



**East Bay**  
Publishing Corporation

# Media Kit 2027

Advertising rates, readership, distribution, specifications, and deadlines for two hometown weekly newspapers in Alameda County.

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**Castro Valley Forum**



**San Leandro Times**

## WHO WE ARE

## Two papers, two towns, one newsroom.

East Bay Publishing Corporation is a San Leandro company. It has published the Castro Valley Forum since 1989 and the San Leandro Times since 1991, from the same San Leandro office.

Both papers are written, edited, and sold by people who live where they work. Both are delivered free to the homes and businesses they cover, which means an advertisement in the Forum or the Times lands on the kitchen table of the customer you are trying to reach, not in a feed they scroll past.

Regional outlets cover the East Bay from a distance. We cover the school board meeting, the new restaurant on the Boulevard, and the game on Friday night. That is why readers keep the paper all week, and why local advertisers have run with us for more than three decades.

Items shown in gold with a dotted underline are placeholders to be confirmed by the publisher before this kit is distributed. Gray paragraphs are stand-in copy.



The hills in summer gold, the flat water of the bay below them. That is the ground we cover.

|             |                                         |
|-------------|-----------------------------------------|
| LEGAL NAME  | East Bay Publishing Corporation         |
| MAIL        | P.O. Box 2897<br>Alameda, CA 94501-0897 |
| PHONE       | 510-614-1555                            |
| PUBLISHER   | <u>Name</u>                             |
| ADVERTISING | <u>Name</u> ♦ <u>email</u>              |

# 2

# 1989

# 1991

# 30,000

Weekly community newspapers   Castro Valley Forum first published   San Leandro Times first published   Times copies delivered free every Thursday

### Be there

At the council meeting, the school board, the game, and the parade. Local news is reported by showing up.

### Deliver free

Everyone in town gets the paper, not only the people who subscribe. That is what makes it the town's paper.

### Answer the phone

One office, one number, and a person on the other end of it. Your ad is placed by someone who knows the town.



## OUR NEWSPAPERS

## Two weekly papers for two East Bay towns.

Each paper is written for its own community and delivered free to the homes and businesses it covers.

SERVING CASTRO VALLEY SINCE 1989

### Castro Valley Forum

A community newspaper for Castro Valley, from the hills above Lake Chabot to the Boulevard. Castro Valley is unincorporated and has no city hall, which makes a hometown paper more useful, not less: the Forum is where the county's decisions about the town are reported, and where the town answers back.

|             |                                                                 |
|-------------|-----------------------------------------------------------------|
| COVERAGE    | Castro Valley                                                   |
| FREQUENCY   | Weekly, <a href="#">day</a>                                     |
| CIRCULATION | <a href="#">00,000</a> , delivered free to homes and businesses |
| ONLINE      | <a href="#">castrovalleyforum.com</a>                           |
| EMAIL       | <a href="#">info@castrovalleyforum.com</a>                      |

#### In every issue

- ♦ Local news and the county
- ♦ Sheriff's report
- ♦ Schools
- ♦ Sports
- ♦ Seniors
- ♦ Health and fitness
- ♦ Arts and entertainment
- ♦ Home and garden
- ♦ Letters to the editor
- ♦ Obituaries
- ♦ Calendar
- ♦ Classifieds

SERVING SAN LEANDRO SINCE 1991

### San Leandro Times

An independent hometown newspaper for San Leandro and the unincorporated communities beside it: San Lorenzo, Ashland, and Sheffield Village. Every Thursday, 30,000 copies are delivered free to homes, apartments, and businesses across San Leandro and Sheffield Village.

|             |                                                             |
|-------------|-------------------------------------------------------------|
| COVERAGE    | San Leandro, San Lorenzo, Ashland, Sheffield Village        |
| FREQUENCY   | Weekly, every Thursday                                      |
| CIRCULATION | 30,000, delivered free to homes, apartments, and businesses |
| ONLINE      | <a href="#">sanleandrotimes.com</a>                         |
| EMAIL       | <a href="#">Times newsroom email</a>                        |

#### In every issue

- ♦ City news and council
- ♦ Police and public safety
- ♦ Schools
- ♦ Sports
- ♦ Seniors
- ♦ Arts and entertainment
- ♦ Business
- ♦ Letters to the editor
- ♦ Obituaries
- ♦ Legal notices
- ♦ Calendar
- ♦ Classifieds



READERSHIP

# Readers who live, shop, and vote where you do business.

A free weekly that arrives at the door reaches the whole town, not only the people who chose to subscribe.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

## Why print still works here

### 01 It arrives whether or not they asked

Home delivery means every household on the route sees the paper, and the ads in it, every week.

### 02 It stays on the table

A weekly paper is read over several days and shared within the household. [Readership multiplier](#) readers per copy.

### 03 It is trusted

Readers know the reporters' names. Advertisers borrow that trust. Lorem ipsum dolor sit amet, consectetur.

Source for readership figures: [survey name, year, sample size](#).  
Demographic figures at right are placeholders.

## AT A GLANCE

00,000

Combined weekly circulation, both papers

00,000

Estimated weekly readers

00%

Homeowners among reader households

\$000,000

Median household income, coverage area

00

Median reader age

00%

Readers who shopped at an advertiser in the past 30 days



DISTRIBUTION

Delivered free, to the door, every week.

The papers are carried to homes rather than sold at racks. Coverage follows the towns, not a subscriber list.

Castro Valley Forum

| AREA                     | ZIP   | COPIES |
|--------------------------|-------|--------|
| Castro Valley            | 94546 | 00,000 |
| Castro Valley            | 94552 | 00,000 |
| Area                     | ZIP   | 0,000  |
| Racks and business drops | —     | 0,000  |
| Total                    |       | 00,000 |

Publication day day. Delivery completed by time.

San Leandro Times

| AREA                        | ZIP          | COPIES |
|-----------------------------|--------------|--------|
| San Leandro                 | 94577        | 00,000 |
| San Leandro                 | 94578        | 00,000 |
| San Leandro                 | 94579        | 0,000  |
| Sheffield Village (Oakland) | 94605        | 0,000  |
| San Lorenzo, Ashland        | 94580, 94541 | 0,000  |
| Total                       |              | 30,000 |

Publication day Thursday. Delivery completed by time.

How it is delivered

Carriers deliver to every home, apartment, and business on the route. Additional copies are placed at number rack and counter locations in each town, including library, city hall, grocery, cafés.

Online and e-Edition

The full print edition is published page by page on each paper's website every week, with stories, classifieds, and the calendar posted alongside. 00,000 monthly page views across castrovalleyforum.com and sanleandrotimes.com.

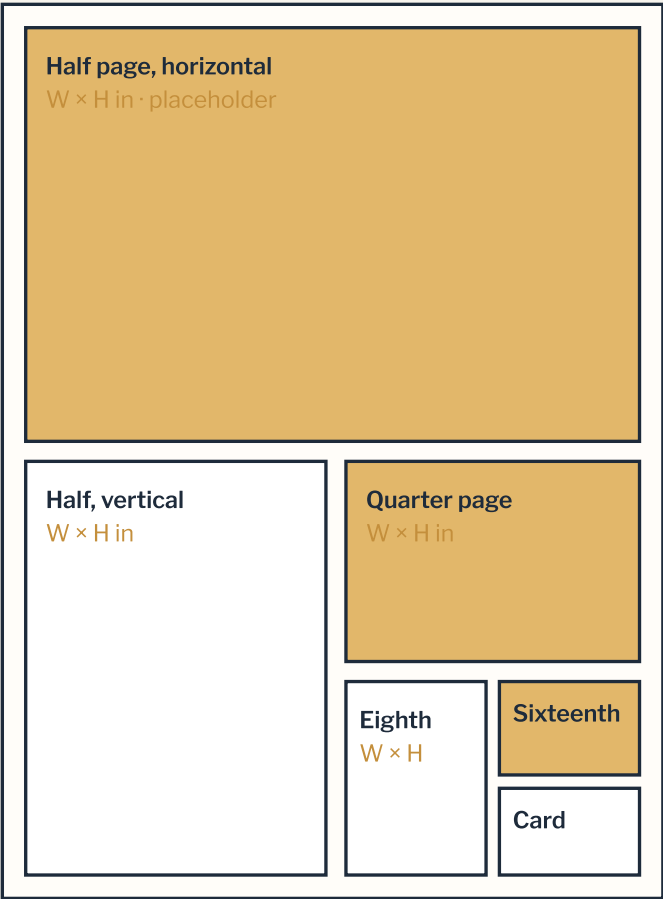
ZIP-level counts are placeholders. The Times total of 30,000 and its Thursday delivery are as published on sanleandrotimes.com.



DISPLAY ADVERTISING

Rates and sizes.

Modular sizes, one rate card for both papers, and a combination rate that covers two towns in the same week.



Full page: W x H in. Page format: broadsheet / tabloid, 0 columns, column width 0.00 in, page depth 00 in.

| SIZE           | OPEN           | 13×            | 26×            | 52×            |
|----------------|----------------|----------------|----------------|----------------|
| Full page      | <u>\$0,000</u> | <u>\$0,000</u> | <u>\$0,000</u> | <u>\$0,000</u> |
| Half page      | <u>\$0,000</u> | <u>\$0,000</u> | <u>\$0,000</u> | <u>\$0,000</u> |
| Quarter page   | <u>\$000</u>   | <u>\$000</u>   | <u>\$000</u>   | <u>\$000</u>   |
| Eighth page    | <u>\$000</u>   | <u>\$000</u>   | <u>\$000</u>   | <u>\$000</u>   |
| Sixteenth page | <u>\$000</u>   | <u>\$000</u>   | <u>\$000</u>   | <u>\$000</u>   |
| Business card  | <u>\$00</u>    | <u>\$00</u>    | <u>\$00</u>    | <u>\$00</u>    |

Rates are per insertion, per paper, black and white. Frequency columns are consecutive weekly insertions.

|             |                                                                                                               |
|-------------|---------------------------------------------------------------------------------------------------------------|
| COLOR       | Spot color add <u>\$000</u> . Full color add <u>\$000</u> .                                                   |
| BOTH PAPERS | Same ad, same week, in the Forum and the Times: <u>00%</u> off the combined rate.                             |
| POSITION    | Page 2, page 3, back page, and section fronts: add <u>00%</u> , subject to availability.                      |
| AD DESIGN   | Included. Send a finished ad, or send your logo and copy and we build it. You approve a proof before it runs. |
| AGENCY      | <u>00%</u> commission to recognized agencies on display space.                                                |



## MORE WAYS TO BE IN THE PAPER

## Classifieds, inserts, legal notices, and online.

### Classifieds

Help wanted, real estate, rentals, services, garage sales, and items for sale. Printed in the paper and posted on the paper's website the same week.

| LINE ADS                            | ONE PAPER | BOTH PAPERS |
|-------------------------------------|-----------|-------------|
| Up to 4 lines, 1 week               | \$00      | \$00        |
| Each additional line                | \$0       | \$0         |
| Bold headline, border, or logo      | \$0       | \$0         |
| Classified display, per column inch | \$00      | \$00        |

### Preprinted inserts

Your flyer or circular delivered inside the paper to every home on the route. Full run or selected carrier routes. Minimum 0,000 pieces.

| INSERT                      | PER THOUSAND |
|-----------------------------|--------------|
| Single sheet, up to 0 pages | \$00         |
| 0 to 00 pages               | \$00         |
| Over 00 pages, or oversize  | Quote        |

Inserts must arrive at the printer by day, time. Maximum size W × H in, folded. Ship to: printer name and address.

### Legal and public notices

Both papers are newspapers of general circulation for Alameda County adjudication reference. Fictitious business name statements, probate, trustee sales, summons, public hearings, and other notices that require publication.

| NOTICE                                | RATE     |
|---------------------------------------|----------|
| Fictitious business name, 4 weeks     | \$00     |
| Name change, 4 weeks                  | \$000    |
| Other notices, per line per insertion | \$0.00   |
| Proof of publication                  | Included |

### Online and e-Edition

Placements on castrovalleyforum.com and sanleandrotimes.com, beside the weekly e-Edition of each paper. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

| PLACEMENT                | PER MONTH |
|--------------------------|-----------|
| Leaderboard, run of site | \$000     |
| Sidebar, run of site     | \$000     |
| e-Edition sponsor        | \$000     |
| Print and online package | Quote     |



## SPECIFICATIONS AND DEADLINES

# Three steps to the next issue.

1

## Call or write

Tell us what you are promoting, which paper, and when. We recommend a size and send a rate.

2

## Send your material

Send a finished ad, or your logo and copy and we build it. You approve a proof before it runs.

3

## It runs

In the paper the week it is scheduled and in the e-Edition online. Repeat schedules earn a lower rate.

## Weekly deadlines

| ITEM                      | FORUM            | TIMES            |
|---------------------------|------------------|------------------|
| Publication day           | <u>Day</u>       | Thursday         |
| Display space reservation | <u>Day, time</u> | <u>Day, time</u> |
| Display material          | <u>Day, time</u> | <u>Day, time</u> |
| Classifieds               | <u>Day, time</u> | <u>Day, time</u> |
| Legal notices             | <u>Day, time</u> | <u>Day, time</u> |
| Inserts at printer        | <u>Day, time</u> | <u>Day, time</u> |

Deadlines are for the following issue. Holiday weeks move earlier; call to confirm.

## Mechanical

|           |                                                               |
|-----------|---------------------------------------------------------------|
| FORMAT    | <u>Broadsheet / tabloid</u>                                   |
| COLUMNS   | <u>0</u> per page, <u>0.00 in</u> each, <u>0.00 in</u> gutter |
| LIVE AREA | <u>W × H in</u>                                               |
| PRINTING  | Offset on newsprint, <u>00 lpi</u>                            |

## File requirements

- ♦ **PDF preferred.** PDF/X-1a with fonts embedded. Also accepted: JPEG or TIFF at final size.
- ♦ **Resolution 300 dpi** at final size. Web images at 72 dpi will print soft.
- ♦ **CMYK for color ads**, grayscale for black and white. RGB files are converted and may shift.
- ♦ **Ink limit 000%.** Keep small type to one color. No type under 6 point, no reversed type under 8 point.
- ♦ **Build to the exact ad size.** No bleed, no crop marks. Ads are boxed with a hairline unless you ask otherwise.
- ♦ **Send by email** to advertising email, or by file transfer link for files over 10 MB.

## Terms

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Payment terms, cancellation deadlines, and the publisher's right to decline or edit advertising will appear here. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

New advertisers: payment with order until credit is established. Established accounts: net 00 days.





**East Bay**  
Publishing Corporation

## Reach readers where they live.

Call during business hours or send an email with the paper, the size, and the dates you have in mind. We will reply with a rate and the next available issue.

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### MAIL

East Bay Publishing Corporation  
P.O. Box 2897  
Alameda, CA 94501-0897

### ADVERTISING

Name  
510-614-1555  
Advertising email

### ONLINE

castrovalleyforum.com  
sanleandrotimes.com  
info@castrovalleyforum.com