



THE ORINDA NEWS

2023 DISPLAY ADVERTISING INFORMATION

The Orinda News has been the voice of Orinda since 1946 and is published monthly by The Orinda Association, a non-profit organization. Issues are mailed by the first of the month to every home and business in Orinda. Additional copies are available at several retail locations, public places and restaurants. Monthly distribution is 9,000.

Ads appear free of charge in the PDF version of the paper at www.theorindanews.com and www.orindaassociation.com. Use the blank column on the far right to calculate the per-issue ad price. Advertising on our website, www.theorindanews.com, may be purchased for a small fee. See Online Ad Rates sheet for more information.

Ad Size - Black and White Print Size 17.5" x 11.5"	One Run Issue Price	Three Issue Run Per Issue Price	12 Issue Run Per Issue Price	Add for Color	Total Per Issue Price*
1 column x 2" = 2.333" x 2.0"	\$62.00	\$56.00	\$52.00	\$6.00	
1 column x 3" = 2.333" x 3.0"	\$88.00	\$80.00	\$73.00	\$11.00	
1 column x 4" = 2.333" x 4.0"	\$102.00	\$93.00	\$88.00	\$22.00	
1 column x 5" = 2.333" x 5.0"	\$123.00	\$113.00	\$106.00	\$33.00	
1 column x 6" = 2.333" x 6.0"	\$144.00	\$130.00	\$123.00	\$44.00	
2 columns x 2" = 4.930" x 2.0"	\$102.00	\$93.00	\$88.00	\$22.00	
2 columns x 3" = 4.930" x 3.0"	\$144.00	\$130.00	\$123.00	\$44.00	
2 columns x 4" = 4.930" x 4.0"	\$181.00	\$164.00	\$155.00	\$55.00	
2 columns x 5" = 4.930" x 5.0"	\$220.00	\$198.00	\$188.00	\$66.00	
2 columns x 6" = 4.930" x 6.0"	\$256.00	\$231.00	\$219.00	\$77.00	
1/4 page = 4.930" x 7.0"	\$294.00	\$265.00	\$254.00	\$88.00	
2 columns x 8" = 4.930" x 8.0"	\$331.00	\$299.00	\$284.00	\$99.00	
3 columns x 6" = 7.52" x 6.0"	\$367.00	\$331.00	\$315.00	\$110.00	
3 columns x 8" = 7.52" x 8.0"	\$478.00	\$430.00	\$410.00	\$132.00	
1/2 page = 10.125" x 7.0"	\$531.00	\$480.00	\$455.00	\$165.00	
Full Page = 10.125" x 15"	\$1,057.00	\$954.00	\$905.00	\$330.00	
Full Back Page Color Only	\$1,505.00	\$1,455.00	\$1,405.00	included	
Front Page Color Only:					
2 columns x 2" = 4.930" x 2.0"	\$232.00	\$232.00	\$232.00	included	
2 columns x 3" = 4.930" x 3.0"	\$282.00	\$282.00	\$282.00	included	
2 columns x 4" = 4.930" x 4.0"	\$331.00	\$331.00	\$331.00	included	

- Layout: 4 columns per page; each column is 2.333 inches wide; a full page is 10.125 inches x 15 inches.
- For all other sizes, contact your ad representative.
- Print size is 17.5 inches x 11.5 inches.
- Inserts: \$600 each insertion. Advertiser must provide 9,000 copies of insert and ship to the mailing house.

AD PAYMENT/NEW ADVERTISERS

Advertisers pay for their ads up front upon receipt of their first e-invoice.

Pay online at <http://orindaassociation.org/payonews>.

AD REPRESENTATIVE

Kathy Enzerink • 252.626.2109 • kathy@theorindanews.com

Jill Gelster • 925-528-9225 • jill@aspenconsult.net

* For example, if you ran a 1 column (2.333") x 2" black and white ad for three issues, it would cost \$56 per issue. For the same ad in color, add \$6 to the cost for a total of \$62 per issue (\$56 + \$6 = \$62).

ONLINE AD DEADLINES

Issue	Ad Reservation	Final Art
January	December 8	December 10
February	January 8	January 10
March	February 8	February 10
April	March 8	March 10
May	April 8	April 10
June	May 8	May 10
July	June 8	June 10
August	July 8	July 10
September	August 8	August 10
October	September 8	September 10
November	October 8	October 10
December	November 8	November 10

AD DESIGN

The Orinda News offers typesetting and graphic design at a reasonable rate through Jill Gelster and David Dierks at Aspen Consulting. If you need assistance preparing your ad, please contact them at 925-528-9225, jill@aspenconsult.net or david@aspenconsult.net. Any charges incurred will appear as a separate line item on your e-invoice.

Camera ready art is defined by *The Orinda News* as art which is submitted via email; preferred format is a PDF file. Print media requires artwork at a higher resolution than the Internet. Photos with a 300 dpi resolution and minimum file size of 700-800 kilobytes or higher are preferred. If you work in color, use a CMYK color mode.

Thanks to our advertisers, The Orinda Association is able to offer *The Orinda News* to the community free of charge. First published in 1937, *The Orinda News* has a long and proud history of providing news of interest to local residents and businesses. We gratefully thank our advertisers for making this possible.

DEMOGRAPHICS

A 2016 poll showed that 86% of Orindans turn to us first for local news, 65% go to the *Lamorinda Weekly* and 54% go to the *Contra Costa Times*.

2022 US CENSUS DATA FOR ORINDA CA*

Population 2022 estimate – 19,483
Median Income 2017-2021 – \$248,984
Female persons – 51.1%
Living in same house 1 year and over 90.3%
Owner-occupied housing rate 2017-2021 – 94.1%
Median value owner-occupied housing \$1,538,400

Number of households: 2017-2021 – 7,252
Persons per household 2017-2021 – 2.68
Persons under 5 years – 4.4%
Persons under 18 years – 24.9%
Persons 65 years and older 22.3%

*Source: <https://www.census.gov/quickfacts/fact/table/orindacitycalifornia,US/PST045222?>