

Cal-SCAN

California Statewide Classified Ad Network

A special advertising program offered by the California Newspaper Publishers Association

Giving you the most, up and down the coast!
Reach out to the most diverse state in the country!

Cal-SCAN makes classified advertising efficient and cost-effective.
Get the word out TODAY!

\$550 for a **25-word** classified ad in
240 community newspapers reaching
over **6.2 million** Californians

With the convenience of **One Order and One Payment.**

It's That Simple, Really!

Regional Placement:

Northern California – \$350
100+ newspapers reaching
2.8 million+ Californians

Southern California – \$365
100+ newspapers reaching
3.8 million+ Californians



**Discover the power of advertising
in community newspapers in California!**

Photos courtesy of the St. Helena Star, San Francisco convention & visitors bureau, Sacramento convention & visitors bureau, Santa Monica Mirror and the Daily Pilot.

FREQUENTLY ASKED QUESTIONS

What is Cal-SCAN?

Cal-SCAN is a classified ad newspaper network. It consists of 240 medium-to-small sized daily and weekly newspapers reaching over 6 million Californians.

What is the cost of running an ad?

The cost of a 25 words or less statewide classified ad is \$550. Additional words, after 25, are \$15 each. Ads scheduled in either the Northern (\$350) or Southern (\$365) for 25 words or less. Additional words, after 25, are \$10 each.

How are words counted?

Customary words count as one word. Hyphenated words count as two words. Telephone numbers count as one word, except for extension numbers that also count as a word. E-mail addresses count as one word. A website address counts as one word.

When is the deadline?

Prepaid ads received by Wednesday at 10 a.m. will appear in the network between Sunday and Saturday of the following week. Earlier deadlines will be in effect during holiday weeks.

How can I pay for the ad?

Prepayment is required by deadline for advertising. We accept credit cards: Visa, Mastercard and Discover. Place your ad online at www.Cal-SCAN.com 24/7 with a credit card.

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.

How many responses will I receive?

If you provide a well-written ad, and are selling a valuable product or service, you should be pleased with the responses you receive. However, we do not provide any kind of response guarantees.

Will all network newspapers run my ad?

We have a contract with all participating newspapers to run all Cal-SCAN ads placed. Individual newspapers may reject a particular ad that does not meet the newspaper's regular approval policy. Any ad that meets Cal-SCAN standards, as outlined above, will normally run in 90% of the network. Newspaper compliance is monitored weekly.

Is it cost-effective to run my ad in Cal-SCAN?

Yes! We estimate that it would cost more than five times as much to place the ad yourself, and this does not include the time and effort required to contact 240 newspapers.

California Newspaper Publishers Association

708 10th St., Sacramento, CA 95814

Phone: (916) 288-6010 or (916) 288-6019

Fax: (916) 288-6022

www.Cal-SCAN.com



CALIFORNIA STATEWIDE CLASSIFIED ADVERTISING NETWORK

Statewide- \$550 for a 25-word ad in 240 newspapers reaching over 6.4 million Californians
 Regional Prices: Northern California \$350/25-words in 121 newspapers reaching over 2.6 million;
 Southern California \$365/25-words in 114 newspapers reaching over 3.8 million

Northern California newspapers combined circulation 1.3 million

Alameda Sun	Clearlake Observer American	Fairfield Daily Republic (D)/Solano D.	Lakeport, Lake Cnty Record Bee (D)	Mount Shasta Herald	Rocklin, The Mercury	Tahoe Daily Tribune (D)
Anderson, The Valley Post	Coarsegold, The Yelp/Snowline/YT	Fall River Mills, Mountain Echo	Lemoore, The Lemoore Advance	Mountain View Voice	Rohnert Park, The Community Voice	Truckee, Sierra Sun
Antioch Press	Colfax Record	Fort Jones, Pioneer Press	Lemoore, The Golden Eagle - BASE	North Lake Tahoe Bonanza	Sacramento, Capitol Weekly	Tulare Advance Register (D)
Atwater Signal	Colusa County Sun-Herald	Folsom Telegraph	Lincoln, News Messenger	Oakland Metro	San Andreas, Calaveras Enterprise	Tuolumne Cnty Wkly Advertiser (TMC)
Atwater Times	Corning Observer	Galt Herald	The Livingston Chronicle	Oakley Press, The	San Francisco Bay Guardian	Ukiah Daily Journal (D)
Auburn Journal (D)	Danville Weekly	Gilroy, Dispatch (D)	Livermore, The Independent	Orland Press-Register	San Francisco Metro	Visalia Times-Delta (D)
Auburn Sentinel	Davis Direct	Gonzales Tribune	Lodi News-Sentinel (D)	Palo Alto Weekly	San Francisco, California Voice	Visalia, Valley Voice
Berkeley Metro	Davis Enterprise, The (D)	Granite Bay, Press Tribune	Loomis News	Paradise Post	San Francisco, Sun Reporter	Waterford News
Bethel Island Press	Denair Dispatch	Greenfield News	Los Banos Enterprise	Placerville, Mountain Democrat	San Joaquin-Stockton Metro	Watsonville, Register Pajaronian (D)
Bishop, Inyo Register & TMC	Dinuba Sentinel+Advertiser	Greenville, Indian Valley Record	Natomas Messenger	Pleasanton Weekly	San Jose Peninsula Metro	Weaverville, The Trinity Journal
Brentwood Press, The	Discovery Bay Press	Half Moon Bay Review	Mammoth Lakes, Mammoth Times	Porterville, Southrn Sierra Messnger	Santa Cruz County Sentinel (D)	Weed Press
Burney, InterMountain News	Dixon's Independent Voice	Hilmar Times	Manteca Bulletin (D) & TMC	Portola Reporter	Selma Enterprise	West Sacramento, News-Ledger
Byron Press	Downieville, Mountain Messenger	Hollister, Free Lance (D)	Mariposa Gazette	Quincy, Feather River Bulletin	Shingletown, The Ridge Rider News	Westwood Pine Press
Carmichael Times	Dunsmuir News	Hollister, The Pinnacle	Marysville, Appeal-Democrat (D)	Rancho Cordova, Grapevine Ind.	Soledad Bee	Willows Journal & Smart Shopper
Ceres Courier	El Dorado Hills Telegraph	Hughson Chronicle	Menlo Park, The Almanac	Rancho Murieta, River Valley Times	Sonoma Index-Tribune	Willows, Sacramento Valley Mirror
Chester Progressive	Elk Grove Citizen	King City Rustler	Merced County Times	Red Bluff Daily News (D)	Sonora, The Union-Democrat (D)	Winton Times
Chowchilla News	Elk Grove, Laguna Citizen	Kingsburg Recorder	Milpitas Post	Richmond Metro	Susanville, Lassen County Times	Woodland, The Daily Democrat (D)
Citrus H., American River Messenger	Exeter, The Foothills Sun-Gazette	Knightsen Press	Morgan Hill Times	Rocklin, Placer Herald	Tahoe City, Tahoe World	Yreka, Siskiyou Daily News (D)

Southern California newspapers combined circulation 1.9 million

Aliso Viejo News	Chula Vista, The Star News	Hawthorne, Comty Weekender (M)	Laguna Beach Coastline Pilot	LA, West Hollywood Independent	Pico Rivera Community News	Santa Monica Daily Press
Alpine Sun	Claremont Courier	Hemet, The Valley Chronicle	Laguna Beach Post	LA, Wave- Culver City Star	Placentia News-Times	Shafter Press/Shopper
Anaheim Bulletin	Coronado Eagle & Journal	Highland Community News	Laguna Hills, Saddle Back Valley News	LA, Wave - Herald American	Pomeroado News Chieftan	Signal Hill, Signal Tribune
Anaheim Hills News	Costa Mesa Dly Pilot/Newport Bch(D)	Holtville Tribune	Laguna Niguel News	LA, Wave - Lynwood Press	Poway News Chieftain	Solana Beach Sun
Arroyo Grande, Five Cities T-P-R	Coto De Caza, Canyon Life	Holtville, Imperial Valley Weekly	Laguna Woods Globe	LA, Wave - East	Ramona Sentinel	Temecula Valley News
Arvin Tiller	Crestline, The Alpenhorn News	Huntington Beach, Independent	Lk Arrowhd, Crestline Courier-News	LA, Wave - North East	Rancho Bernardo Journal	Toluca Lake, The Toluca Times
Atascadero News	Dana Point News	Huntington Beach Wave - North	Lake Arrowhead, Mountain News	LA, Wave - West	Rancho Santa Fe Record	Tustin News
Banning, The Record Gazette	Del Mar Times	Huntington Beach Wave - South	Lake Forest, Saddle Back News	LA, Wave - The Press	Rancho Santa Margarita News	Wasco Tribune
Beverly Hills Weekly	Delano Record/Shopper	Idyllwild Town Crier	Lamont Reporter	Los Cerritos Community News	Riverside, Black Voice News	Westmstr/Grdn Gr/Nwpt Bch Current
Big Bear Lake, The Grizzly	East County Californian, San Diego	Imperial Beach Eagle & Times	Lompoc Record (D)	Malibu Times, The	San Diego Metro Weekly	Yorba Linda Star
Burbank Leader	Fallbrook, Village News	Irvine World News	Los Alamitos, News-Enterprise	Marina del Rey, The Argonaut	San Fernando Valley Sun	Yucaipa & Calimesa News-Mirror
Calexico Chronicle	Fontana Herald News	La Canada Valley Sun	Los Angeles Bulletin (D)	Mission Viejo, Saddle Back News	San Marino Tribune	Yucca Valley, Desert Trail
California City, Mojave Desert News	Fountain Valley View	La Dera Post	Los Angeles, Downtown News	Norwalk Community News	Santa Barbara Independent	Yucca Valley, HI-Desert Star
Capistrano Valley	Fullerton News	La Habra Star / Brea Star Progress	Los Angeles Garment & Citizen	Orange City News	Santa Clarita, The Signal (D)	Yucca Vly, Observation Post (BASE)
Carmel Valley Leader	Glendale, News-Press (D)	La Jolla Light	Los Angeles, Watts Times	Paso Robles Gazzette	San Clemente, Sun Post	
Chino/Chino Hills Champion	Hawthorne, Calif. Crusader News	La Jolla Village News+LJVN Wkend	LA, Hollywood Independent	Paso Robles Press	Santa Maria Times (D)	
Bi-M= Bi-Monthly	D- Daily	M- Monthly	All other newspapers are weekly			



ADVERTISING ORDER FORM

Photocopy order form as needed

CNPA Services, Inc., www.Cal-SCAN.com

708 10th St, Sacramento, CA 95814

Tel: (916) 288-6010; (916) 288-6019 • Fax: (916) 288-6022

Advertiser's name _____ Company _____

Mailing address _____

City _____ State _____ Zip _____

Tel _____ Fax _____ e-mail _____

ADVERTISING OPTIONS Select all applicable options

Holidays deadlines may be earlier

- CLASSIFIED** 25-words **Deadline:** Wednesday 10 a.m. PST **(New CNPA Classified advertisers only: Buy four consecutive weeks get the fifth week Free)**
- \$550** Statewide 240 newspapers reaching over 6.1 million Californians
 - \$350** Northern region 100+ newspapers reaching over 3.0 million Californians
 - \$365** Southern region 100+ newspapers reaching over 3.0 million Californians

- DISPLAY** **Deadline:** Monday 10:00 a.m. PST **e-mail pdf to:** maria@cnpa.com and elizabeth@cnpa.com
- \$1,200** Northern CA- 3.75" wide x 2" high ad in 75+ newspapers reaching over 1.5 million Californians
 - \$1,200** Southern CA- 3.75" wide x 2" high ad in 75+ newspapers reaching over 1.5 million Californians
 - \$1,550** Statewide- 3.75" wide x 2" high ad in 140 newspapers reaching over 3.1 million Californians
 - \$2,400** Northern CA- 3.75" wide x 4" high ad in 75+ newspapers reaching over 1.5 million Californians
 - \$2,400** Southern CA- 3.75" wide x 4" high ad in 75+ newspapers reaching over 1.5 million Californians
 - \$4,000** Statewide- 3.75" wide x 4" high ad in 140 newspapers reaching over 3.1 million Californians

PLACEMENT INSTRUCTIONS:

Run my ad the week of _____ Run my ad every alternate week starting _____

Run my ad for four consecutive weeks (5% prepaid discount) starting _____

Other instructions _____

CLASSIFICATION request for classified ads only _____

Please note classification is not guaranteed

Print your classified ad here

TERMS AND CONDITIONS OF ADVERTISING

1. Ads will be accepted in the Cal-SCAN program if they meet generally accepted newspaper standards as well as all state & federal laws. The advertiser is responsible to ensure the advertisement complies with all applicable laws.
2. All published network rates, lists of participating newspapers, circulation and deadlines are subject to change without notice.
3. No cancellation or changes to ad copy will be permitted after the deadline has passed.
4. Makegoods will be pursued for significant typos, such as a wrong address or phone number.
5. The statewide advertising networks are cost-effective advertising programs with no provisions for tearsheets.
6. I understand that by providing my fax number I consent to receive announcements, advertisements, brochures and other information from CNPA (and its subsidiaries and affiliates) via facsimile, telephone or email.

I've read and fully understand all rules and conditions provided hereon about advertising in the statewide networks

PREPAYMENT IS REQUIRED Discover card, Mastercard, Visa, Cashier's Check, Money Order

Cardholder _____ Address _____
(name on card)

City _____ State _____ Zip _____ Total Authorized \$ _____

Credit Card # _____ Exp. Date (mo./yr) _____ CVC code _____

Cardholder's signature required _____ Date _____

Fax your order to Cal-SCAN (916) 288-6022 or place 24/7 online at www.Cal-SCAN.com