

CDCN California Daily Classified Network

One classified order from border to border!

Statewide or Nationwide... We can place your ads!

\$1,500 for a 7 day 25-word classified ad!

Discover the power of advertising in California's daily newspapers!
Reach California's largest daily classified audience!

Space is limited, so call ahead to reserve your spot today!

California Daily Classified Network ads published upto 7-days in 37 participating daily newspapers, 3,360,679 circulation*; 11, 090,241 Readers**

One Order, One payment.

One-time only New Advertiser Special \$600 for up to 7-days

Chico Enterprise-Record
Sacramento Bee
Auburn Journal
Stockton Record
Modesto Bee
Fresno Bee
Los Angeles Area News Grp
Long Bch Press Telegram
Los Angeles Daily News
Inland Valley Daily Bull.
Pasadena Star-News
Redlands Daily Facts
San Bernardino Sun
San Gabriel Vly Tribune
Torrance Daily Breeze
Whittier Daily News
Riverside, Press-Enterprise

Lake County Record Bee
Santa Rosa, Press Democrat
Napa Valley Register
Vacaville Reporter
Vallejo Times-Herald
San Francisco Examiner
Bay Area News Group
Alameda Times-Star
Contra Costa Times
Fremont, The Argus
Hayward, Daily Review
Oakland Tribune
Richmond, West Cnty Times
San Jose Mercury News
San Mateo Times
San Ramon Valley Times
Santa Cruz Sentinel
The Monterey County Herald
Santa Maria Times
Los Angeles Times
San-Diego Union-Tribune

Del Norte, Siskiyou, Modoc, Shasta, Lassen, Humboldt, Trinity, Tehama, Plumas, Butte, Sierra, Nevada, Placer, Yuba, Sutter, El Dorado, Colusa, Glenn, Yolo, Sacramento, Butte, Calaveras, Tuolumne, Mono, San Francisco, Contra Costa, San Joaquin, Alameda, Stanislaus, Mariposa, Madera, Santa Clara, Merced, Santa Cruz, San Benito, Fresno, Tulare, Inyo, Kern, Kings, San Luis Obispo, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Imperial

Rates
5-days Monday-Friday: \$ 800
Saturday & Sunday only: \$1,000
7-days Monday-Sunday: \$1,500
Combo daily and weekly networks
CDCN + Cal-SCAN combo: \$1,750
CNPA guarantees placement in at least 90% of the newspapers listed.

Ad Deadline:
Wednesday 5 p.m. PST for the following week.
Combo ad deadline:
Wednesday 10 a.m. PST for the following week

All rates are gross. Space is limited.
Call today to reserve your spot!

Prepayment Required.
Mastercard/Visa/American Express OK.

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



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

California Daily Classified Network

37 newspapers, 11, 090,241 Readers**

Please call ahead to reserve your spot today!

*New advertiser half price special

Rates:

New ad* up to 7-days \$ 600
 5-days Monday-Friday: \$ 800
 Saturday & Sunday only: \$1,000
 7-days Monday-Sunday: \$1,500
 Combo daily and weekly networks:

Ad deadlines:

For the following week
 CDCN Wed. 5 p.m. PST

Combo ad deadline:
 CDCN+Cal-SCAN Wed. 10 a.m. PST

Participating Newspapers

NEWSPAPER NAME	CITY	COUNTY
Alameda Times-Star	Alameda	Alameda
Chico Enterprise-Record	Chico	Butte
Contra Costa Times	Contra Costa	Alameda
Daily Breeze	Torrance	Los Angeles
Daily News	Los Angeles	Los Angeles
Daily Review	Hayward	Alameda
Fremont Argus	Fremont	Alameda
Fresno Bee	Fresno	Fresno
Inland Valley Daily Bulletin	Ontario	Los Angeles
Lake County Record Bee	Lakeport	Lake County
Los Angeles Times	Los Angeles	Los Angeles
Merced Sun Star	Merced	Merced
Modesto Bee	Modesto	Stanislaus
Monterey County Herald	Monterey	Monterey
Napa Valley Register	Napa	Napa
Oakland Tribune	Oakland	Alameda
Press Democrat*	Santa Rosa	Sonoma
Press Telegram	Long Beach	Los Angeles
Press-Enterprise	Riverside	Riverside
Redlands Daily Facts	Redlands	Los Angeles
Sacramento Bee	Sacramento	Sacramento
San Bernardino Sun	San Bernardino	San Bernardino
San Diego Union-Tribune	San Diego	San Diego
San Francisco Examiner	San Francisco	San Francisco
San Gabriel Valley Tribune	West Covina	Los Angeles
San Jose Mercury News	San Jose	Santa Clara
San Mateo Times	San Mateo	Alameda
San Ramon Valley Times	San Ramon	Alameda
Santa Cruz Sentinel	Santa Cruz	Santa Cruz
Santa Maria Times	Santa Maria	Santa Barbara
Star-News	Pasadena	Los Angeles
Stockton Record	Stockton	San Joaquin
The Daily Democrat	Woodland	Yolo
The Reporter	Vacaville	Solano
Times-Herald	Vallejo	Solano
Tri-Valley Herald	Pleasanton	Alameda
West County Times	Richmond	Alameda

What is CDCN?

CDCN is the California Daily Classified Network with 37 major dailies participating in the network reaching over 11 million Californians.

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 counts as one word.

How can I pay for the ad?

Prepayment is required by deadline for advertising. We accept credit cards: Visa, Mastercard and Discover.

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 daily newspapers to run the CDCN 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. All rates are gross.

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

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.

Newspaper advertising. A destination,
 not a distraction.
www.newspapermedia.com

170 million adults read a newspaper in print or online in the average week. That means that three fourths of all U.S. adults are newspaper readers. Powerful numbers by any measure.

Frequent advertising reaches your customers regardless of reading habits. Frequency builds awareness. Awareness builds familiarity and familiarity builds trust. Conventional wisdom says that your audience needs to be exposed to your ad 2.5 times to sink in and build awareness. Just like dieting, advertising gets the best results over time. Each ad builds on prior brand recognition. Courtesy of Newspaper Association of America