

Rates below are non-commissionable

CASTRO VALLEY FORUM

AD SIZE	OPEN		FREQUENT 1		FREQUENT 2		FREQUENT 3		FREQUENT 4	
	1 Publication		6 Publications		13 Publications		26 Publications		52 Publications	
	Rate Per Column Inch	Rate Per Ad	Rate Per Column Inch	Rate Per Ad	Rate Per Column Inch	Rate Per Ad	Rate Per Column Inch	Rate Per Ad	Rate Per Column Inch	Rate Per Ad
Full Page (84")	16.50	1386.00	15.40	1293.60	14.30	1201.20	13.75	1155.00	12.69	1065.96
48 Column Inches	17.60	844.80	16.50	792.00	15.40	739.20	14.85	712.80	13.71	658.08
24 Column Inches	19.80	475.20	17.60	422.40	16.50	396.00	15.95	382.80	14.72	353.28
12 Column Inches	20.90	250.80	18.70	224.40	17.60	211.20	17.05	204.60	15.74	188.88
5 Column Inches	22.00	110.00	19.80	99.00	18.70	93.50	18.15	90.75	16.75	83.75
2.5 Column Inches	23.10	57.75	20.90	52.25	19.80	49.50	19.25	48.13	17.77	44.43

DEMOGRAPHICS

Castro Valley is a rural, small town that is set in the heart of one of the world's most sophisticated metropolitan areas. The largest unincorporated area in Northern California, Castro Valley has a diverse population, many long-term local merchants, and a well-developed community spirit. There are also many beautiful parks, including Cull Canyon and Don Castro, both featuring swimming lagoons, hiking trails and fishing. Lake Chabot Regional Park also provides boat rentals and camping. The year 2000 population figure was 57,292; the mean household income was \$74,300; and the average house price was \$440,000.

CASTRO VALLEY FORUM

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Fred Zehnder, Editor & Publisher
 Howard Morrison, Associate Publisher
 Helen Burkett, Advertising Design Manager

CIRCULATION

22,500 every Wednesday.

20,000 delivered free to homes, apartments and businesses in Castro Valley. Another 2,500 are distributed through outdoor and in-store racks in Castro Valley, San Leandro, Hayward and at over 150 businesses, restaurants, real estate offices and retail shops.

DEADLINE

Space Reservations, Ad Copy or Cancellations: Thursday 5 P.M.

PRE-PRINTED INSERTS (For 8" x 10-1/4" Flyers)*

Full Run (22,500)

\$60 per 1000 @ 22,500 copies = \$1,350.00

Partial Press Runs (minimum 5,000 copies)

\$60 per 1000 @ 5,000 copies = \$300.00

@ 7,500 copies = \$450.00

@ 10,000 copies = \$600.00

@ 15,000 copies = \$900.00

Pre-printed insert contract rates apply for FULL RUN insertions only.
 Pre-payment required on all insert orders.

Multi-page pieces: \$65 per 1000

Booklets (12+ pages): \$78 per 1000

*Pieces larger than 8" x 10-1/4" should be quarter-folded (folded in half).