



THE ORINDA NEWS

Orinda News Typical Ad Sizes

1 column x 2 inches
2.333" x 2"
(B&W)
1 issue - \$62
3 issues - \$56 per issue
12 issues - \$52 per issue
Color - add \$6

1 column x 3 inches
2.333" x 3"
(B&W)
1 issue - \$88
3 issues - \$80 per issue
12 issues - \$73 per issue
Color - add \$11

1 column x 4 inches
2.333" x 4"
(B&W)
1 issue - \$102
3 issues - \$93 per issue
12 issues - \$88 per issue
Color - add \$22

[Information on Ad Submittals](#)

Camera ready art is defined for The Orinda News as art which is submitted electronically either via email or cd-rom. We can accept either MAC or PC format. Art work should include a hardcopy print-out so that we are sure we have the correct electronic version. The electronic version should be in any of the following formats:

Graphic: pdf, tif, jpg, gif, or bmp (Preferred are pdf and tiff). These need to be at a high resolution (300 dpi is preferable).

If you are unclear as to whether you have or do not have what we have listed above, please contact Jill Gelster at (925) 528-9225 or email her at jill@aspenconsult.net with questions or concerns.

She will be happy to help.

For pricing information, please see the rate sheet.

Orinda News Typical Ad Sizes

2 columns x 2 inches
4.930" x 2" - (B&W)
1 issue - \$102
3 issues - \$93 per issue
12 issues - \$88 per issue
Color - add \$22

2 columns x 3 inches
4.930" x 3" (B&W)
1 issue - \$144
3 issues - \$130 per issue
12 issues - \$123 per issue
Color - add \$44

2 columns x 5 inches
4.930" x 5" (B&W)
1 issue - \$220
3 issues - \$198 per issue
12 issues - \$188 per issue
Color - add \$66

2 columns x 4 inches
4.930" x 4" (B&W)
1 issue - \$181
3 issues - \$164 per issue
12 issues - \$155 per issue
Color - add \$55

Orinda News Typical Ad Sizes

2 columns x 6 inches
4.930" x 6" (B&W)
1 issue - \$256
3 issues - \$231 per issue
12 issues - \$219 per issue
Color - add \$77

1/4 Page (2 columns x 7 inches)
4.930" x 7" (B&W)
1 issue - \$294
3 issues - \$265 per issue
12 issues - \$254 per issue
Color - add \$88