

Rates below are non-commissionable

San Leandro Times

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")	20.90	1755.60	18.15	1524.60	17.60	1478.40	17.05	1432.20	15.73	1321.32
48 Column Inches	22.00	1056.00	18.70	897.60	18.15	871.20	17.60	844.80	16.25	780.00
24 Column Inches	24.20	580.80	19.80	475.20	18.70	448.80	18.15	435.60	16.75	402.00
12 Column Inches	25.30	303.60	23.10	277.20	22.00	264.00	19.80	237.60	17.60	211.20
5 Column Inches	26.40	132.00	25.30	126.50	24.20	121.00	20.90	104.50	19.29	96.45
2.5 Column Inches	27.50	68.75	26.40	66.00	25.30	63.25	22.00	55.00	20.31	50.78

DEMOGRAPHICS

San Leandro is a dynamic, growing city that is home to many important industries and businesses. Incorporated on March 21, 1872, San Leandro boasts a rich history, a diverse population and wide range of recreational activities. Hugging the San Francisco Bay, the San Leandro Marina features a free boat launching ramp and 455 berths. The Bayfair Mall is a regional retail shopping center, and there is a thriving downtown shopping district with local and national merchants. The year 2000 population figure was 80,000; the average household income was \$56,122; and the average house value was \$492,594.

SAN LEANDRO TIMES

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Fred Zehnder, Editor & Publisher
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 Jim Knowles, Managing Editor
 Greg Benson, Art Director

CIRCULATION

38,500 every Thursday.

31,236 delivered free to homes, apartments and businesses in San Leandro and Sheffield Village (Oakland). Another 7,264 are distributed through outdoor and in-store racks in San Leandro, San Lorenzo, Alameda, Castro Valley, Oakland and Hayward, and at over 150 businesses, restaurants, real estate offices and retail shops.

DEADLINE

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

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

Full Run (38,500)

\$60 per 1000 @ 38,500 copies = \$2,310.00

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
 @ 20,000 copies = \$1200.00

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).