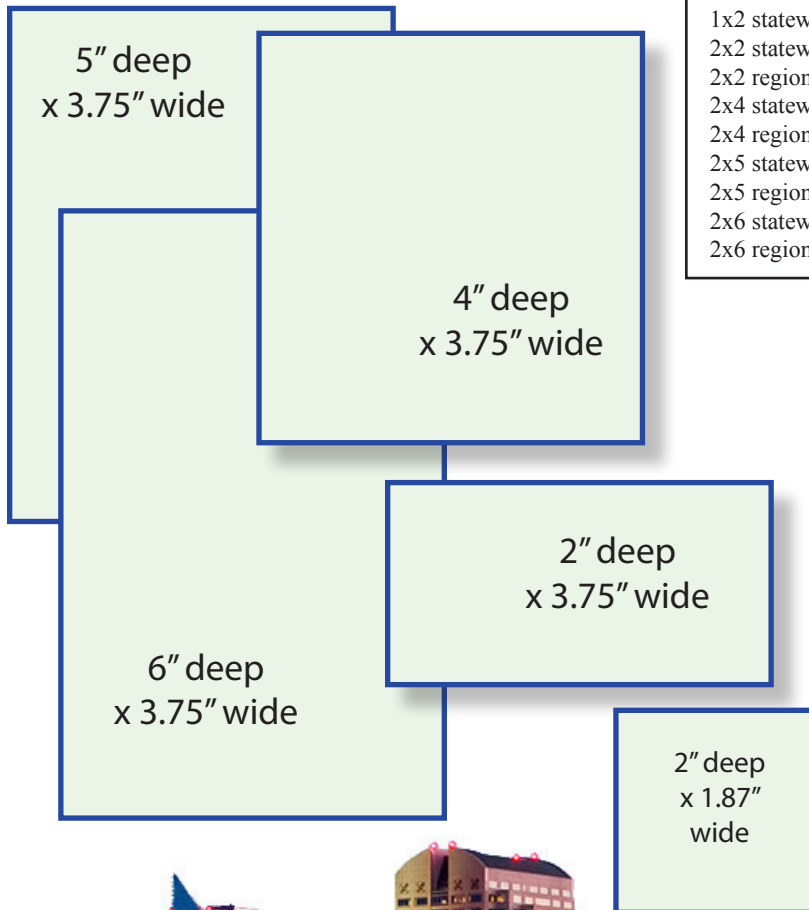




California Community Newspaper Display Ad Network

143 COMMUNITY NEWSPAPERS, 143 ADS REACHING
MORE THAN 4.2 MILLION CALIFORNIANS WITH ONE ORDER! YOU SAVE 400%

Your choice of regions:
North, South or Statewide



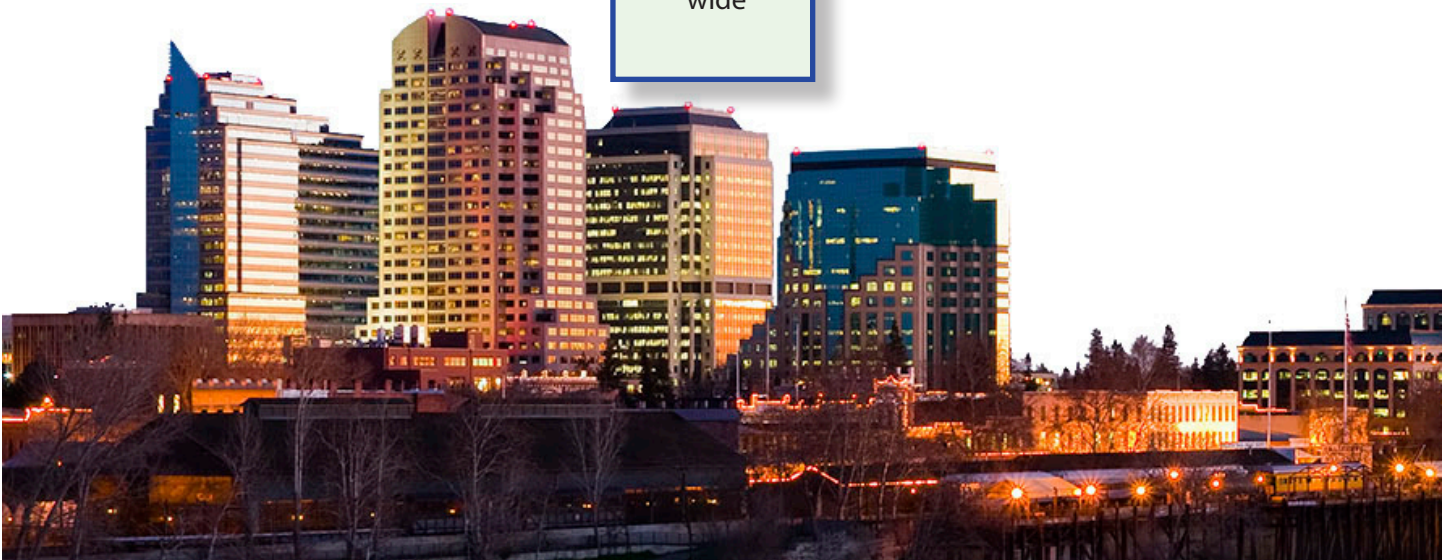
Reach out to the most diverse state in the country!
Weekly Rates & Frequency Discounts:

Size	1x	6x	13x	26x
1x2 statewide-NEW!				
2x2 statewide				
2x2 regional				
2x4 statewide				
2x4 regional				
2x5 statewide				
2x5 regional				
2x6 statewide				
2x6 regional				

Experience the power of
statewide display advertising.

Put your buy in Cal-SDAN's
network of community papers
for better results!

For details and participating
newspapers, see reverse ►



For more information about Cal-SDAN, contact Cecelia Drake (916) 288-6011; cecelia@cnpa.com

The Cal-SDAN display network includes 143 Newspapers, 143 Ads reaching more than 4.2 million Californians

NORTHERN CA. [78] 2.04M

(Newspaper list is subject to change without notice)

American River Messenger
Antioch Press
Artois, Sacramento Valley Mirror
Auburn Journal
Brentwood Press
Burney, InterMtn News
Carmichael Times
Ceres Courier
Chester Progressive
Citrus Heights Messenger
Colfax Record
Colusa County Sun-Herald
Corning Observer
Crescent City Del Norte
Triplicate
Delano Record
Discovery Bay Press
Dixon Independent Voice
Dunsmuir News
Elk Grove Citizen
Elk Grove, Laguna Citizen
Escalon Times
Exeter, Foothills Sun-Gaz.
Fall River Mills, Mtn Echo
Folsom Telegraph
Galt Herald
Gonzales Tribune
Greenfield News
Greenville, Indian Vly Rec.
Gridley Herald
Jackson Amador Ledger
King City Rustler
Lincoln News Messenger
Loomis News
Manteca Bulletin (D)
Mariposa Gazette
Marysville, Appeal-Dem D
Milpitas Post
Mount Shasta Herald
Mount Shasta Supersaver
No. Lake Tahoe Bonanza
Oakley Press
Orland Press-Register
Pacifica Tribune
Paradise Post
Patterson Irrigator
Petaluma Argus-Courier
Porterville Recorder
Portola Reporter
Quincy, Feather River Bul
Rancho C, Grapevine Ind.
Ran. Murieta, R Vly Tms
Red Bluff Daily News (D)
Riverbank News
Rocklin Placer Herald
Rohnert Park, Com. Voice
Roseville Press Tribune
Salinas Californian
San Andreas, Calveras Ent.
Santa Cruz Cnty Senti (D)
Scotts Valley Press Banner
Shafter Press
Shingletown Ridge Rider
Soledad Bee
Sonoma Index-Tribune
Susanville, Lassen Cnty Tms
Tahoe Daily Tribune (D)
Tracy Press
Truckee, Sierra Sun
Turlock Journal
Ukiah Daily Journal (D)
Vacaville Reporter
Wasco Tribune
Weaverville, Trinity Journl
Weed Press
Westwood Pine Press
Willows Journal
Woodland Daily Democrat
Yreka Siskiyou Daily News

Frequently Asked Questions

Deadlines and details?

E-mail pdf of ad copy to cecelia@cnpa.com or tiffany@cnpa.com. Deadline is 5:00 pm Monday PST for publication the following week.

Methods of payment?

Prepayment is required by deadline for advertising. We accept credit cards: Visa, MasterCard and Discover. Place your ad online 24/7 with a credit card.

Will all the newspapers run my ad in the size submitted?

Most of the newspapers will run your ad as submitted. However, some newspapers that have narrower column widths may run the ad in a slightly narrower size.

How often will my ad run?

Your ad will run at least once in each newspaper the following week starting Sunday and ending Saturday.

Any special instructions for creation of the pdf?

Please make sure that all the fonts are embedded and the file is optimized. Color selection should be grayscale. Please provide your ad in two different widths

SOUTHERN CA. [65] 2.18M

(Newspaper list is subject to change without notice)

Alhambra Press
Alpine E. County Californian
Alpine Sun
Alpine Sun - Shopper
Anaheim Weekly
Arcadia Weekly
Atascadero News
Azusa Beacon
Banning, The Record Gazette
Belmont Beacon
Beverly Hills Weekly
Big Bear Lake, The Grizzly
Big Bear Weekender
Burbank Independent
California City, Mojave Desert News
Chino Champion News
Chino Hills Champion
Claremont Courier
Corona News Press
Coronado Eagle & Journal
Duarte Dispatch
El Monte Examiner
Fontana Herald News
Glendale Independent
Highland Community News
Holtville Tribune
Holtville, Imperial Valley Weekly
Idyllwild Town Crier
Imperial Beach Eagle & Times
La Jolla Light
LA, Hollywood & W. Hollywood Independent
LA, Wave - Bell Gardens Press
LA, Wave - Culver City Star
LA, Wave - Herald American
LA, Wave - Lynwood Press
LA, Wave - East
LA, Wave - North East
LA, Wave - West
Malibu Times
Monrovia Weekly
Monterey Park Press
Ontario News Press
Palmdale Antelope Valley Press
Pasadena Independent
Pasadena Press
Paso Robles Press
Poway News Chieftan
Redlands Community News
Ridgecrest Daily Independent
Riverside Independent
Riverside, Black Voice News
Rosemead Reader
San Bernardino Press
San Fernando Valley Sun
San Gabriel Sun
Santa Clarita, The Signal
Sierra Madre Weekly
Signal Hill, Signal Tribune
Tehachapi News
Toluca Lake, Toluca Times
West Covina Press
Yucaipa & Calimesa News-Mirror
Yucca Valley, Desert Trail
Yucca Valley, Hi-Desert Star
Yucca Valley, Star TMC



For more information; Cecelia Drake, (916) 288-6011 or cecelia@cnpa.com



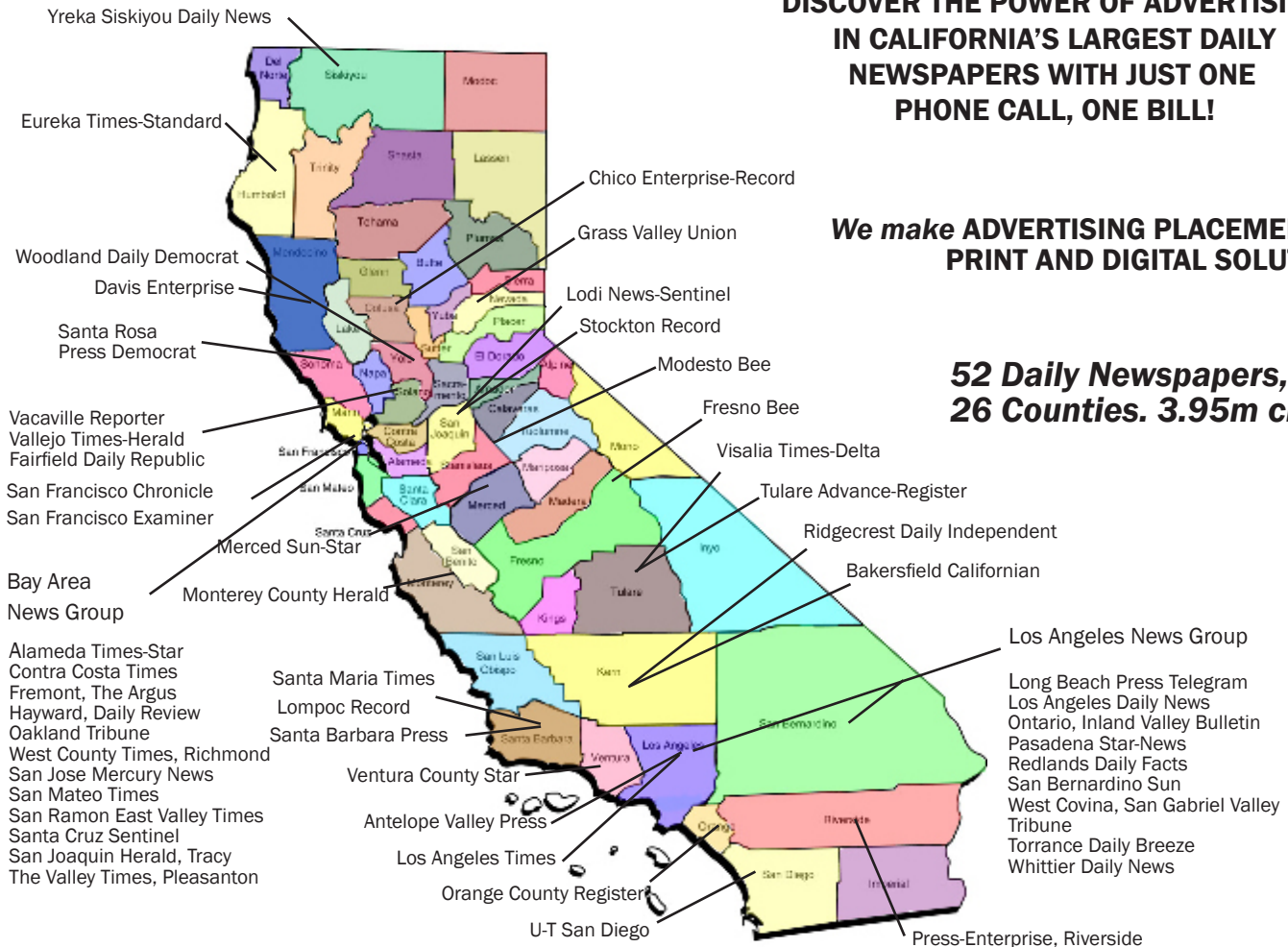
California Daily Display Network

SAVE TIME & MONEY AND REACH 13.2m READERS FOR LESS THAN A PENNY PER CONSUMER!

**DISCOVER THE POWER OF ADVERTISING
IN CALIFORNIA'S LARGEST DAILY
NEWSPAPERS WITH JUST ONE
PHONE CALL, ONE BILL!**

**We make ADVERTISING PLACEMENT EASY!
PRINT AND DIGITAL SOLUTIONS**

**52 Daily Newspapers,
26 Counties. 3.95m circ.**



**** Based on 3.3 readers per copy.
Scarborough Research and
National Newspaper Network LP 2009**



For more information about CDDN Contact CECELIA DRAKE @ (916) 288-6011; cecelia@cnpa.com

The California Daily Display Network includes 52 newspapers in 26 counties reaching more than 13.2 million readers per week!

THE CDDN NETWORK

(Newspaper list is subject to change without notice)

County	Newspaper name	City
Alameda	Alameda Times-Star	Oakland
Alameda	The Argus	Fremont
Alameda	Daily Review	Hayward
Alameda	The Valley Times	Pleasanton
Alameda	San Ramon Valley Times	Pleasanton
Butte	Chico Enterprise	Chico
Contra Costa	Contra Costa Times	Walnut Creek
Fresno	Fresno Bee	Fresno
Humboldt	Eureka Times-Standard	Eureka
Kern	Bakersfield Californian	Bakersfield
Kern	Ridgecrest Daily Independent	Ridgecrest
Los Angeles	Long Beach Press Telegram	Long Beach
Los Angeles	Los Angeles Daily News	Woodland Hills
Los Angeles	Pasadena Star-News	Pasadena
Los Angeles	San Gabriel Valley Tribune	West Covina
Los Angeles	Torrance Daily Breeze	Torrance
Los Angeles	Whittier Daily News	Whittier
Los Angeles	Los Angeles Times	Los Angeles
Los Angeles	Antelope Valley Press	Palmdale
Monterey	Monterey County Herald	Monterey
Nevada	The Union	Grass Valley
Orange	Orange County Register	Santa Ana
Riverside	Riverside Press-Enterprise	Riverside
San Bernardino	Inland Daily Bulletin	Ontario
San Bernardino	Daily Facts	Redlands
San Bernardino	San Bernardino Sun	San Bernardino
San Diego	U-T San Diego	San Diego
San Francisco	Oakland Tribune	Oakland
San Francisco	West County Times	Richmond
San Francisco	San Francisco Chronicle	San Francisco
San Francisco	San Francisco Examiner	San Francisco
San Joaquin	Lodi Sentinel	Lodi
San Joaquin	The Record	Stockton
San Joaquin	Tri-Valley Herald	Tracy
San Mateo	San Mateo Times	San Mateo
Santa Barbara	Lompoc Record	Lompoc
Santa Barbara	Santa Barbara News-Press	Santa Barbara
Santa Barbara	Santa Maria Times	Santa Maria
Santa Clara	San Jose Mercury News	San Jose
Santa Cruz	Santa Cruz Sentinel	Scotts Valley
Siskiyou	Yreka Daily News	Yreka
Solano	The Daily Republic	Fairfield
Solano	Vacaville Reporter	Vacaville
Solano	Vallejo Times-Herald	Vallejo
Sonoma	Santa Rosa Press Democrat	Santa Rosa
Stanislaus	Merced Sun-Star	Merced
Stanislaus	Modesto Bee	Modesto
Tulare	Tulare Advance-Register	Tulare
Tulare	Visalia Times-Delta	Visalia
Ventura	Ventura County Star	Ventura
Yolo	Davis Enterprise	Davis

Rates:

Ad Size/Dimensions

2x2

[3.75"w x 2"h]

2x4

[3.75"w x 4"h]

2x6

[3.75"w x 6"h]

1/8 page 3x5

[4.89"w x 5"h]

1/4 page 3x10.5

[4.89"w x 10.5"h]

Per Run

call for price

call for price

call for price

call for price

Deadlines:

Monday 5 p.m. PST
for following week.

Space is limited. Call today!

*Orders \$10K or less,
prepayment required. C
heck, VISA, Mastercard,
American Express and Discover.*

*We will be more than happy to
help you establish credit. Call
916-288-6011 for details.*

Frequently Asked Questions

What is CDDN?

CDDN is the California Daily Display Network of 52 major dailies in 26 counties reaching 13.2 million readers saving you time and money with one phone call, one order, one invoice.

How does CDDN work?

Your Ad will run one time in each of the network newspapers.
Ads run ROP (Run of Paper) in various sections (not classifieds).
All ads run black and white.
Camera ready copy in pdf format is preferred.

How can I pay for the ad?

For Orders \$10K or less, prepayment is required by deadline for advertising. We accept credit cards: Visa, Mastercard, American Express and Discover. Orders that exceed \$10K, Credit Terms upon approval Net 30.

Are there restrictions on ad acceptance?

Ads will be placed if they are appropriate for family oriented readers and provided that the content meets all state and federal laws. The advertiser is responsible for legal compliance in the ad copy provided.

Will all network newspapers run my ad?

We have a contract with all participating daily newspapers to run the CDDN ads placed. Individual newspapers may reject a particular ad that does not meet the newspaper's regular approval policy. Any ad that meets CNPA standards, as outlined above, will normally run in 90% of the network. Newspaper compliance is monitored and Tear Sheets will be provided upon request.

Is it cost-effective to run my ad in CDDN?

Absolutely! If you tried to place these ads yourself it would cost more than five times as much not including the time and effort required to contact each newspaper.

To learn more call: **CECELIA DRAKE @ (916) 288-6011**

