

S & J Advertising's

YOUR TOWN
Monthly®



2026 Media Kit

Direct Mail Advertising + Targeted Social Media

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

BLACKHAWK

BENICIA



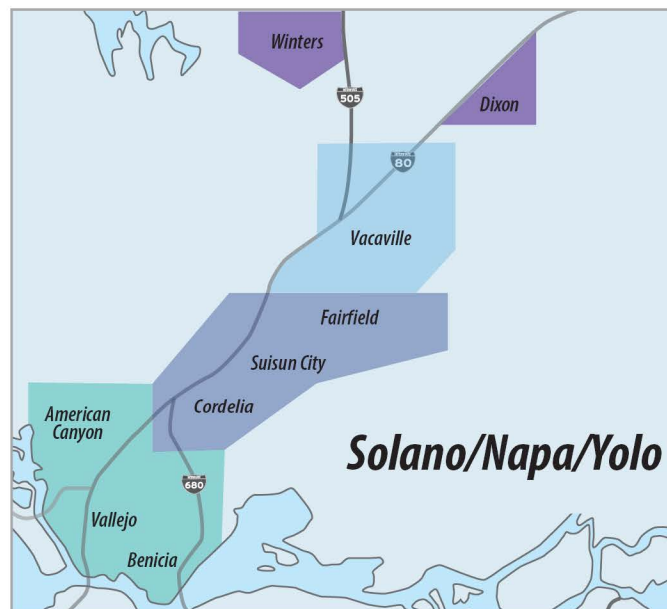
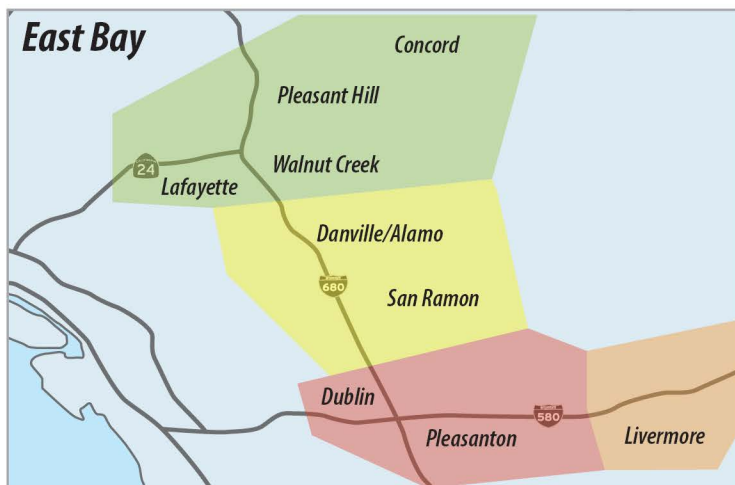
scan to view online

DIRECT MAIL

Approximately

270,000

Northern California mailboxes every month



8 unique local editions

Alameda County

PD

Pleasanton
Dublin

TOTAL
35,000+

LV

Livermore

TOTAL
34,000+

Contra Costa County

SD

San Ramon
Danville
Blackhawk
Alamo

TOTAL
44,000+

WL

Walnut Creek
Concord
Pleasant Hill
Lafayette

TOTAL
35,000+

Solano, Napa & Yolo Counties

VV

Vacaville

TOTAL
35,000+

FF

Fairfield
Suisun City
Cordelia

TOTAL
34,000+

BV

Benicia
Vallejo
American Canyon

TOTAL
34,000+

DW

Dixon
Winters

TOTAL
14,000+

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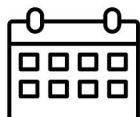
Combined annual direct mail distribution to over

3,220,000



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.



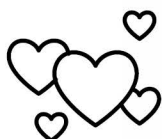
Interactive print ads

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.

\$175 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.

2026 Deadlines & Delivery Dates

EDITION

Jan *Ad copy due Dec 4

San Ramon/Danville/Blackhawk/Alamo
 Vacaville; Fairfield/Suisun City/Cordelia
 Pleasanton/Dublin
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore
 Benicia/Vallejo/American Canyon
 Dixon/Winters

Mailbox delivery date range

(subject to change without notice)

Dec. 27-30
 Dec. 27-30
 Dec. 27-30
 Dec. 28-30
 Dec. 28-30
 Dec. 28-30

Feb *Ad copy due Jan 7

San Ramon/Danville/Blackhawk/Alamo
 Vacaville; Fairfield/Suisun City/Cordelia
 Pleasanton/Dublin
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore
 Benicia/Vallejo/American Canyon
 Dixon/Winters

Jan. 24-26
 Jan. 28-Feb. 1
 Jan. 29-31
 Jan. 29-31
 Jan. 28-Feb. 1
 Jan. 28-Feb. 1

Mar *Ad copy due Feb 4

San Ramon/Danville/Blackhawk/Alamo
 Vacaville; Fairfield/Suisun City/Cordelia
 Pleasanton/Dublin
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore
 Benicia/Vallejo/American Canyon
 Dixon/Winters

Feb. 21-23
 Feb. 25-27
 Feb. 25-27
 Feb. 28-Mar. 1
 Feb. 25-27
 Feb. 25-27

Apr *Ad copy due Mar 4

San Ramon/Danville/Blackhawk/Alamo
 Vacaville; Fairfield/Suisun City/Cordelia
 Pleasanton/Dublin
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore
 Benicia/Vallejo/American Canyon
 Dixon/Winters

Mar. 21-23
 Mar. 25-27
 Mar. 26-28
 Mar. 27-29
 Mar. 25-27
 Mar. 25-27

May *Ad copy due Apr 1

San Ramon/Danville/Blackhawk/Alamo
 Vacaville; Fairfield/Suisun City/Cordelia
 Pleasanton/Dublin
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore
 Benicia/Vallejo/American Canyon
 Dixon/Winters

Apr. 25-27
 Apr. 29-May 1
 Apr. 29-May 1
 Apr. 30-May 2
 Apr. 29-May 1
 Apr. 29-May 1

Jun *Ad copy due May 6

San Ramon/Danville/Blackhawk/Alamo
 Vacaville; Fairfield/Suisun City/Cordelia
 Pleasanton/Dublin
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore
 Benicia/Vallejo/American Canyon
 Dixon/Winters

May 23-26
 May 27-29
 May 28-30
 May 28-30
 May 27-29
 May 27-29

EDITION

Jul *Ad copy due Jun 3

San Ramon/Danville/Blackhawk/Alamo
 Vacaville; Fairfield/Suisun City/Cordelia
 Pleasanton/Dublin
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore
 Benicia/Vallejo/American Canyon
 Dixon/Winters

Mailbox delivery date range

(subject to change without notice)

Jun. 20-22
 Jun. 24-26
 Jun. 25-27
 Jun. 25-27
 Jun. 24-26
 Jun. 24-26

Aug *Ad copy due Jul 1

San Ramon/Danville/Blackhawk/Alamo
 Vacaville; Fairfield/Suisun City/Cordelia
 Pleasanton/Dublin
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore
 Benicia/Vallejo/American Canyon
 Dixon/Winters

Jul. 25-27
 Jul. 29-31
 Jul. 29-31
 Jul. 30-Aug. 1
 Jul. 29-31
 Jul. 29-31

Sept *Ad copy due Aug 5

San Ramon/Danville/Blackhawk/Alamo
 Vacaville; Fairfield/Suisun City/Cordelia
 Pleasanton/Dublin
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore
 Benicia/Vallejo/American Canyon
 Dixon/Winters

Aug. 22-24
 Aug. 26-28
 Aug. 26-28
 Aug. 27-29
 Aug. 26-28
 Aug. 26-28

Oct *Ad copy due Sept 2

San Ramon/Danville/Blackhawk/Alamo
 Vacaville; Fairfield/Suisun City/Cordelia
 Pleasanton/Dublin
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore
 Benicia/Vallejo/American Canyon
 Dixon/Winters

Sept. 24-26
 Sept. 30-Oct. 2
 Sept. 30-Oct. 2
 Oct. 1-3
 Sept. 30-Oct. 2
 Sept. 30-Oct. 2

Nov *Ad copy due Oct 7

San Ramon/Danville/Blackhawk/Alamo
 Vacaville; Fairfield/Suisun City/Cordelia
 Pleasanton/Dublin
 Walnut Creek/Concord/Pleasant Hill/Lafayette; Livermore
 Benicia/Vallejo/American Canyon
 Dixon/Winters

Oct. 24-26
 Oct. 28-30
 Oct. 28-30
 Oct. 29-31
 Oct. 28-30
 Oct. 28-30

Dec *Ad copy due Nov 4

San Ramon/Danville/Blackhawk/Alamo
 Vacaville; Fairfield/Suisun City/Cordelia
 Pleasanton/Dublin
 Walnut Creek/Lafayette/Concord/Pleasant Hill; Livermore
 Benicia/Vallejo/American Canyon
 Dixon/Winters

Nov. 21-23
 Nov. 25-27
 Nov. 25-27
 Nov. 26-28
 Nov. 25-27
 Nov. 25-27



Affordable local advertising
for **every budget**

Alameda & Contra Costa Counties

	San Ramon, Danville, Blackhawk & Alamo SD		Pleasanton & Dublin PD		Walnut Creek, Concord, Pleasant Hill & Lafayette WL		Livermore LV	
USPS Distribution	44,000+ mailboxes		35,000+ mailboxes		35,000+ 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	\$1,245	\$1,080	\$1,110	\$970	\$1,110	\$970	\$1,110	\$970
1/2 page	\$698	\$598	\$630	\$550	\$630	\$550	\$630	\$550
1/4 page	\$458	\$395	\$420	\$368	\$420	\$368	\$420	\$368
1/8 page	\$275	\$238	\$240	\$195	\$240	\$195	\$240	\$195
Business Directory	n/a	\$75	n/a	\$67	n/a	\$67	n/a	\$67
Front cover ad space	sm \$310, md \$470, banner \$780, lg \$920		sm \$280, md \$415, banner \$695, lg \$818		sm \$280, md \$415, banner \$695, lg \$818		sm \$280, md \$415, banner \$695, lg \$818	

Solano, Napa & Yolo Counties

	Vacaville VV		Fairfield, Suisun City & Cordelia FF		Benicia, Vallejo & American Canyon BV		Dixon & Winters DW	
USPS Distribution	35,000+ mailboxes		34,000+ mailboxes		34,000+ mailboxes		14,000+ 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	\$1,025	\$895	\$1,025	\$895	\$1,025	\$895	\$670	\$580
1/2 page	\$605	\$525	\$605	\$525	\$605	\$525	\$420	\$370
1/4 page	\$395	\$345	\$395	\$345	\$395	\$345	\$238	\$205
1/8 page	\$238	\$185	\$238	\$185	\$238	\$185	\$160	\$135
Business Directory	n/a	\$65	n/a	\$65	n/a	\$65	n/a	\$50
Front cover ad space	sm \$265, md \$395, banner \$660, lg \$765		sm \$265, md \$395, banner \$660, lg \$765		sm \$265, md \$395, banner \$660, lg \$765		sm \$155, md \$245, banner \$390, lg \$425	

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	
1/8 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

