

California Statewide Classified & Display Ad Networks



ALL CASH VENDING! Be Your Own Boss! Your Own Local Vending Route. Includes 25 Machines and Candy for \$9,995. MultiVend LLC, 1-888-625-2405. (Cal-SCAN)

FOR NEWSPAPERS

- ❖ Participate actively or passively
- ❖ Bi-annual rebates from revenue generated paid in July and January
- ❖ Rebates are based on circulation levels
- ❖ Passive participants receive rebates for publishing ads
- ❖ Active participants receive 15% in commission on gross cost of ads they sell into the network plus rebates for publishing ads
- ❖ All CNPA “dues paying” newspapers are eligible to join and receive a rebate.
- ❖ CNPA pre-screens all classified ads prior to acceptance in the network
- ❖ Statewide classifieds enhance selection and variety of classifieds
- ❖ Ads emailed in pdf and text format on Wednesday afternoon
- ❖ CNPA cover page alerts newspapers to scams ads in the industry

FOR ADVERTISERS

- ❖ Maximum reach six million Californians, circulation of over 3 million
- ❖ Statewide: 240 community newspapers; Regionally: 100+ newspapers
- ❖ Basic cost 25-words- Statewide \$550; \$15 for extra words
- ❖ Regions: Southern California \$365; Northern California \$350
- ❖ Weekly deadline is Wednesday 10:00 a.m.
- ❖ 24/7 Order placement at: www.Cal-SCAN.com
- ❖ Ads can also be placed nationwide. Rates at: www.Cal-SCAN.com
- ❖ Questions call: (916) 288-6010 or (916) 288-6019



FOR NEWSPAPERS

- ❖ Participate actively or passively
- ❖ Bi-annual rebates in July and January. Payments ranging from \$10-\$20 per ad based on circulation levels and revenue generated
- ❖ All CNPA “dues paying” newspapers are eligible to join and receive a rebate
- ❖ Passive participants receive rebates for publishing ads
- ❖ Active participants receive 15% in commission on gross cost of ads they sell into the network plus rebates for publishing ads
- ❖ CNPA pre-screens all display ads prior to acceptance into the network
- ❖ Ads are emailed on Tuesday afternoon for publication the next week
- ❖ Ads are emailed in both pdf and tiff format and also placed online
- ❖ Display ads may be published on any page of the newspaper

FOR ADVERTISERS

- ❖ Maximum reach three million Californians, circulation 1.5 million
- ❖ 140 newspapers statewide; Regionally about 70 newspapers
- ❖ Statewide: \$1,550 for a 2x2”; \$4,000 for a 2x4”
- ❖ Northern or Southern region: \$1,200 for a 2x2”; \$2,400 for a 2x4”
- ❖ Weekly deadline is Monday 5 p.m. for publication the following week
- ❖ 24/7 Order placement at: www.Cal-SDAN.com
- ❖ Ads can also be placed nationwide. Rates at: www.Cal-SDAN.com
- ❖ Questions call: (916) 288-6010 or (916) 288-6019



CNPA Services, Inc.
 708 10th St., Sacramento, CA 95814.
 Tel: (916) 288-6010; (916) 288-6019