

Help you ally with community organizations for safer, cleaner and friendlier neighborhoods.

Help craft your business's image.

Your business helps maintain the Sun as a voice for peace and justice in our community.

Serving the city of Alameda, from Bay Farm Island to Alameda Point, from South Shore to the Oakland Estuary, East End, West End and everything between.

You're in the community when you're in the Alameda Sun!

Alameda Sun



OFFICIAL RATE CARD

FREQUENCY DISCOUNTS

OPEN	0% OFF
6 WEEKS	10% OFF
13 WEEKS	25% OFF
26 WEEKS	10% OFF
52 WEEKS	45% OFF

The open rate is for schedules of 3 weeks or less.

VOLUME DISCOUNTS

SMALL	1000"	5% OFF
MEDIUM	1500"	10% OFF
LARGE	3500"	15% OFF

All space-based contracts are for one year. Failure to use the amount of inches contracted for will result in a prorated charge at the space-appropriate rate.

SERVICE DIRECTORY

OPEN	\$40.00 per ad
6 WEEKS	\$35.00 per ad
13 WEEKS	\$30.00 per ad
26 WEEKS	\$25.00 per ad
52 WEEKS	\$20.00 per ad

Service Directory ads are sold in 1 column x 2 inch blocks. These ads are not available in color.

HOLIDAY SEASON NOV/DEC

FULL COLOR SPECIAL SECTION (6 wks)
\$100 3x2.5 / \$175 3x5 / \$300 3x10

OTHER HOLIDAYS

FULL COLOR SPECIAL SECTION (2 wks)
\$125 3x2.5 / \$225 3x5 / \$350 3x10

End of year special holidays section appears Thanksgiving Day and the following Thursdays until New Year's Day.

STANDARD AD SIZES

2x2	Business Card
2x5	8.5 x 11 equiv.
3x5	Eighth Page
3x10	Quarter Page
6x10	Half Page
6x21	Full Page

Other ad sizes may be possible and calculated by the column inch and discounted based on frequency and other qualifications.

CLASSIFIEDS / LEGAL ADS

PER WORD	\$1/week
CLASSIFIED DISPLAY	\$40/inch
FICTITIOUS BUSINESS NAME	\$75
NAME CHANGE	\$125
PETITION FOR PROBATE	\$200
SUMMONS	\$100/week*

**Four weeks. 400 word limit, then \$1 per word. Summons must be local to City of Alameda. FBN and Name Change run four weeks. Probates run three weeks. Proofs of publication filed with county or court, depending on type of ad. Deadline for submissions and payments is Tuesday at noon. Email legals@alamedasun.com or call (510) 263-1471.*

GRAPHICS/EDITORIAL SERVICES

GRAPHIC SERVICE	\$75/hour
EDITORIAL SERVICE	\$100/hour

Graphic services include logo design, original illustrations or other service besides Alameda Sun advertising design. Editorial services include research, original writing or editing of written work.

Alameda Sun

OFFICIAL RATE CARD

OBITUARIES

Per 250 WORDS \$75
Per PHOTOGRAPH \$25

Obituaries appear online for no extra charge. Obits may be placed online and suggestions on what to include in a typical obit appear when ordering. Or send photos and text directly to ekos@alamedasun.com. All obits must be paid for in advance.

WEB SITE ADVERTISING

BANNER \$100/week
LINK TO WEBSITE Included
ANIMATION Included

Ads appear on www.alamedasun.com. Ad may be rotated with others upon reload. Banners should be Jpgs or animated gifs and sized at 728 pixels by 90 pixels. To find out more about special addons, write sales@alamedasun.com.

PREMIUM POSITION

CHOOSE A PAGE 10% EXTRA

Charges apply to requests for specific positions. If guarantee cannot be met, fees will be refunded.

SPECIAL SECTIONS

ONE TIME \$17.75 pci
12 MONTHS \$15.90 pci

Special sections may be scheduled and published at any time. These may include election, anniversary and local shopping special editions.

OTHER DISCOUNTS

NON PROFIT 10% OFF
BLACK & WHITE ONLY . . . 10% OFF

*Non-profits include schools and religious institutions. Discounts are applied individually and not combined to create a larger discount.
Non-Profit Tax I.D. # Required*

ACCOUNT CHARGES & FEES

Bounced Check Fee \$25
Early Cancellation (Classified ads) \$25
Kill Fee (Large contracts) 10%
Proofs beyond 3 rounds \$25 each

PER INCH COLOR CHARGE

ADD COLOR pci \$5.50
MAXIMUM CHARGE \$495.00

INSERTIONS

PER 1,000 PIECES \$55.00
NON PROFIT/FREQUENCY . . \$38.50

Minimum insert 4,500. Printing not included. Target neighborhood of choice. Neighborhoods require ~4,500 inserts each. Chose from: East End, Gold Coast, South Shore, Webster Street District, Park Street District, West of Webster, North Coast, Central, Bay Farm. More than 10,000 flyers will be inserted by machine at newspaper press. Write to sales@alamedasun.com for more information.

ALAMEDA BUSINESS PROFILES

OPEN \$150
12 MONTHS \$125

*Includes 150 words and a full color portrait.
Runs on the third Thursday of each month.*

The Business Card
(3.75" x 2")
Base Price \$100

- 1) Some graphic design services included.
- 2) Change your ad each time it appears, no charge.
- 3) Free classified ad listing with contract.
- 4) Online pdf edition included.

ADD COLOR

For just \$5.50 per inch (\$495 maximum)

The Big Block
(5.69" x 5")
Base Price \$375

Large Format Base Prices

Full Page \$2000

Half Page \$1200

8.5x11 Equivalent
(3.75" x 5")
Base Price \$250

NOTE: Other ad sizes are possible. If you do not see your preferred ad size here, write to sales@alamedasun.com for more information.

Classified Advertisements

Ads placed in appropriate existing categories, or new ones are created. Ads appear in online pdf editions at no extra charge. In-line classifieds are \$1 per word per week.

Display classifieds are \$40 per column inch. Email info@alamedasun.com.

The deadline for classified advertisements is Tuesday at noon.

See ALAMEDASUN.COM/SUBMISSIONS for information on legal advertising, or Email legals@alamedasun.com.

Display Advertising Deadlines

Space reservation: Friday 5 PM

Ad copy if Sun is building your ad: Monday 5 PM

Ad cancellation: Monday 5 PM

Camera-ready PDFs must be sent by: Tuesday 12 PM

Additional Ad Sizes

Ads can appear in just about any configuration. Ask about non-standard sizes, original ideas or even whole custom made advertising sections. The Alameda Sun graphic designers will provide advertising design services at no additional charge to reconfigure existing material. Original design of logos, ad campaigns or other printed matter can be arranged for an additional charge.

Camera-Ready Ads

Ad designs or materials submitted by advertisers should be sent in pdf format whenever possible. Deadline for submission is on the Tuesday before desired Thursday publication date, by noon. See information on sizing camera ready art below.

Inserts

Printed flyers and other materials can be inserted into the Sun for delivery in the 94501 and 94502 area codes. Neighborhoods can be specifically targeted.

Printing is not included. \$55 per thousand issues. 4,500 minimum.

Payment

Payment is expected at the point of sale. Cash, Check and Credit Cards accepted.

For 6-week or longer contracts, payment of the first half is expected up front.

ADVERTISE TODAY!

Call the Alameda Sun Advertising Line
at 510-263-1471 or email sales@alamedasun.com
for more information.

Standard Display Advertising Sizes

Eighth Page: 5.69 inches wide, 5 inches tall (3 columns x 5 inches)

Quarter Page: 5.69 inches wide, 10 inches tall (3 columns x 10 inches)

Half Page: 11.5 inches wide, 10 inches tall (6 columns x 10 inches)

Full Page: 11.5 inches wide, 20.5 inches tall (6 columns x 20.5 inches)

Standard Column Widths

When designing your own advertising art, use these column widths:

One column: 1.81 inches • Two columns: 3.75 inches

Three columns: 5.69 inches • Four columns: 7.625 inches

Five columns: 9.563 inches • Six columns: 11.5 inches

*Ads are charged at number of columns times
the number of inches tall times the per-inch rate.*

Preferred formats are pdf, jpg and doc. Images no less than 300dpi.

**For more information on advertising design
or to order display ads call: (510) 263-1824**

Email: sales@alamedasun.com

Alameda Sun

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www.alamedasun.com

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