

S & J Advertising's

YOUR TOWN *Monthly*[®]



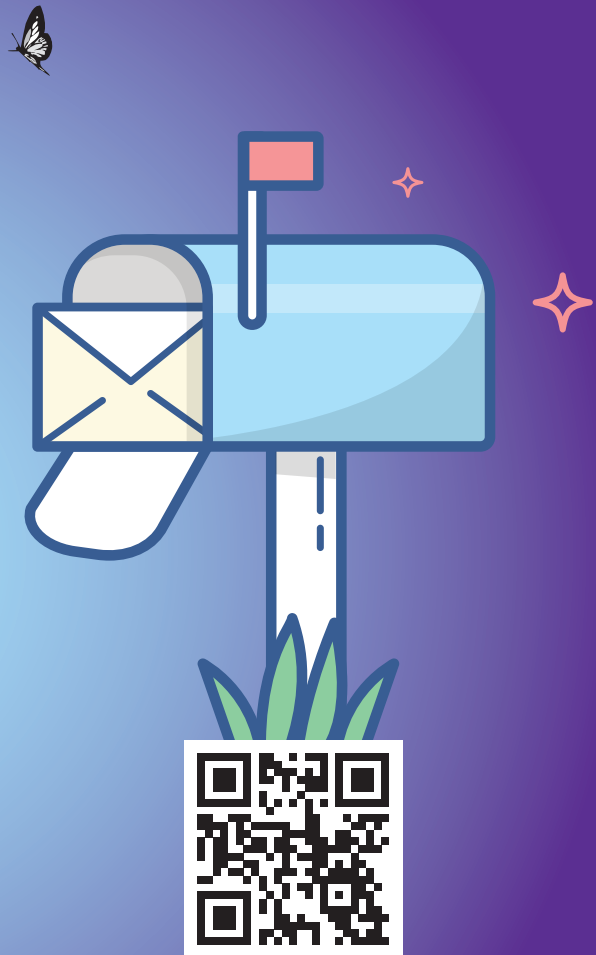
2024 Media Kit

Direct Mail Advertising + Targeted Social Media

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

BLACKHAWK

BENICIA



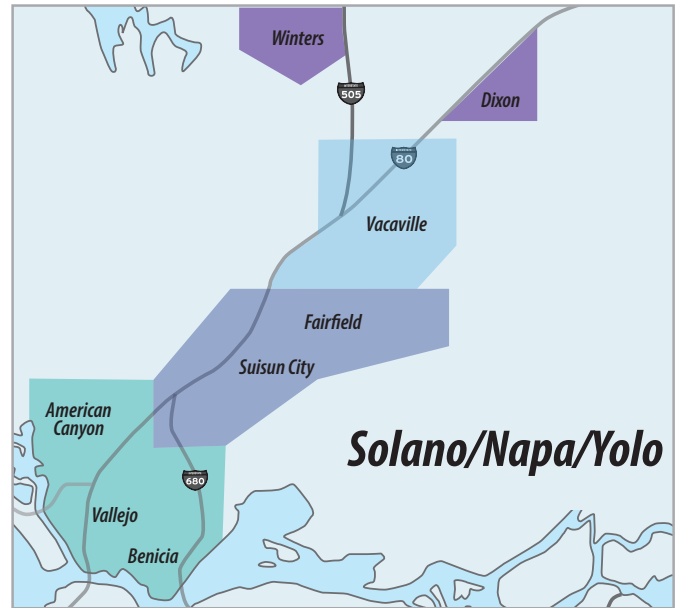
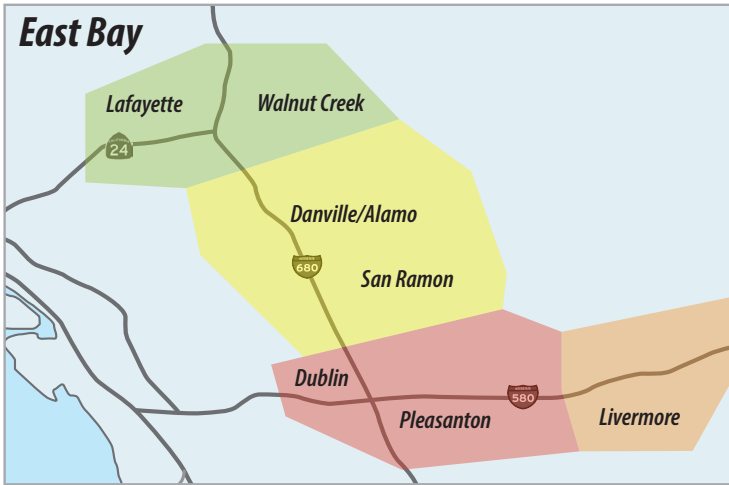
scan to view online

DIRECT MAIL

to more than

260,000

Northern California mailboxes every month



8 unique local editions

Alameda County

PD

Pleasanton
Dublin

TOTAL
34,000+

Contra Costa County

LV

Livermore

TOTAL
34,000+

SD

San Ramon
Danville
Blackhawk
Alamo

TOTAL
44,000+

WL

Walnut Creek
Lafayette

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

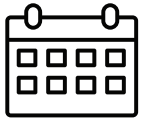
3,120,000

Revised 10/22



Ad design included

Our talented in-house design team can create your ad, at no extra charge.



Repeat monthly impressions

Build your brand's momentum with repeat monthly impressions to potential customers.



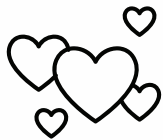
Interactive print ads

QR codes allow readers to scan your ad to instantly view your menu or custom offer.



Call tracking

Route customer calls to any phone number, 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

S & J Advertising's
YOUR TOWN Monthly[®]
Since 1990



We'll transform your print ad into a Targeted Social Media campaign



View samples in our
**Social Media
Ad Portfolio**



With print ad purchase, *Your Town Monthly*[®] advertisers can receive an animated, boosted post on Facebook & Instagram.

\$125 per month fee includes \$50 monthly credit towards social media boost and analytical report. Social media audiences may be targeted by location, age or interest(s). Offer valid with any print ad size 1/8-page or larger.

2024 Deadlines & Delivery Dates

EDITION	Ad copy deadline	Mailbox delivery date range <small>(subject to change without notice)</small>	EDITION	Ad copy deadline	Mailbox delivery date range <small>(subject to change without notice)</small>
Jan			July		
San Ramon/Danville/Blackhawk/Alamo	Dec. 6	Dec. 27-29	San Ramon/Danville/Blackhawk/Alamo	Jun. 5	Jun. 22-25
Vacaville; Fairfield/Suisun City/Cordelia	Dec. 6	Dec. 28-30	Vacaville; Fairfield/Suisun City/Cordelia	Jun. 5	Jun. 25-27
Pleasanton/Dublin	Dec. 6	Dec. 27-29	Pleasanton/Dublin	Jun. 5	Jun. 26-28
Walnut Creek/Lafayette; Livermore	Dec. 6	Dec. 29-Jan. 2	Walnut Creek/Lafayette; Livermore	Jun. 5	Jun. 27-29
Benicia/Vallejo/American Canyon	Dec. 6	Dec. 29-Jan. 2	Benicia/Vallejo/American Canyon	Jun. 5	Jun. 26-28
Dixon/Winters	Dec. 6	Dec. 29-Jan. 2	Dixon/Winters	Jun. 5	Jun. 26-28
Feb			Aug		
San Ramon/Danville/Blackhawk/Alamo	Jan. 3	Jan. 27-30	San Ramon/Danville/Blackhawk/Alamo	Jul. 3	Jul. 27-30
Vacaville; Fairfield/Suisun City/Cordelia	Jan. 3	Jan. 30-Feb. 1	Vacaville; Fairfield/Suisun City/Cordelia	Jul. 3	Jul. 30-Aug. 1
Pleasanton/Dublin	Jan. 3	Jan. 31-Feb. 2	Pleasanton/Dublin	Jul. 3	Jul. 31-Aug. 2
Walnut Creek/Lafayette; Livermore	Jan. 3	Feb. 1-3	Walnut Creek/Lafayette; Livermore	Jul. 3	Aug. 1-3
Benicia/Vallejo/American Canyon	Jan. 3	Jan. 31-Feb. 2	Benicia/Vallejo/American Canyon	Jul. 3	Jul. 31-Aug. 2
Dixon/Winters	Jan. 3	Jan. 31-Feb. 2	Dixon/Winters	Jul. 3	Jul. 31-Aug. 2
Mar			Sep		
San Ramon/Danville/Blackhawk/Alamo	Feb. 7	Feb. 24-27	San Ramon/Danville/Blackhawk/Alamo	Aug. 7	Aug. 24-27
Vacaville; Fairfield/Suisun City/Cordelia	Feb. 7	Feb. 27-29	Vacaville; Fairfield/Suisun City/Cordelia	Aug. 7	Aug. 27-29
Pleasanton/Dublin	Feb. 7	Feb. 28-Mar. 1	Pleasanton/Dublin	Aug. 7	Aug. 28-30
Walnut Creek/Lafayette; Livermore	Feb. 7	Feb. 29-Mar. 2	Walnut Creek/Lafayette; Livermore	Aug. 7	Aug. 29-31
Benicia/Vallejo/American Canyon	Feb. 7	Feb. 28-Mar. 1	Benicia/Vallejo/American Canyon	Aug. 7	Aug. 28-30
Dixon/Winters	Feb. 7	Feb. 28-Mar. 1	Dixon/Winters	Aug. 7	Aug. 28-30
Apr			Oct		
San Ramon/Danville/Blackhawk/Alamo	Mar. 6	Mar. 23-26	San Ramon/Danville/Blackhawk/Alamo	Sept. 4	Sept. 21-24
Vacaville; Fairfield/Suisun City/Cordelia	Mar. 6	Mar. 26-28	Vacaville; Fairfield/Suisun City/Cordelia	Sept. 4	Sept. 24-26
Pleasanton/Dublin	Mar. 6	Mar. 27-29	Pleasanton/Dublin	Sept. 4	Sept. 25-27
Walnut Creek/Lafayette; Livermore	Mar. 6	Mar. 28-30	Walnut Creek/Lafayette; Livermore	Sept. 4	Sept. 26-28
Benicia/Vallejo/American Canyon	Mar. 6	Mar. 27-29	Benicia/Vallejo/American Canyon	Sept. 4	Sept. 25-27
Dixon/Winters	Mar. 6	Mar. 27-29	Dixon/Winters	Sept. 4	Sept. 25-27
May			Nov		
San Ramon/Danville/Blackhawk/Alamo	Apr. 3	Apr. 27-30	San Ramon/Danville/Blackhawk/Alamo	Oct. 2	Oct. 26-29
Vacaville; Fairfield/Suisun City/Cordelia	Apr. 3	Apr. 30-May 2	Vacaville; Fairfield/Suisun City/Cordelia	Oct. 2	Oct. 29-31
Pleasanton/Dublin	Apr. 3	May 1-3	Pleasanton/Dublin	Oct. 2	Oct. 30-Nov. 1
Walnut Creek/Lafayette; Livermore	Apr. 3	May 2-4	Walnut Creek/Lafayette; Livermore	Oct. 2	Oct. 31-Nov. 2
Benicia/Vallejo/American Canyon	Apr. 3	May 1-3	Benicia/Vallejo/American Canyon	Oct. 2	Oct. 30-Nov. 1
Dixon/Winters	Apr. 3	May 1-3	Dixon/Winters	Oct. 2	Oct. 30-Nov. 1
June			Dec		
San Ramon/Danville/Blackhawk/Alamo	May 1	May 25-29	San Ramon/Danville/Blackhawk/Alamo	Nov. 6	Nov. 23-26
Vacaville; Fairfield/Suisun City/Cordelia	May 1	May 29-31	Vacaville; Fairfield/Suisun City/Cordelia	Nov. 6	Nov. 26-29
Pleasanton/Dublin	May 1	May 29-31	Pleasanton/Dublin	Nov. 6	Nov. 27-30
Walnut Creek/Lafayette; Livermore	May 1	May 30-Jun. 1	Walnut Creek/Lafayette; Livermore	Nov. 6	Nov. 29-Dec. 2
Benicia/Vallejo/American Canyon	May 1	May 30-Jun. 1	Benicia/Vallejo/American Canyon	Nov. 6	Nov. 27-30
Dixon/Winters	May 1	May 30-Jun. 1	Dixon/Winters	Nov. 6	Nov. 27-30



Ad Rates

Affordable local advertising
for **every budget**

Alameda & Contra Costa Counties

	San Ramon, Danville, Blackhawk & Alamo SD		Pleasanton & Dublin PD		Walnut Creek & Lafayette WL		Livermore 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 VV		Fairfield, Suisun City & Cordelia FF		Benicia, Vallejo & American Canyon BV		Dixon & Winters 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 <i>(small + medium combined)</i>	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)

Recent projects

DANVILLE PICKS

DANVILLE live locally

holiday
GIFT GUIDE
 2023

Town of Danville
 Holiday Gift Guide 2023

DUBLIN
 CALIFORNIA

2023
HOLIDAY
GIFT GUIDE

SHOP * DINE * PLAY

#DiscoverDublinCA

City of Dublin
 Holiday Gift Guide 2023

THE CITY OF
PLEASANTON
HOLIDAY
GIFT GUIDE

Support Local

THE CITY OF
 PLEASANTON

City of Pleasanton
 Holiday Gift Guide 2023

ROWELL RANCH
PRO RODEO
 MAY 19-21, 2023

Rowell Ranch Pro Rodeo
 Program 2023

DANVILLE PICKS
holiday
GIFT GUIDE
 2022

DANVILLE

Town of Danville
 Holiday Gift Guide 2022

DUBLIN
 CALIFORNIA

CITY OF DUBLIN
 2022
HOLIDAY
GIFT GUIDE

SHOP * DINE * PLAY

#DiscoverDublinCA

City of Dublin
 Holiday Gift Guide 2022