

Advertising Rate Card: Broad sheet size

Sections: Civic News, Life in Lamorinda, Business, Food, Sports, Schools, Community Service

2x2 (Business Card)	Frequency				
		1x	4x	12x	
	b/w	\$96	\$77	\$72	
2 column wide 3.875" W x2" H	full color	\$115	\$92	\$86	
2x3	Frequency				
		1x	4x	12x	
	b/w	\$144	\$122	\$115	
2 column wide 3.875" W x3" H	full color	\$173	\$147	\$138	
2x4	Frequency				
		1x	4x	12x	
	b/w	\$188	\$160	\$150	
2 column wide 3.875" W x4" H	full color	\$226	\$192	\$180	
2x5	Frequency				
		1x	4x	12x	
	b/w	\$235	\$200	\$188	
2 column wide 3.875" W x5" H	full color	\$282	\$240	\$226	
2x6	Frequency				
		1x	4x	12x	
	b/w	\$276	\$235	\$221	
2 column wide 3.875" W x6" H	full color	\$331	\$282	\$265	
2x7	Frequency				
		1x	4x	12x	
	b/w	\$322	\$274	\$258	
2 column wide 3.875" W x7" H	full color	\$386	\$328	\$309	
3x3	Frequency				
		1x	4x	12x	
	b/w	\$216	\$184	\$173	
3 column wide 5.875" W x3" H	full color	\$259	\$220	\$207	
3x4	Frequency				
		1x	4x	12x	
	b/w	\$276	\$235	\$221	
3 column wide 5.875" W x4" H	full color	\$331	\$282	\$265	
3x5	Frequency				
		1x	4x	12x	
	b/w	\$345	\$293	\$276	
3 column wide 5.875" W x5" H	full color	\$414	\$352	\$331	
3x6	Frequency				
		1x	4x	12x	
	b/w	\$414	\$352	\$331	
3 column wide 5.875" W x6" H	full color	\$497	\$422	\$397	
3x7	Frequency				
		1x	4x	12x	
	b/w	\$483	\$411	\$386	
3 column wide 5.875" W x7" H	full color	\$580	\$493	\$464	
3x8 (1/4 page)	Frequency				
		1x	4x	12x	
	b/w	\$552	\$486	\$442	
3 column wide 5.875" W x8" H	full color	\$662	\$583	\$530	
3x9	Frequency				
		1x	4x	12x	
	b/w	\$621	\$546	\$497	
3 column wide 5.875" W x9" H	full color	\$745	\$656	\$596	
5x2.5 (Banner)	Frequency				
		1x	4x	12x	
	b/w	\$325	\$276	\$260	
5 column wide 9.875" W x2.5" H	full color	\$390	\$332	\$312	
5x4.75 (1/4 page)	Frequency				
		1x	4x	12x	
	b/w	\$546	\$481	\$437	
5 column wide 9.875" W x4.75" H	full color	\$656	\$577	\$524	
5x7 (1/3 page)	Frequency				
		1x	4x	12x	
	b/w	\$735	\$647	\$603	
5 column wide 9.875" W x7" H	full color	\$867	\$776	\$723	
5x9.75 (1/2 page)	Frequency				
		1x	4x	12x	
	b/w	\$926	\$815	\$760	
5 column wide 9.875" W x9.75" H	full color	\$1,112	\$978	\$911	
5x20 (1/1 page)	Frequency				
		1x	4x	12x	
	b/w	\$1,764	\$1,570	\$1,446	
5 column wide 9.875" W x20" H	full color	\$2,028	\$1,805	\$1,663	

Layout: 5 column; Column width: 1^{7/8}"; Full page: 9^{7/8}" x 20"; Minimum ad size: 2 column x 2" height

Lamorinda Weekly, P.O. Box 6133, Moraga, CA 94570-6133

call 925.377.0977 or 925.330.1983; fax 925.263.9223; info@lamorindaweekly.com; www.lamorindaweekly.com

Advertising Rate Card: Tab sheet size

effective 7/1/18

Section: Lamorinda Our Homes, Real Estate

Dimensions: Full page: 9 1/2" x 10"

1/8 page		Frequency			[Diagram]
		1x	4x	12x	
4 1/2" W x 2 1/4" H	full color	\$150	\$138	\$127	[Diagram]
1/4 page		Frequency			[Diagram]
		1x	4x	12x	
4 1/2" W x 4 3/4" H	full color	\$300	\$276	\$254	[Diagram]
1/3 page		Frequency			[Diagram]
		1x	4x	12x	
vertical 3" W x 10" H horizontal 9 1/2" W x 3 1/4" H	full color	\$400	\$368	\$339	[Diagram]
1/2 page		Frequency			[Diagram]
		1x	4x	12x	
vertical 4 1/2" W x 10" H horizontal 9 1/2" W x 4 3/4" H	full color	\$500	\$460	\$423	[Diagram]
2/3 page		Frequency			[Diagram]
		1x	4x	12x	
6 1/2" W x 10" H	full color	\$650	\$598	\$550	[Diagram]
1/1 page		Frequency			[Diagram]
		1x	4x	12x	
9 1/2" W x 10" H	full color	\$820	\$754	\$694	[Diagram]

Advertising Rate Card: Specials and Inserts

Inserts

Would you like to INSERT your brochure or flyer into the paper?

Only .05 each to have your printed material delivered with the paper.

Minimum order:

7,000 inserts or \$350

(plus \$35 pick-up charge)

Chose total saturation or per delivery area.

Total saturation: 26,000

Lafayette homes: 10,000 or \$500

Orinda homes: 8,000 or \$400

Moraga homes: 7,000 or \$350

(plus \$50 set-up charge)



Front page "Post-it" Please contact us for this special advertising opportunity. Size 3" x 2 3/4", Full color, Rate: \$425

Love Lafayette, Shop Moraga or Shop Orinda

Ad size: 3.13" x 1.85" high in full color Price: \$60

Restrictions apply please call Wendy at 925-377-0977

Classified (see more details on our web site)

\$10 minimum: 1 column wide x 1/2" high. (1/2" will fit 3 lines with appx. 90 characters total.) Send your text to classified@lamorindaweekly.com and we will return a proof for your ad.

Non-Profit and government discount available.

All prices are proof or camera ready only. Graphic art work may be subject to extra charges. Lamorinda Weekly will publish your ad in the printed edition and also in the online edition.

Advertising Deadlines:

- Space Reservations **one week** before delivery.
- If we do your Graphic Artwork, content deadline **one week** before delivery.
- Camera ready deadline is **Friday noon** before we deliver.

Lamorinda Weekly Circulation

10/16

Zip	City	Residence	Business	Rack	Total copies delivered	Total Population *	Median Age	Avg. Household Size	Persons under 18	Persons 18 +	Persons age 65+	Mean Household Income **
94549	Lafayette	9,760	988	900	11,648	24,685	44.20	2.58	6,294	18,391	4,353	\$181,436
94556	Moraga	5,827	301	400	6,528	16,549	44.70	2.57	3,404	13,145	3,848	\$172,349
94563	Orinda	6,840	378	400	7,240	18,390	46.40	2.69	4,536	13,854	3,698	\$234,279
94595	Walnut Crk	944	0		944							\$114.50
94572	Saint Mary's		100	200	300							

* Demographic data: 2010 Census and 2016 USPS

** Income data: www.bayareacensus.ca.gov/ ACS data 2014

Lamorinda Weekly, P.O. Box 6133, Moraga, CA 94570-6133

call 925.377.0977 or 925.330.1983; fax 925.263.9223; info@lamorindaweekly.com; www.lamorindaweekly.com