

# LAMORINDA WEEKLY



Local newspaper delivered to Lafayette, Moraga and Orinda

## Media Kit

We print and deliver 26,600 copies every other week!

Broadsheet sized newspaper with inserted tabloid real estate section.

Free to readers, no subscription needed.

*"Honestly, the Lamorinda Weekly is always the best source for our efforts. Everyone reads it, thoroughly!"* Lucy

## Advertising opportunities:

- Black & white and full color ads available on all pages
- Insert your brochure or flyer in all copies or selected areas



All content (editorial and ads) also online at [www.lamorindaweekly.com](http://www.lamorindaweekly.com)

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

call 925.377.0977 or 925.330.1983; fax 800.690.8136; [info@lamorindaweekly.com](mailto:info@lamorindaweekly.com); [www.lamorindaweekly.com](http://www.lamorindaweekly.com)

## Advertising Rate Card: Broad sheet size

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

<b>2x2</b> (Business Card)	Frequency				
		1x	4x		12x
	b/w	\$84	\$67		\$63
	one color	\$92	\$73		\$69
2 column wide 3.875" W x2" H	full color	\$107	\$85	\$80	
	Frequency				
		1x	4x		12x
b/w	\$124	\$106	\$99		
2 column wide 3.875" W x3" H	one color	\$135	\$115	\$108	
	full color	\$158	\$134	\$126	
	Frequency				
	1x	4x	12x		
b/w	\$164	\$139	\$131		
2 column wide 3.875" W x4" H	one color	\$179	\$152	\$143	
	full color	\$208	\$177	\$167	
	Frequency				
	1x	4x	12x		
b/w	\$205	\$174	\$164		
2 column wide 3.875" W x5" H	one color	\$223	\$190	\$179	
	full color	\$260	\$221	\$208	
	Frequency				
	1x	4x	12x		
b/w	\$240	\$204	\$192		
2 column wide 3.875" W x6" H	one color	\$262	\$222	\$209	
	full color	\$305	\$259	\$244	
	Frequency				
	1x	4x	12x		
b/w	\$280	\$238	\$224		
2 column wide 3.875" W x7" H	one color	\$305	\$259	\$244	
	full color	\$356	\$302	\$284	
	Frequency				
	1x	4x	12x		
b/w	\$186	\$158	\$149		
3 column wide 5.875" W x3" H	one color	\$203	\$173	\$162	
	full color	\$237	\$201	\$189	
	Frequency				
	1x	4x	12x		
b/w	\$240	\$204	\$192		
3 column wide 5.875" W x4" H	one color	\$262	\$222	\$209	
	full color	\$305	\$259	\$244	
	Frequency				
	1x	4x	12x		
b/w	\$300	\$255	\$240		
3 column wide 5.875" W x5" H	one color	\$327	\$278	\$262	
	full color	\$381	\$324	\$305	
	Frequency				
	1x	4x	12x		
b/w	\$360	\$306	\$288		
3 column wide 5.875" W x6" H	one color	\$392	\$334	\$314	
	full color	\$457	\$389	\$366	
	Frequency				
	1x	4x	12x		
b/w	\$414	\$352	\$331		
3 column wide 5.875" W x7" H	one color	\$451	\$383	\$361	
	full color	\$525	\$447	\$420	
	Frequency				
	1x	4x	12x		
b/w	\$473	\$416	\$388		
3 column wide 5.875" W x8" H	one color	\$515	\$454	\$423	
	full color	\$582	\$512	\$477	
	Frequency				
	1x	4x	12x		
b/w	\$532	\$468	\$436		
3 column wide 5.875" W x9" H	one color	\$580	\$510	\$475	
	full color	\$654	\$576	\$536	
	Frequency				
	1x	4x	12x		
b/w	\$269	\$228	\$215		
5 column wide 9.875" W x2.5" H	one color	\$293	\$249	\$234	
	full color	\$341	\$290	\$273	
	Frequency				
	1x	4x	12x		
b/w	\$473	\$416	\$388		
5 column wide 9.875" W x4.75" H	one color	\$515	\$454	\$423	
	full color	\$582	\$512	\$477	
	Frequency				
	1x	4x	12x		
b/w	\$651	\$573	\$534		
5 column wide 9.875" W x7" H	one color	\$710	\$624	\$582	
	full color	\$794	\$716	\$651	
	Frequency				
	1x	4x	12x		
b/w	\$853	\$751	\$700		
5 column wide 9.875" W x9.75" H	one color	\$930	\$818	\$763	
	full color	\$1,041	\$938	\$853	
	Frequency				
	1x	4x	12x		
b/w	\$1,556	\$1,385	\$1,276		
5 column wide 9.875" W x20" H	one color	\$1,696	\$1,510	\$1,391	
	full color	\$1,790	\$1,593	\$1,468	

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

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# Advertising Rate Card: Tab sheet size

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	\$144	\$138	\$123	[Diagram]
1/4 page		Frequency			[Diagram]
		1x	4x	12x	
4 1/2" W x 4 3/4" H	full color	\$265	\$246	\$226	[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	\$359	\$350	\$313	[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	\$461	\$449	\$402	[Diagram]
2/3 page		Frequency			[Diagram]
		1x	4x	12x	
6 1/2" W x 10" H	full color	\$605	\$589	\$527	[Diagram]
1/1 page		Frequency			[Diagram]
		1x	4x	12x	
9 1/2" W x 10" H	full color	\$775	\$755	\$675	[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:

3,000 inserts or \$150

(plus \$35 pick-up charge)

Chose total saturation or per delivery area.

Total saturation: 26,000

Lafayette homes: 10,000 or \$500

Orinda homes: 7,000 or \$350

Moraga homes: 6,000 or \$300

(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: \$375

## Love Lafayette, Shop Moraga or Shop Orinda

Ad size: 3.13" x 1.85" high in full color Price: \$45

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](mailto: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							
		23,371	1,767	1,900	26,360							

\* Demographic data: 2010 Census and 2016 USPS

\*\* Income data: [www.bayareacensus.ca.gov/](http://www.bayareacensus.ca.gov/) ACS data 2014

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# LAMORINDA PUBLISHING



Lamorinda Weekly is a DBA of Lamorinda Publishing Inc., Moraga. It was founded by Moraga residents Andy and Wendy Scheck in 2007 with the goal to bring local news to the residents of Lafayette, Moraga and Orinda and to share local life style stories within the communities.



Other publications:  
Chamber Directories, Lafayette Voter Guide, Film Festival Guide,  
Art& Wine Festival Guide

## Readers comments:

And heartfelt thanks for the News you provide us about our area. I quit the Sun many years ago because they were not capturing the important issues in our community. You "nail" that weekly. Thank you so very much. Hate to admit this to you. :-). I would absolutely happily pay to subscribe to your paper.! Just don't want it to go away!!! You're doing a great job!

Thanks for including this in your publication. Publicity in your paper helps. We have over 150 at our January event.

We are excited about the amount of activity we have had from the AD in your paper!! Thank you for allowing us to be part of the Lamorinda Weekly!!!

...the ad in your paper brings in a lot of work

I had a very good respond from the ad. My office just sent the check out today. Thank you again

I am a stay at home mom living in Moraga. .... I read your paper religiously.....

Thank you for your help in advertising our seminar. It's already full and I am still receiving many calls each day.

We're happy with the results achieved by advertising in Lamorinda Weekly so far. We expect to continue for another 13 weeks. It's a pleasure to work with you. Thanks.

Jack has gotten 2 jobs directly from the ad, so that pays for itself in less than a week :) !!!

I appreciate the work you do on covering our local Lamorinda news. The Lamorinda Weekly is the only local paper I think is worth reading!



Reach 60,000+ in Lamorinda  
Advertise in Lamorinda Weekly  
Call 925-377-0977 today

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