



THE ORINDA NEWS

2020 ONLINE AD RATES

The Orinda News has been the voice of Orinda since 1946 and is published in both online and print editions on a monthly basis by The Orinda Association, a non-profit organization. Additional copies are available in various coffee shops and meeting places bringing our monthly distribution to 9,000. Below are our very reasonable rates for online ads which appear in our online edition at www.theorindanews.com.

Description of Online Ad: Color Only	Shape	Price Per Issue
300 x 300 pixels = 900 square pixels	Square	\$30.00
800 x 100 pixels = 800 square pixels	Rectangle	\$30.00

ONLINE EDITION

The online edition of *The Orinda News* is both easy to navigate and searchable. Whereas our print newspaper is published monthly, articles often go live online as they occur. Looking for an advertiser, Summer Camp Guide or School Calendar? Just search by name and it appears immediately.

AD PAYMENT/NEW ADVERTISERS

If you are a first time advertiser we ask that you establish an account with us by paying for your ad up front upon receipt of your first e-statement. Pay online at <http://orindaassociation.org/the-orinda-news-advertiser-payments> or via U.S. mail to: The Orinda News, PO Box 97, Orinda CA 94563. If there are unpaid invoices for more than two months we reserve the right to cease running ads until they are paid.

AD REPRESENTATIVE

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

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

ONLINE 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 online ad, please contact Jill Gelster at 925-528-9225, jill@aspenconsult.net or David Dierks at david@aspenconsult.net. Any charges incurred will appear as a separate line item on your e-statement.

Submitted artwork for online advertising should be a 300 x 300 pixel .jpg file for a square ad or an 800 x 100 pixel .jpg for a banner or rectangular ad.

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*. *Forbes* ranked Orinda as the second most friendly town in America in 2012:

“[W]e ranked the towns based on four data points: percentage of owner-occupied homes (studies have shown a direct correlation between home ownership and neighborhood stability); the crime rate; charitable giving; and the percentage of college graduates (research has found that college-educated folks typically display more civic engagement, with higher rates of voting and volunteering).” See <https://www.forbes.com/sites/morganbrennan/2012/12/19/americas-friendliest-towns/#c920d0c61cb1> for full article.

2010 US CENSUS DATA FOR ORINDA CA*

Population 2017 estimate – 19,730	Number of households: 2013-2017 – 6,943
Median Income 2013-2017 – \$186,075	Persons per household 2013-2017 – 2.77
Population 2010 – 17,643	Persons under 5 years – 3.9%
Female persons – 51.6%	Persons under 18 years – 23.6%
Persons 65 years and older 21.9%	Housing units 2010 – 6,804
Living in same house 1 year and over 89.9%	Owner-occupied housing rate 2013-2017 – 88.4%
Housing in multi-unit structures – 3.7%	Median value owner-occupied housing \$1,221,800
Total number of firms 2012 – 2,928	Women-owned firms 2012 – 999

*Source: <https://www.census.gov/quickfacts/fact/table/orindacitycalifornia.ca,US/PST045218>