



Border to Border with One Order!

Newspaper Sales Kit



California Newspaper Publishers Association
708 10th Street, Sacramento, CA 95814
Tel: (916) 288-6000



Banner Ad Program

- Network of 50+ newspaper websites and growing
- Minimum \$5,000 order
- Rate based on cpm or cost per thousand impressions
- Ad submission in all three sizes
- All ads are “Run of Site” (ROS), these run on any page of the website



Rates

- **\$7 cpm** Statewide for all participating newspapers in the network
- **\$10 cpm** for campaigns targeted to Northern or Southern California
- **\$16 cpm** for campaigns targeted to specific political districts

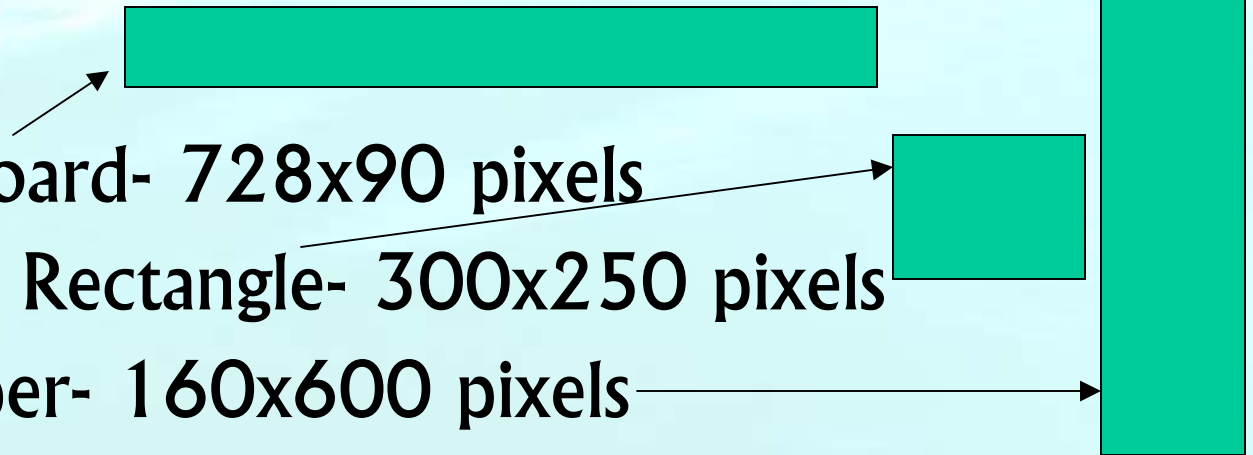
(\$5,000 minimum placement order)



One ad three sizes

Ads need to be submitted in all three sizes as some newspapers offer only one size:

1. Leaderboard- 728x90 pixels
2. Medium Rectangle- 300x250 pixels
3. Skyscraper- 160x600 pixels





Ad Standards

- All ads are subject to **pre-approval**
- All ads must clearly identify advertiser name or product
- Every banner must have a border or strong background color
- CNPA reserves the right to remove any ad deemed as annoying and/or harmful to users



Ad types and sizes

- Acceptable ad types are gif, jpg or flash gif or swf
- Maximum acceptable sizes for gif and jpg static files are 20 kb; gif or swf flash is 30 kb
- Flash banners must use the “clickTAG”
- Flash frame rate: 12-15 frames per second is recommended. May not exceed 24 frames



Why sell banner ads?

- Selling newspaper retains 15% in commission

Example: \$5,000 order

**Your newspaper keeps
\$750 in commission**



Example: \$5,000 statewide order

- **\$5,000 buys 715,000 impressions**
- **50+ newspapers generate 1.5 million combined impressions per week**
- **715,000 impressions out of an available 1.5 million impressions for the network in the average week yields a 5% share of voice throughout the state**



Points to Remember

- It takes at least 72 hours to get an ad campaign started
- All ads are subject to pre-approval
- Minimum \$5,000 order
- Ads must be submitted in all three sizes: Leaderboard, Medium Rectangle and Wide Skyscraper
- Ads must meet ad standards
- CNPA will provide a tracking report



My client is interested

- Call CNPA, Maria Rodrigues (916) 288-6010 with questions or for pre-approval of the ad.
- Fax Order form to (916) 288-6022
- Email ad in all three sizes to: maria@cnpa.com