

S & J Advertising's

YOUR TOWN
Monthly®



2023 Media Kit

DANVILLE WINTERS
VACAVILLE LIVERMORE
SAN RAMON DIXON
WALNUT VALLEJO
CREEK AMERICAN
DUBLIN CANYON
PLEASANTON
ALAMO LAFAYETTE
FAIRFIELD SUISUN CITY

BLACKHAWK

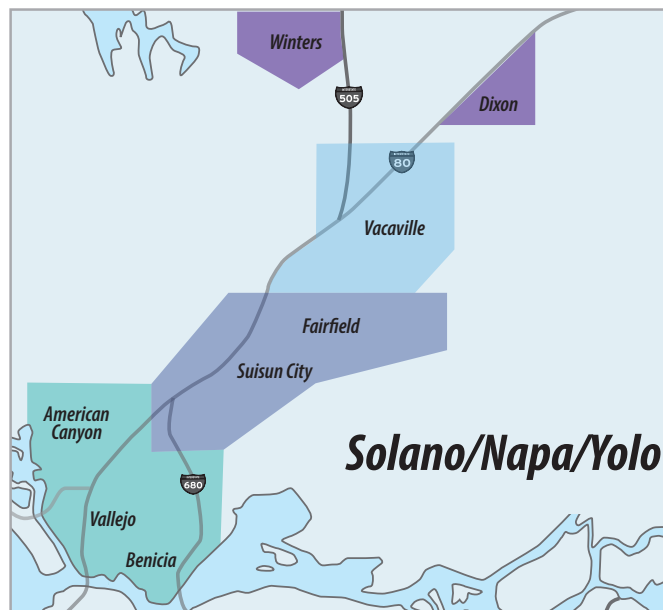
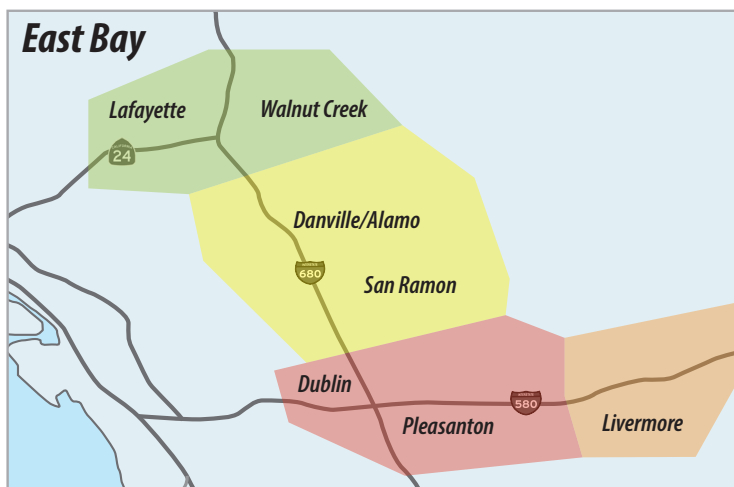
BENICIA



scan to view online

DIRECT MAIL

to more than **260,000** Northern California mailboxes every month



8 unique local editions

Alameda County

PD

Dublin
Pleasanton

TOTAL
34,000+

LV

Livermore

TOTAL
34,000+

Contra Costa County

SD

Alamo
Danville
Blackhawk
San Ramon

TOTAL
44,000+

WL

Lafayette
Walnut Creek

TOTAL
34,000+

Solano, Napa & Yolo Counties

VV

Vacaville

TOTAL
34,000+

FF

Fairfield
Suisun City
Cordelia

TOTAL
34,000+

BV

Benicia
Vallejo
American Canyon

TOTAL
34,000+

DW

Dixon
Winters

TOTAL
12,000+

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Combined annual direct mail distribution to over

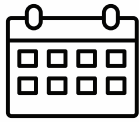
3,120,000

Revised 10/22



Ad design included

Our talented in-house design team will set up and design your ad, at no extra charge.



Repeat monthly impressions

Elevate your brand's local awareness with repeat monthly impressions to your neighbors' mailboxes.



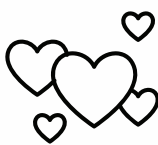
Interactive print ads

QR codes allow readers to scan your print ad for instant access to your website, menu or customized offer.



Call tracking

Route customer calls to any phone, view call history and listen to recorded calls for real-time insight into your ad's performance. One-time set-up fee applies.



Advertise with a trusted community resource

Since our first edition in December of 1990, we've delivered fun & valuable community content to local mailboxes every month. We're the trusted source to find out what's happening in town.

Give us a call today to place your ad in the next edition!

SOLANO, NAPA & YOLO COUNTIES

707-448-6446

ALAMEDA & CONTRA COSTA COUNTIES

925-328-0888

S & J Advertising's

YOUR TOWN
Monthly®



2023 Deadlines & Delivery Dates

EDITION

Jan

| | | |
|---|--------|----------------|
| San Ramon/Danville/Blackhawk/Alamo | Dec. 7 | Dec. 28-30 |
| Vacaville; Fairfield/Suisun City/Cordelia | Dec. 7 | Dec. 29-31 |
| Pleasanton/Dublin | Dec. 7 | Dec. 28-30 |
| Walnut Creek/Lafayette; Livermore | Dec. 7 | Dec. 29-31 |
| Benicia/Vallejo/American Canyon; Dixon/Winters | Dec. 7 | Dec. 30-Jan. 2 |

Feb

| | | |
|--|--------|----------------|
| San Ramon/Danville/Blackhawk/Alamo | Jan. 4 | Jan. 28-31 |
| Vacaville; Fairfield/Suisun City/Cordelia | Jan. 4 | Jan. 31-Feb. 2 |
| Pleasanton/Dublin | Jan. 4 | Feb. 1-3 |
| Walnut Creek/Lafayette; Livermore | Jan. 4 | Feb. 2-4 |
| Benicia/Vallejo/American Canyon; Dixon/Winters | Jan. 4 | Feb. 1-3 |

Mar

| | | |
|--|--------|----------------|
| San Ramon/Danville/Blackhawk/Alamo | Feb. 1 | Feb. 25-28 |
| Vacaville; Fairfield/Suisun City/Cordelia | Feb. 1 | Feb. 28-Mar. 2 |
| Pleasanton/Dublin | Feb. 1 | Mar. 1-2 |
| Walnut Creek/Lafayette; Livermore | Feb. 1 | Mar. 2-4 |
| Benicia/Vallejo/American Canyon; Dixon/Winters | Feb. 1 | Mar. 1-3 |

Apr

| | | |
|--|--------|----------------|
| San Ramon/Danville/Blackhawk/Alamo | Mar. 1 | Mar. 25-28 |
| Vacaville; Fairfield/Suisun City/Cordelia | Mar. 1 | Mar. 28-30 |
| Pleasanton/Dublin | Mar. 1 | Mar. 29-31 |
| Walnut Creek/Lafayette; Livermore | Mar. 1 | Mar. 30-Apr. 1 |
| Benicia/Vallejo/American Canyon; Dixon/Winters | Mar. 1 | Mar. 29-31 |

May

| | | |
|--|--------|------------|
| San Ramon/Danville/Blackhawk/Alamo | Apr. 5 | Apr. 22-25 |
| Vacaville; Fairfield/Suisun City/Cordelia | Apr. 5 | Apr. 25-27 |
| Pleasanton/Dublin | Apr. 5 | Apr. 26-28 |
| Walnut Creek/Lafayette; Livermore | Apr. 5 | Apr. 27-29 |
| Benicia/Vallejo/American Canyon; Dixon/Winters | Apr. 5 | Apr. 26-28 |

June

| | | |
|--|-------|----------------|
| San Ramon/Danville/Blackhawk/Alamo | May 3 | May 27-31 |
| Vacaville; Fairfield/Suisun City/Cordelia | May 3 | May 31- June 2 |
| Pleasanton/Dublin | May 3 | May 31-June 2 |
| Walnut Creek/Lafayette; Livermore | May 3 | June 1-3 |
| Benicia/Vallejo/American Canyon; Dixon/Winters | May 3 | June 1-3 |

EDITION

July

| | | |
|---|--------|----------------|
| San Ramon/Danville/Blackhawk/Alamo | June 7 | June 24-27 |
| Vacaville; Fairfield/Suisun City/Cordelia | June 7 | June 27-29 |
| Pleasanton/Dublin | June 7 | June 28-30 |
| Walnut Creek/Lafayette; Livermore | June 7 | June 29-July 1 |
| Benicia/Vallejo/American Canyon; Dixon/Winters | June 7 | June 28-30 |

Aug

| | | |
|--|--------|------------|
| San Ramon/Danville/Blackhawk/Alamo | July 5 | July 22-25 |
| Vacaville; Fairfield/Suisun City/Cordelia | July 5 | July 25-27 |
| Pleasanton/Dublin | July 5 | July 26-28 |
| Walnut Creek/Lafayette; Livermore | July 5 | July 27-29 |
| Benicia/Vallejo/American Canyon; Dixon/Winters | July 5 | July 26-28 |

Sep

| | | |
|--|--------|----------------|
| San Ramon/Danville/Blackhawk/Alamo | Aug. 2 | Aug. 26-29 |
| Vacaville; Fairfield/Suisun City/Cordelia | Aug. 2 | Aug. 29-31 |
| Pleasanton/Dublin | Aug. 2 | Aug. 30-Sep. 1 |
| Walnut Creek/Lafayette; Livermore | Aug. 2 | Aug. 31-Sep. 2 |
| Benicia/Vallejo/American Canyon; Dixon/Winters | Aug. 2 | Aug. 30-Sep. 1 |

Oct

| | | |
|--|--------|------------|
| San Ramon/Danville/Blackhawk/Alamo | Sep. 6 | Sep. 23-26 |
| Vacaville; Fairfield/Suisun City/Cordelia | Sep. 6 | Sep. 26-28 |
| Pleasanton/Dublin | Sep. 6 | Sep. 27-29 |
| Walnut Creek/Lafayette; Livermore | Sep. 6 | Sep. 28-30 |
| Benicia/Vallejo/American Canyon; Dixon/Winters | Sep. 6 | Sep. 27-29 |

Nov

| | | |
|--|--------|----------------|
| San Ramon/Danville/Blackhawk/Alamo | Oct. 4 | Oct. 28-31 |
| Vacaville; Fairfield/Suisun City/Cordelia | Oct. 4 | Oct. 31-Nov. 2 |
| Pleasanton/Dublin | Oct. 4 | Nov. 1-3 |
| Walnut Creek/Lafayette; Livermore | Oct. 4 | Nov. 2-4 |
| Benicia/Vallejo/American Canyon; Dixon/Winters | Oct. 4 | Nov. 1-3 |

Dec

| | | |
|--|--------|----------------|
| San Ramon/Danville/Blackhawk/Alamo | Nov. 1 | Nov. 25-28 |
| Vacaville; Fairfield/Suisun City/Cordelia | Nov. 1 | Nov. 28-30 |
| Pleasanton/Dublin | Nov. 1 | Nov. 29-Dec. 1 |
| Walnut Creek/Lafayette; Livermore | Nov. 1 | Nov. 30-Dec. 2 |
| Benicia/Vallejo/American Canyon; Dixon/Winters | Nov. 1 | Nov. 29-Dec. 1 |



Ad Rates

Affordable local advertising
for **every budget**

Alameda & Contra Costa Counties

| | San Ramon, Danville, Blackhawk & Alamo | | Pleasanton & Dublin | | Walnut Creek & Lafayette | | Livermore | |
|---------------------------------|---|-----------------------------|---|-----------------------------|---|-----------------------------|---|-----------------------------|
| | SD | | PD | | WL | | LV | |
| USPS Distribution | 44,000+ mailboxes | | 34,000+ mailboxes | | 34,000+ mailboxes | | 34,000+ mailboxes | |
| | 1 month | 6 month rate (per month) | 1 month | 6 month rate (per month) | 1 month | 6 month rate (per month) | 1 month | 6 month rate (per month) |
| Full-page | \$1,185 | \$1,030 | \$1,060 | \$925 | \$1,060 | \$925 | \$1,060 | \$925 |
| 1/2 page | \$665 | \$575 | \$600 | \$525 | \$600 | \$525 | \$600 | \$525 |
| 1/4 page | \$435 | \$375 | \$400 | \$350 | \$400 | \$350 | \$400 | \$350 |
| 1/8 page | \$260 | \$225 | \$225 | \$185 | \$225 | \$185 | \$225 | \$185 |
| Business Directory | n/a | \$70 | n/a | \$62 | n/a | \$62 | n/a | \$62 |
| Front cover ad space | sm \$295, md \$445, banner \$740, lg \$875 | | sm \$265, md \$395, banner \$660, lg \$778 | | sm \$265, md \$395, banner \$660, lg \$778 | | sm \$265, md \$395, banner \$660, lg \$778 | |

Solano, Napa & Yolo Counties

| | Vacaville | | Fairfield, Suisun City & Cordelia | | Benica, Vallejo & American Canyon | | Dixon & Winters | |
|---------------------------------|---|-----------------------------|---|-----------------------------|---|-----------------------------|---|-----------------------------|
| | VV | | FF | | BV | | DW | |
| USPS Distribution | 34,000+ mailboxes | | 34,000+ mailboxes | | 34,000+ mailboxes | | 12,000+ mailboxes | |
| | 1 month | 6 month rate (per month) | 1 month | 6 month rate (per month) | 1 month | 6 month rate (per month) | 1 month | 6 month rate (per month) |
| Full-page | \$975 | \$850 | \$975 | \$850 | \$975 | \$850 | \$635 | \$550 |
| 1/2 page | \$575 | \$500 | \$575 | \$500 | \$575 | \$500 | \$400 | \$350 |
| 1/4 page | \$375 | \$325 | \$375 | \$325 | \$375 | \$325 | \$225 | \$195 |
| 1/8 page | \$225 | \$175 | \$225 | \$175 | \$225 | \$175 | \$150 | \$125 |
| Business Directory | n/a | \$60 | n/a | \$60 | n/a | \$60 | n/a | \$45 |
| Front cover ad space | sm \$250, md \$375, banner \$625, lg \$725 | | sm \$250, md \$375, banner \$625, lg \$725 | | sm \$250, md \$375, banner \$625, lg \$725 | | sm \$145, md \$225, banner \$370, lg \$400 | |

Ad Units & Dimensions

Interior ads

| | Standard (no bleed) | Full bleed |
|------------------------|---|-----------------------|
| Two-page spread | | 17" wide x 11" high |
| Full-page | 7.5" wide x 9.625" high | 8.75" wide x 11" high |
| Half-page | Horizontal: 7.5" wide x 4.65" high Vertical: 3.5" wide x 9.625" high | |
| 1/3 page | Horizontal: 7.5" wide x 3" high Vertical: 3.5" wide x 6.5" high | |
| 1/4 page | Horizontal: 7.5" wide x 2.25" high Vertical: 3.5" wide x 4.65" high | |
| 1/6 page | 3.5" wide x 3" high | |
| 1/8 page | 3.5" wide x 2.25" high | |

Front cover ads

| | |
|---------------|--------------------------|
| Large | 4.1875" wide x 5.5" high |
| Banner | 7.5" wide x 2.5" high |
| Medium | 4.1875" wide x 2.5" high |
| Small | 3.1875" wide x 2.5" high |



Website display ads

Rates start at
\$150
per month

*Make an impression
with your ad on all pages of
YourTownMonthly.com*



Impressions of web ads are divided among five ad sizes displayed on all pages of YourTownMonthly.com. Ads are displayed responsively based on the user's screen size.

Ad dimensions (in pixels):

- Large leaderboard (970 x 90)
- Medium leaderboard (728 x 90)
- Mobile leaderboard (320 x 50)
- Large rectangle (300 x 600)
- Medium rectangle (300 x 250)

Web ad dimensions


**Many Worlds.
One Museum.**  **3 FLOORS • 100,000 SQ FT**
3700 Blackhawk Plaza Cir, Danville  **FIND OUT MORE!**

Large leaderboard (970 x 90)


**Many Worlds.
One Museum.**  **3 FLOORS
100,000 SQ FT**
3700 Blackhawk Plaza Cir,
Danville  **FIND
OUT
MORE!**

Medium leaderboard (728 x 90)

**Many Worlds.
One Museum.**


**BLACKHAWK
MUSEUM**

3700 Blackhawk Plaza Cir, Danville
3 FLOORS • 100,000 SQ FT



FIND OUT MORE!

Large rectangle (300 x 600)

**Many Worlds.
One Museum.**  **FIND
OUT
MORE!**

Mobile leaderboard (320 x 50)

Many Worlds. One Museum.


**BLACKHAWK
MUSEUM**

**3 FLOORS
100,000 SQ FT**

3700 Blackhawk Plaza Cir, Danville



FIND OUT MORE!

Medium rectangle (300 x 250)