

# Alameda Sun



**The Official Newspaper of the City of Alameda**

**A weekly newspaper delivering 23,500 copies each Thursday**

## **What the *Sun* can do for you**

Deliver information about you to more than  
23,500 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 2019

### FREQUENCY DISCOUNTS

OPEN . . . . .	\$23.10 pci
6 WEEKS . . . . .	\$17.75 pci
13 WEEKS . . . . .	\$15.90 pci
26 WEEKS . . . . .	\$14.25 pci
52 WEEKS . . . . .	\$12.00 pci

The open rate is for schedules of 5 weeks or less.

### VOLUME DISCOUNTS

SMALL . . . . . 1000"	....\$12.75 pci
MEDIUM . . . . . 1500"	....\$12.00 pci
LARGE . . . . . 3500"	....\$10.55 pci

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 . . . . .	\$37.75 per ad
13 WEEKS . . . . .	\$35.00 per ad
26 WEEKS . . . . .	\$29.50 per ad
52 WEEKS . . . . .	\$24.50 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.

### MEMBERSHIP DISCOUNTS

**RATE: . . . . . \$10.55 pci**  
**Minimum purchase 3 column inches \$31.65**

WABA, DABA or Chamber of Commerce members may qualify. Ads are black and white only and are grouped together. For each inch purchased, the Sun donates a half inch of editorial space to the association for the benefit of members.

### GREATER ALAMEDA BUSINESS ASSN.

3.75" x 3" . . . . .	\$95/mo.
5.69" x 5" . . . . .	\$225/mo.

GABA members gain the benefit of cooperatively paying for full color on a designated page. Appears on second Thursdays.

### 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](mailto: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.



# OFFICIAL RATE CARD 2019

## 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](mailto:ekos@alamedasun.com). All obits must be paid for in advance.*

## WEB SITE ADVERTISING

**BANNER . . . . . \$100/mo.**  
**QUALIFIED RESULTS . . . . . Special**  
**KEYWORD ASSOCIATION . . . Special**

*Ads appear on [www.alamedasun.com](http://www.alamedasun.com). Ad may be rotated with others upon reload. All ads are full color, include simple animation and link to a web site at no extra charge. To find out more about special addons, write [sales@alamedasun.com](mailto: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**

*Health Matters appears on third Thursdays and Restaurant Section on fourth Thursdays.*

## NON-PROFITS

**OPEN RATE . . . . . \$15.90 pci**  
**6 WEEKS . . . . . \$15.00 pci**  
**13 WEEKS . . . . . \$14.45 pci**  
**26 WEEKS . . . . . \$13.95 pci**  
**52 WEEKS . . . . . \$11.75 pci**

*Non-profits include schools and churches. Non-Profit Tax I.D. # Required*

## OTHER DISCOUNTS & FEES

**Annual contract paid in full in advance . . -10%**  
**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](mailto: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.*

← 3.75" →

**2 column x 5"**  
**10 column inches**

Open:	\$231.00
6-week:	\$177.50
13-week:	\$159.50
26-week:	\$142.50
52-week:	\$120.00

← 1.81" →

**1 column x 5"**  
**5 column inches**

Open:	\$115.50
6-week:	\$88.75
13-week:	\$79.75
26-week:	\$71.25
52-week:	\$60.00

**2 column x 4"**  
**8 column inches**

Open:	\$184.80
6-week:	\$142.00
13-week:	\$127.60
26-week:	\$114.00
52-week:	\$96.00

**1 column**  
**x 3"**

Open:	\$69.30
6-week:	\$53.25
13-week:	\$47.85
26-week:	\$42.75
52-week:	\$36.00

← 1.81" →

<b>LARGE FORMAT PRICING</b>						
		<b>Open</b>	<b>6-week</b>	<b>13-week</b>	<b>26-week</b>	<b>52-week</b>
<b>Full Page</b>	123"	\$2841.30	\$2183.25	\$1476.00	\$1297.65	\$1075.00
<b>1/2 Page</b>	60"	\$1386.00	\$1065.00	\$957.00	\$855.00	\$720.00
<b>1/4 Page</b>	30"	\$693.00	\$532.50	\$478.50	\$427.50	\$360.00
<b>1/8 Page</b>	15"	\$346.50	\$266.25	\$239.25	\$213.75	\$180.00

### The Business Card (3.75" x 2")

1 time: \$92.40

6 times: \$71.00 per week

13 times: \$63.80 per week

26 times: \$57.00 per week

52 times: \$48.00 per week

- 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")

1 time: \$346.50

6 times: \$266.25 per week

13 times: \$239.25 per week

26 times: \$213.75 per week

52 times: \$180.00 per week

Nearly any ad size or configuration is available. Please contact your *Alameda Sun* Sales Rep if the ad size you prefer is not shown. Call (510) 263-1824 or write to sales@alamedasun.com.

### The Credit Card (3.75" x 3")

1 time: \$138.60

6 times: \$106.50 per week

13 times: \$95.70 per week

26 times: \$85.50 per week

52 times: \$72.00 per week

## 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](mailto:info@alamedasun.com).

The deadline for classified advertisements is Tuesday at noon.

See RATE CARD for legal advertising fees. Email [legals@alamedasun.com](mailto: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 510-263-1824 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](mailto:sales@alamedasun.com)**

Alameda Sun

**3215J Encinal Ave. Alameda, CA 94501**

**[www.alamedasun.com](http://www.alamedasun.com)**

**Office: (510) 263-1470 | Fax: (510) 263-1473**