

# California Banner Ad Network

## Audience

Site Visitors



32% - 1 visit only  
44% - 1-3 visits  
24% - 19+ visits

California population - 26 M

Audience reach - 12.5 M

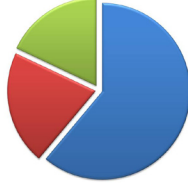
Loyalist audience reach - 8.5 M

In-state loyalist audience - 7.65 M

In-state loyalist reach - 29%

Median income - \$59,950

Employment



20.9% - Retired  
61.1% - Employed  
18% - Other

Residence



9.8% - non-resident  
90.2% - CA resident

Male/Female



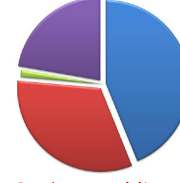
52% - female  
48% - male

Education



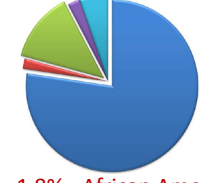
9.2% - Graduate  
23.3% - Bachelors  
15.1% - PhD/Masters

Political Affiliation



31% - Republican  
41.8% - Democrat  
1.3% - Libertarian  
21.2% - Not affiliated

Ethnicity



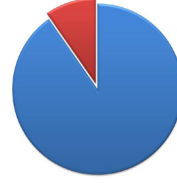
1.8% - African American  
73% - Caucasian  
12.5% - Hispanic/Latino  
5.1% - American Indian  
2.2% - Asian/Pacific

Marital Status



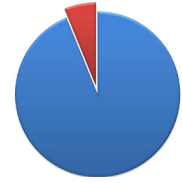
42.4% - Unmarried  
57.6% - Married

Voter Status



9.7% - Not registered  
90.2% - Registered to vote

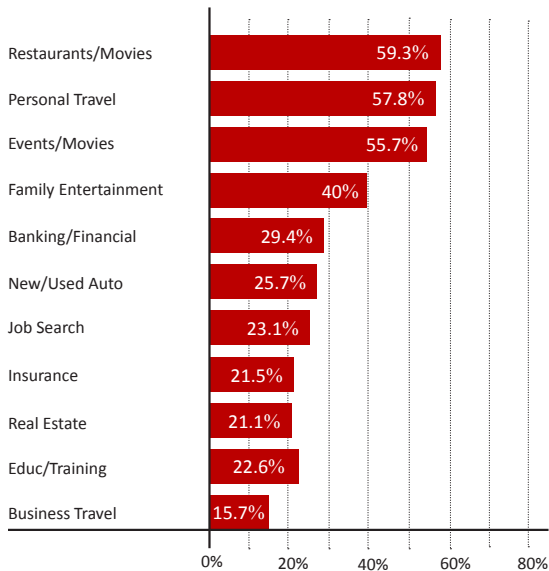
Plan to vote



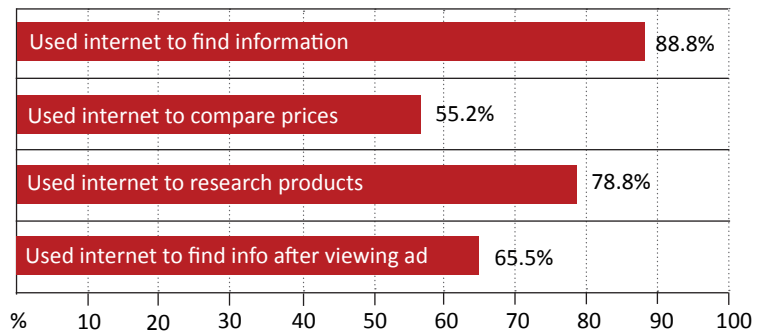
6.2% - No  
93.8% - Yes

## Purchasing Intentions

Products and services expected to purchase in next 12 months



Internet usage in the past 12 months



The California Newspaper Association network offers a new network that is truly unique, comprised of a majority of daily and weekly newspapers in the California major metro and suburban areas.

# Ad Rates

**Leaderboard** 728 x 90 pixels

**Skyscraper** 160 x 600 pixels

**Medium Rectangle** 300 x 250 pixels

**Minimum ad purchase: \$5,000**

## RUN OF NETWORK

Under 1MM Impressions:	\$10.00
1.1MM - 10 MM:	\$7.50
10MM - 20MM:	\$5.50
20MM+:	\$5.00

## PARTIAL NETWORK

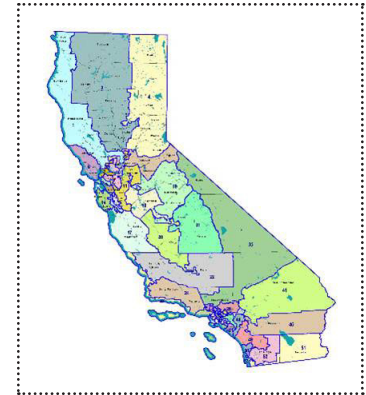
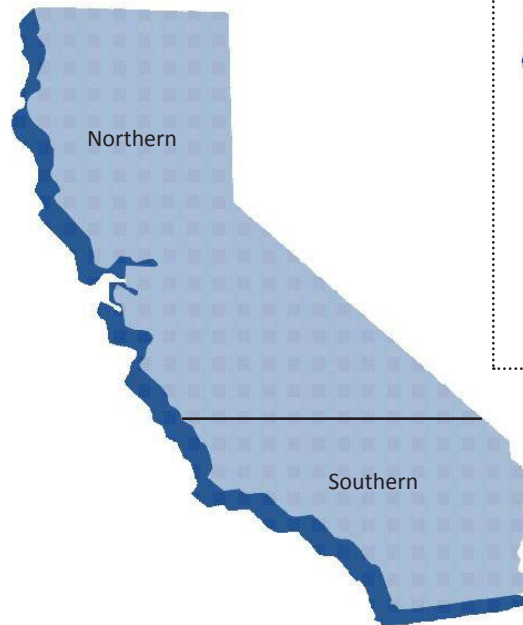
Under 1MM Impressions:	\$15.00
1.1MM - 10 MM:	\$12.50
10MM - 20MM:	\$11.00
20MM+:	\$8.00

## TARGETED

Under 1MM Impressions:	\$20.00
1.1MM - 10 MM:	\$17.50
10MM - 20MM:	\$16.00
20MM+:	\$12.00

## CONGRESSIONAL DISTRICTS

Under 1MM Impressions:	\$25.00
1.1MM - 10 MM:	\$22.50
10MM - 20MM:	\$20.00
20MM+:	\$17.50



# Ad File Requirements

1. CNPA will accept gif, jpg or flash files for banner ads. The maximum acceptable file for gif/jpg is 20 kb and for flash is 30 kb. Animation is limited to 15 seconds, including looping, for all gifs and swfs.
2. FLASH FRAME RATE: 12-15 framers per second is recommended. Frame rate may not exceed 24 frames per second. Banners that exceed 24 frames per second will not be accepted.
3. Every banner must have a border or strong background color to differentiate it from site content.
4. All FLASH banners must use the "clickTAG."
5. CNPA reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users at any time.
6. The sponsor of any advertising message must be clearly identified either on the ad itself or on the resulting first level jump page.
7. Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, or the like.
8. Advertisements cannot resemble newspaper content. Advertisement must have a border.
9. Advertisements cannot contain graphics that simulate interactivity (i.e., drop down menus, search boxes, etc.) without that functionality actually existing. NO fake or simulated HTML interactivity.

To purchase an ad in the California Banner Ad Network please contact:

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**Wolf Rosenberg**  
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# Participating Publications

## NORTHERN DAILIES

Auburn - Auburn Journal  
Chico - Enterprise Record  
Crescent City - The Daily Triplicate  
Davis - Davis Enterprise  
Eureka - Eureka Times-Standard  
Fairfield - Daily Republic  
Fresno - The Fresno Bee  
Gilroy - Gilroy Dispatch  
Grass Valley - The Union  
Lake County - Lake County Record Bee  
Lodi - Lodi News-Sentinel  
Madera - The Madera Tribune

Marysville - Appeal-Democrat  
Merced - Merced Sun-Star  
Modesto - The Modesto Bee  
Monterey - Monterey County Herald  
Napa - Napa Valley Register  
Novato - Marin Independent Journal  
Oroville - Oroville Mercury Register  
Red Bluff - Red Bluff Daily News  
Roseville - Roseville Press Tribune  
Sacramento - The Sacramento Bee  
Salinas - The Salinas Californian

San Francisco - San Francisco Chronicle  
San Francisco - San Francisco Examiner  
San Luis Obispo - The Tribune  
Santa Rosa - Press Democrat  
Sonoma - The Union Democrat  
Stockton - The Record  
Ukiah - Ukiah Daily Journal  
Vacaville - The Reporter  
Vallejo - Times-Herald  
Woodland - Daily Democrat  
Yreka - Siskiyou Daily News

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## NORTHERN WEEKLIES

Brentwood - Brentwood Press  
Burney - The Intermountain News  
Citrus Heights - American River Messenger  
Clovis - Clovis Independent  
Colfax - Colfax Record  
Colusa - Colusa Sun Herald  
Corning - Corning Observer  
Coronado - Coronado Eagle Journal  
Danville - Danville Weekly  
El Dorado - El Dorado Hills Telegraph  
Elk Grove - Elk Grove Citizen  
Eureka - The North Coast Journal  
Fall River Mills - Mountain Echo  
Folsom - Folsom Telegraph  
Granite Bay - Granite Bay Press Tribune  
Jackson - Amador Ledger Dispatch

Lincoln - Lincoln News Messenger  
Loomis - The Loomis News  
Los Altos - The Los Altos Town Crier  
Los Banos - Los Banos Enterprise  
Mariposa - Mariposa Gazette  
Menlo Park - The Almanac  
Mill Valley - Pacific Sun  
Mill Valley - Mill Valley Herald  
Monterey County Weekly  
Moraga - Lamorinda Weekly  
Morgan Hill - Morgan Hill Times  
Mountain View - Mountain View Voice  
Newman - The West Side Index & Gustine Press-Standard  
Novato - Novato Advance  
Orland - Orland Press Register

Palo Alto - Palo Alto Weekly  
Placerville - Mountain Democrat  
Pleasanton - Pleasanton Weekly  
Quincy - Feather River Bulletin  
Rocklin - The Placer Herald  
Ross Valley - Ross Valley Reporter  
San Andreas - Calaveras Enterprise  
San Francisco - San Francisco Bay Guardian  
San Luis Obispo - San Luis Obispo New Times  
San Rafael/Terra Linda - News Pointer  
Santa Cruz - Good Times  
Sausalito - Sausalito Scope  
Sonoma - The Sonoma Index-Tribune  
Twin Cities - Twin Cities Times  
Weaverville - The Trinity Journal  
Willows - Willows Journal

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## SOUTHERN DAILIES

Bakersfield - The Bakersfield Californian  
Covina - San Gabriel Valley Tribune  
El Centro - Imperial Valley Press  
Escondido - North County Times  
Hollister - Hollister Free Lance  
Lompoc - Lompoc Record  
Long Beach - Long Beach Press Telegram  
Los Angeles - Los Angeles Daily News

Los Angeles - Los Angeles Times  
Ontario - Inland Valley Daily Bulletin  
Palm Springs - The Desert Sun  
Pasadena - Pasadena Star News  
Redlands - Redlands Daily Facts  
Riverside - The Press-Enterprise  
San Bernadino - San Bernardino Sun  
San Diego - San Diego Union-Tribune

Santa Barbara - The Daily Sound  
Santa Clarita - The Signal  
Santa Maria - Santa Maria Times  
Torrance - Torrance Daily Breeze  
Tulare - Tulare-Advance Register  
Visalia - Visalia Times-Delta  
Whittier - Whittier Daily News

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## SOUTHERN WEEKLIES

Arroyo Grande - Times Press Recorder  
Artesia - Los Cerritos Community News  
Banning - Record Gazette  
Big Bear Lake - Big Bear Grizzly  
Chino - Champion Newspapers  
Chula Vista - La Prensa San Diego  
Dana Point - Dana Point Times  
Del Mar - Del Mar Times  
Desert Hot Springs - Desert Valley Star Weekly  
Fontana - Fontana Herald News  
Frazier Park - The Mountain Enterprise  
Garden Grove - Garden Grove Journal  
Hemet - The Valley Chronicle

Highland - Highland Community News  
Idyllwild - Idyllwild Town Crier  
Imperial Beach - Imperial Beach Eagle Times  
La Jolla - La Jolla Light  
Lake Arrowhead - Mountain News  
Long Beach - Gazette Newspapers  
Los Angeles - L.A. Downtown News  
Los Angeles - L.A. Watts Times  
Los Angeles - Los Angeles Garment & Citizen  
Los Angeles - Los Angeles Wave  
Malibu - The Malibu Times  
Pasadena - Pasadena Weekly  
Poway - Poway News Chieftan

Ramona - Ramona Sentinel  
Riverside - The Black Voice News  
San Clemente - San Clemente Times  
San Diego - San Diego Metro Weekly  
San Diego - San Diego CityBeat  
San Fernando - San Fernando Valley Sun  
San Juan Capistrano - The Capistrano Dispatch  
San Marino - San Marino Tribune  
Santa Barbara - Santa Barbara Independent  
Santa Maria - Santa Maria Sun  
Santa Ynez - Santa Ynez Valley News  
Ventura - Ventura County Reporter  
Yucaipa - News Mirror