

KENWOOD PRESS

Serving the Communities of Kenwood, Glen Ellen, Oakmont and Bennett Ridge

www.KenwoodPress.com

The best way to reach potential customers in Northern Sonoma Valley!

The *only* newspaper dedicated to covering the communities of Kenwood, Glen Ellen, Oakmont and Bennett Ridge. We mail the paper to *every address* in those communities.

Mailed to 7,500 addresses!

The **Kenwood Press** is directly mailed to 7,500 separate addresses in Kenwood, Glen Ellen, Oakmont and Bennett Ridge, which represent significant purchasing power for goods and services of all kinds throughout Sonoma County.

High-income homeowners!

Our market includes 7,500 households with a median annual income of \$69,000.

Kenwood and **Glen Ellen** are unique villages situated at the northern end of Sonoma Valley, in the heart of Sonoma County's premium wine country. Perfect for wine lovers and nature enthusiasts alike, the towns are home to superb wineries and restaurants, and Sugarloaf Ridge, Jack London and Annadel state parks. The area is a destination for thousands of tourists every year and home to an affluent group of educated professional families and singles.

Kenwood and Glen Ellen (home to 3,500 residents) are vibrant, tight-knit communities. Each village has its own fire department, elementary school, a number of community organizations, and businesses.

West on Highway 12, **Oakmont** is an active senior community of 5,000 with strong ties to Kenwood and Glen Ellen. Located at the gateway of Sonoma Valley, Oakmont is home to two golf courses, a robust cultural activities calendar and other first-class commercial and recreational facilities.

Bennett Ridge and the nearby Sonoma Mountain Road area consist of 500 rural residences on the southeast side of Annadel State Park in the rolling hills above Bennett Valley.

The **Kenwood Press** is a semi-monthly community newspaper, published 22 times a year, on the 1st and the 15th of each month. Besides being mailed directly to 7,500 addresses in Kenwood, Glen Ellen, Oakmont, and Bennett Ridge, and an additional 500 copies are distributed to businesses and community centers in Kenwood, Glen Ellen, and Oakmont, Sonoma and Santa Rosa. The **Kenwood Press** is widely read, re-read, and shared throughout Northern Sonoma Valley, providing articles on topics of local concern, such as growth, traffic problems, environmental issues, education, and much more.

Publishers: Alec & Ann Peters

Founded: 1989

Mail Date: 1st and 15th of every month
(Except Jan. 1 and July 15)

Pages Per Issue: 24, 28 or 32

Format: 11" x 17" tabloid

Stock: 34 lb HiBrite

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CURRENT RATES for PRINT ADVERTISING – Effective May 2018

THESE RATES ARE FOR ONE ISSUE ONLY. Frequency discounts are listed below.*

22 issues per year, published on the 1st and 15th of each month, except January 1 and July 15.

DISPLAY ADS	B&W	2-COLOR	FULL COLOR	DIMENSIONS WIDTH / HEIGHT (INCHES)	
Small Square	\$50	\$65	\$79	2.25	2.25
Business Card	\$77	\$102	\$117	2.25 3.5	3.5 2.25
Announcement	\$142	\$183	\$205	3.5 4.75	4.75 3.5
Combo	\$230	\$291	\$330	3.5 7.5	7.5 3.5
1/4 Page	\$340	\$424	\$509	4.75 7.25	7.625 5
1/2 Page	\$594	\$743	\$893	7.25 9.75	10.25 7.6
3/4 Page:	\$969	\$1,175	\$1,229	9.75	11.625
Full Page:	\$1,188	\$1,474	\$1,728	9.75	15
Banner – Front Page	n/a	\$623	\$748	9.75	1.5
Banner – Back Page	n/a	\$282	\$340	9.75	2.5

INSERTS \$100 Per 1,000 (Minimum of 3,000 inserts)

CLASSIFIEDS \$15 (30 word maximum for classifieds)

*FREQUENCY DISCOUNTS:

- 10% for three months (six issues)
- 15% for six months (12 issues), or one per month for a year
- 20% for 12 months (22 issues)

PLEASE NOTE:

**We do not publish
January 1st or July 15th**

DEADLINES: Artwork due by **20th of preceding month** for the first issue of the month, and **5th of the month** for the second issue. If significant production work needed, order is due **15 days before publication. There is no charge for production work.**

Alec and Ann Peters, Editors & Publishers

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Separate rate sheet available for web advertising.

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CURRENT RATES for WEB ADVERTISING – Effective May 2018 THESE RATES ARE FOR ONE MONTH

KenwoodPress.com is:

Current – Quickly change your campaigns and messages

Convenient – Reach people who are getting more of their news online

Relevant – 28,000 average page visits per month

Discount for Current Print Advertisers listed below.*

WEB ADS	PRICE	DIMENSIONS WIDTH / HEIGHT (PIXELS)		INCLUSION IN ONLINE NEWSLETTER
Small Square	\$40	160	160	Included with link
Business Card	\$72	400	300	Included with link (as a small square ad)
Banner	\$100	840	140	Included with link (as a small square ad)

***CURRENT PRINT ADVERTISER DISCOUNT:**

- 5% off your web advertising rate

Format Specifications:

- JPEG
- GIF

DEADLINES: Artwork due by **20th of preceding month** for the first two weeks of the month (1st-15th) and **5th of the month** for the second two weeks of the month (16th-30/31st)
If significant production work needed, order due **15 days before online publication.**
There is no charge for production work.

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Separate rate sheet available for print display advertising.