

OPEN & CONTRACT RATES

COPY CHANGES PERMITTED

EXAMPLE AD SIZES OTHER SIZES & RATES AVAILABLE

DISPLAY ADVERTISING RATES AS OF:
06/01/07

2 columns wide = 3 3/8" wide

2 col. x 2" = 4 col. inches

OPEN	\$110. ⁰⁰ PER AD
6 WEEKS	\$105. ⁶⁰ PER AD
13 WEEKS	\$101. ²⁰ PER AD
26 WEEKS	\$88. ⁰⁰ PER AD
52 WEEKS	\$81. ²⁴ PER AD

2 inches deep

DEADLINE
FRIDAY
5PM

For Space
Reservations,
Ad Copy &
Cancellations:

◀ 1 col. wide = 1 5/8" wide ▶

1 column x 2 1/2"

OPEN	\$68. ⁷⁵ PER AD
6 WEEKS	\$66. ⁰⁰ PER AD
13 WEEKS	\$63. ²⁵ PER AD
26 WEEKS	\$55. ⁰⁰ PER AD
52 WEEKS	\$50. ⁷⁸ PER AD

2 col. x 2 1/2" = 5 col. inches

OPEN	\$132. ⁰⁰ PER AD
6 WEEKS	\$126. ⁵⁰ PER AD
13 WEEKS	\$121. ⁰⁰ PER AD
26 WEEKS	\$104. ⁵⁰ PER AD
52 WEEKS	\$96. ⁴⁵ PER AD

1 column x 3"

OPEN	\$82. ⁵⁰ PER AD
6 WEEKS	\$79. ²⁰ PER AD
13 WEEKS	\$75. ⁹⁰ PER AD
26 WEEKS	\$66. ⁰⁰ PER AD
52 WEEKS	\$60. ⁹³ PER AD

1 column x 4"

OPEN	\$110. ⁰⁰ PER AD
6 WEEKS	\$105. ⁶⁰ PER AD
13 WEEKS	\$101. ²⁰ PER AD
26 WEEKS	\$88. ⁰⁰ PER AD
52 WEEKS	\$81. ²⁴ PER AD

2 col. x 4" = 8 col. inches

OPEN	\$211. ²⁰ PER AD
6 WEEKS	\$202. ⁴⁰ PER AD
13 WEEKS	\$193. ⁶⁰ PER AD
26 WEEKS	\$167. ²⁰ PER AD
52 WEEKS	\$154. ³² PER AD

San Leandro Times

"The Largest Free-Delivered Newspaper in the East Bay"
CIRCULATION 38,500 • PUBLISHED EVERY THURSDAY
Delivered free to 30,400 households in San Leandro & Sheffield Village

CONTRACTS

6 week contracts must have (6) ads run in 6 months.
13 week contracts must have (13) ads run in 12 months.
26 week contracts must have (26) ads run in 12 months.
52 week contracts must have (52) ads run in 12 months.

4 columns wide = 6 13/16" wide

4 col. x 5" = 20 col. inches

OPEN \$506.⁰⁰ PER AD **26 WEEKS** \$396.⁰⁰ PER AD
6 WEEKS \$462.⁰⁰ PER AD **52 WEEKS** \$352.⁰⁰ PER AD
13 WEEKS \$440.⁰⁰ PER AD

3 columns wide = 5 1/16" wide

3 col. x 4 1/2" = 13 1/2 col. inches

OPEN \$341.⁵⁵ PER AD
6 WEEKS \$311.⁸⁵ PER AD
13 WEEKS \$297.⁰⁰ PER AD
26 WEEKS \$267.³⁰ PER AD
52 WEEKS \$237.⁶⁰ PER AD



OPEN & CONTRACT RATES

OTHER SIZES & RATES AVAILABLE

Copy Changes Permitted

2 columns wide = 3 3/8" wide

2 col. x 5" = 10 col. inches

OPEN \$264.⁰⁰ PER AD
6 WEEKS \$253.⁰⁰ PER AD
13 WEEKS \$242.⁰⁰ PER AD
26 WEEKS \$209.⁰⁰ PER AD
52 WEEKS \$192.⁹⁰ PER AD

CONTRACT TYPE	AD SIZE	OPEN RATE (1X)	6-WEEK RATE	13-WEEK RATE	26-WEEK RATE	52-WEEK RATE
		Rate Per Week	Rate Per Week	Rate Per Week	Rate Per Week	Rate Per Week
	Full Page (84")	1755.60	1524.60	1478.40	1432.20	1321.32
	48 Column Inches	1056.00	897.60	871.20	844.80	780.00
	24 Column Inches	580.80	475.20	448.80	435.60	402.00
	12 Column Inches	303.60	277.20	264.00	237.60	211.20
	6 Column Inches	158.40	151.80	145.20	125.40	115.74

*6 insertions must run in a 6-month period

**13 or more insertions must run in a 12-month period

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