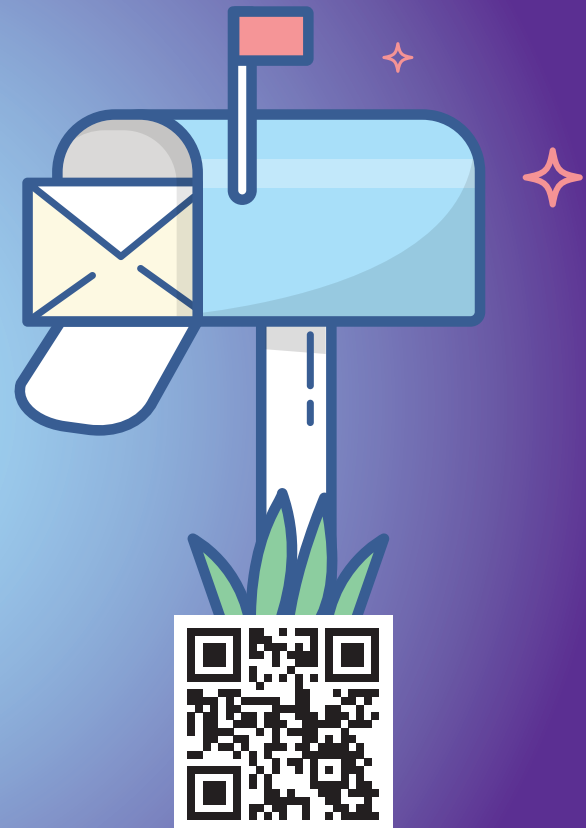


S & J Advertising's

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

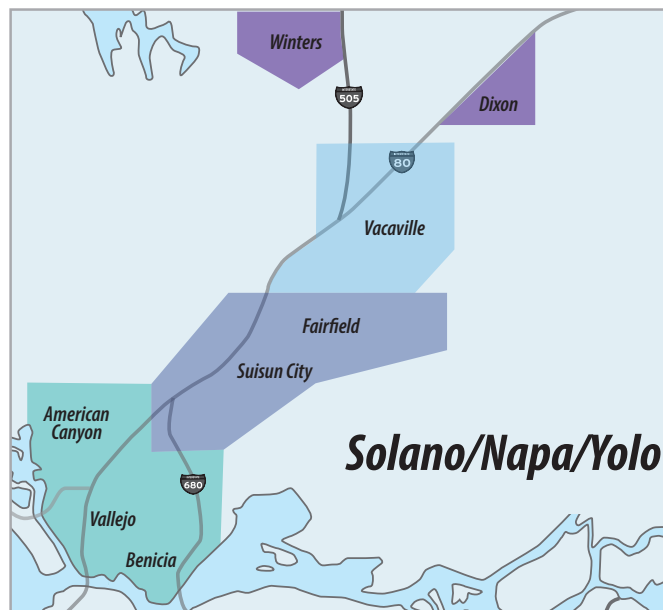
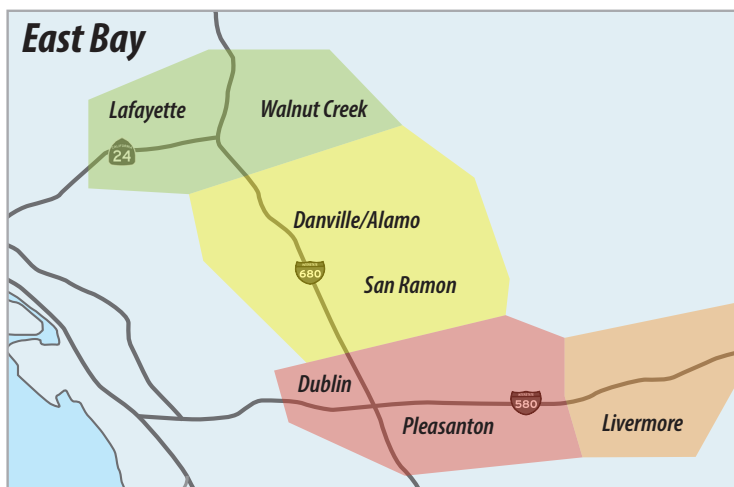
BLACKHAWK

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+

S & J Advertising's

YOUR TOWN
Monthly®



Combined annual direct mail distribution to over

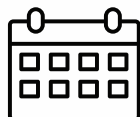
3,120,000

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.



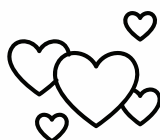
Interactive print ads

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



Promoted Social Media included starting at \$125

Get a monthly boosted post on Facebook and Instagram with the purchase of any print ad. Starting at only \$125 per month.



Impressions may be targeted by, age, interest and location. Number of impressions will depend on the market rates of Facebook and Instagram. Our charge is \$75 for creation. Boosts start at a minimum of \$50. Analytical report included.

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)

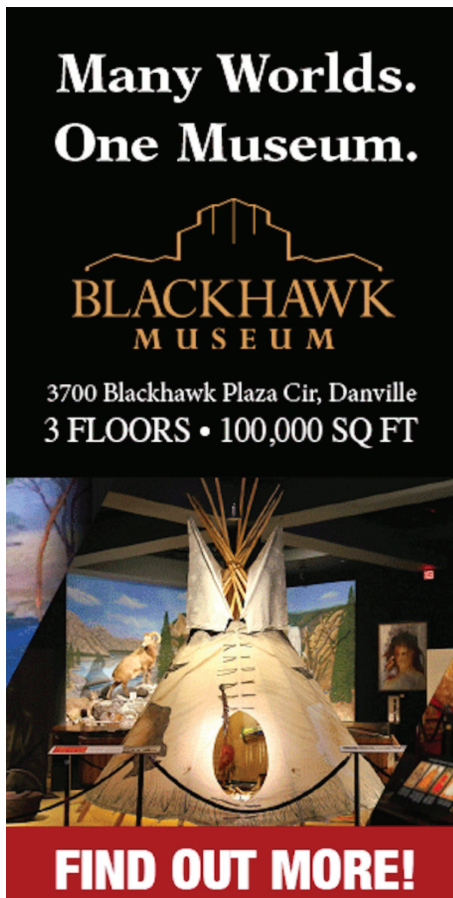
Web ad dimensions



Large leaderboard (970 x 90)



Medium leaderboard (728 x 90)



Large rectangle (300 x 600)



Mobile leaderboard (320 x 50)



Medium rectangle (300 x 250)