

Building Blocks 4 Business
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Publication	Medium	Frequency	Distribution	Size	Rate	Website Ad or Link included	Contact
The Union Democrat	Display ads (print)	Daily - Mon - Fri	25,000	per column inch	B&W \$22.40 (frequency discounts avail)	no	(209) 588-4555
		Wednesday Foothill Shopper	45,000	Per Column inch	B&W \$4.75 Purchased in conjunction with UD	no	
MyMotherLode.com	website		50,000 guaranteed views (typically 70,000 - 100,000 actual appearances)	Prices are per month based on 12 month contract	Add \$50/mo for 6 mo contract Add \$100/mo for 3 mo contract	Leader board and Blockbuster ads rotating ads throughout site and link to your website. (2 ads, animate/change every 2 seconds).	Kelsey East (209)777-7133
				Top Leader Board	\$425		
				Blockbuster #1	\$450		
				Blockbuster #2	\$425		
				Blockbuster #3	\$375		
Specific page sponsoship (small ad one page only)	\$175	Yes - links to website.					
Seniorfan.com (Friends & Neighbors)	print magazine and website	quarterly	20,000 copies; 50,000 readers		Per Issue <u>1 Time / Year Contract (4)</u>	Free web display ad	Suzy Hopkins, Publisher (209) 536-1755 editor@seniorfan.com
				Full page	\$1,760 / \$1,496		
				2/3 page	\$1,440 / \$1,224		
				1/2 page	\$1,080 / \$918		
				1/3 page	\$ 840 / \$ 714		
				1/4 page	\$ 570 / \$ 484		
				1/8 page	\$ 348 / \$ 296		
				Inside Front Cover	\$2,410 / \$2,048		
				Fixed Position Front	\$2,150 / \$1,828		
				Inside Back Cover	\$2,280 / \$1,936		
Back Cover	\$2,640 / \$2,244						

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Tuolumne County Chamber of Commerce	website	monthly or annually	1000 visits per mo	250 x 250 pixels (square)	12 mo contract: Prime/Home page = \$60/mo Sub = \$30/mo	yes - Free	(209) 532-4212
	newsletter	monthly	>400 per month	1.5" x 3" Color	\$50	no	
				1.5" x 3" B&W	\$40		
				4" x 5" Color	\$65		
				4" x 5" B&W	\$55		
				5" x 8" Color	\$75		
			5" x 8" B&W	\$65			
			8" x 10" Color	\$145			
			8" x 10" B&W	\$125			
mid monthly mailer	monthly	400 flyers (advertising supplies flyers)			Regular members \$60 Non-profits \$40	no	
Tuolumne County Gov. Standard Park Billboard Advertising	Park Billboard			4' x 8'	1 year contract = \$230.75 2 year contract = \$438.25 Advertiser to provide & maintain sign	no	(209) 533-5663
Tuolumne County Transit Agency	bus exteriors					no	(209) 5232-0404
	Trolley interiors	4 weekends	1 sign/1 trolley	11" x 17"	\$25	no	
			1 sign/2 trollys		\$45		
	Merchant Only Packages		25 tickets & promo decal		\$100	no	
			50 tickets & promo decal & website link		\$200	no	
	Saturday Service Sponsorship	1 day	MML Radio Ads/Website/FB		\$325	yes	
Weekend Service Sponsorship	Weekend	MML Radio Ads/Website/FB		\$500	yes		

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Central Sierra Seasons								
Sierra Lodestar								
The Modesto Bee								
SRT								
Stage 3								
Other ?:								