



## AD CONTENT & SIZE OF AD

DATE: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

*Street*

*City*

*State*

*Zip Code*

BUSINESS EMAIL: \_\_\_\_\_

BUSINESS PHONE: \_\_\_\_\_ CELL: \_\_\_\_\_

☐ I will provide San Pablo EDC with the advertisement in PNG/JPG format.

☐ Please create the written content for me. I will give my final approval by **1/15/24**. Please use this exact wording: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**WHAT AD WOULD YOU LIKE?** Select one below:

**Single Advertisement**

☐ Small

☐ Medium

☐ Large

☐ X-Large

**3-Ads Package**

☐ Small

☐ Medium

☐ Large

☐ X-Large

**6-Ads Package**

☐ Small

☐ Medium

☐ Large

☐ X-Large

**SPECIAL NOTES AND INSTRUCTIONS FOR PACKAGES:**

☐ Use the same ad on all ad share mailers

☐ I will provide a different ad every time

Other Notes: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## AD SHARE MAILER ADVERTISING AGREEMENT

I, \_\_\_\_\_, agree to the following terms and conditions of advertising in the February 2024 Ad Share Mailer. Over 27,000 copies will be directly mailed to West Contra Costa County residents and businesses by February 1, 2024.

**Please initial after reading and agreeing to each point.**

\_\_\_\_\_ Advertisements must be secured by 1/8/2024.

\_\_\_\_\_ Advertisers must define and send content by 1/9/2024.

\_\_\_\_\_ Advertisers will receive their ad for review no later than 1/11/2024.

\_\_\_\_\_ Advertisers must provide edits by 1/15/2024 at 5:00 PM.

\_\_\_\_\_ Final changes and approval must be made by or on 1/16/2024.

\_\_\_\_\_ Proofs: The advertiser is solely responsible for noting any and all errors. Advertisers have

**two** opportunities to make edits to proofs. THE SAN PABLO ECONOMIC DEVELOPMENT CORPORATION IS **NOT RESPONSIBLE** FOR ERRORS NOT NOTED BY THE CLIENT.

\_\_\_\_\_ Payment must be received before we begin working on your ad. Payment is due upon receipt of your invoice within 10 business days. Payment via business check is preferred; however, credit card and PayPal are possible and incur convenience fees.

Make checks payable to: **San Pablo EDC**

Memo: **February 2024 Direct Mailer Ad**

Mailing address: **1000 Gateway Avenue, First Floor, San Pablo, CA 94806**

\_\_\_\_\_ There will be a \$25 charge on returned checks.

\_\_\_\_\_ No cancellations - all sales and advertisements are final as of 1/15/2024. Payment will not be refunded.

\_\_\_\_\_ The San Pablo EDC makes no guarantee as to the success of any advertising campaign.

\_\_\_\_\_  
*Signature of Business Owner*

\_\_\_\_\_  
*Date Signed*

## DESIGN PROCESS

### What does my payment cover?

The cost you pay is to offset printing and postage to 27,000 households (San Pablo, Richmond, El Cerrito, El Sobrante, and Pinole). The graphic design and layout are done in-house by EDC staff and are not charged to advertisers.

Zip Code	Selected Routes	Total Addresses
94530	4	1552
94564	2	1033
94803	1	496
94805	15	4870
94806	32	18759

### How does the pricing work?

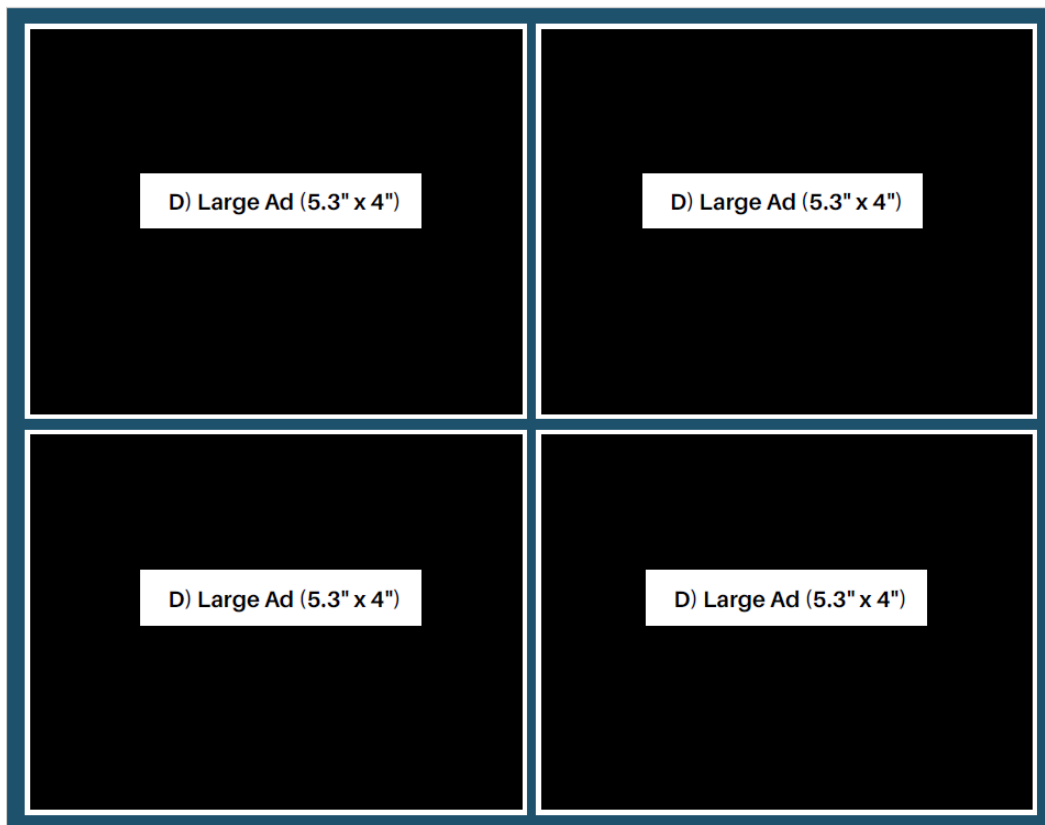
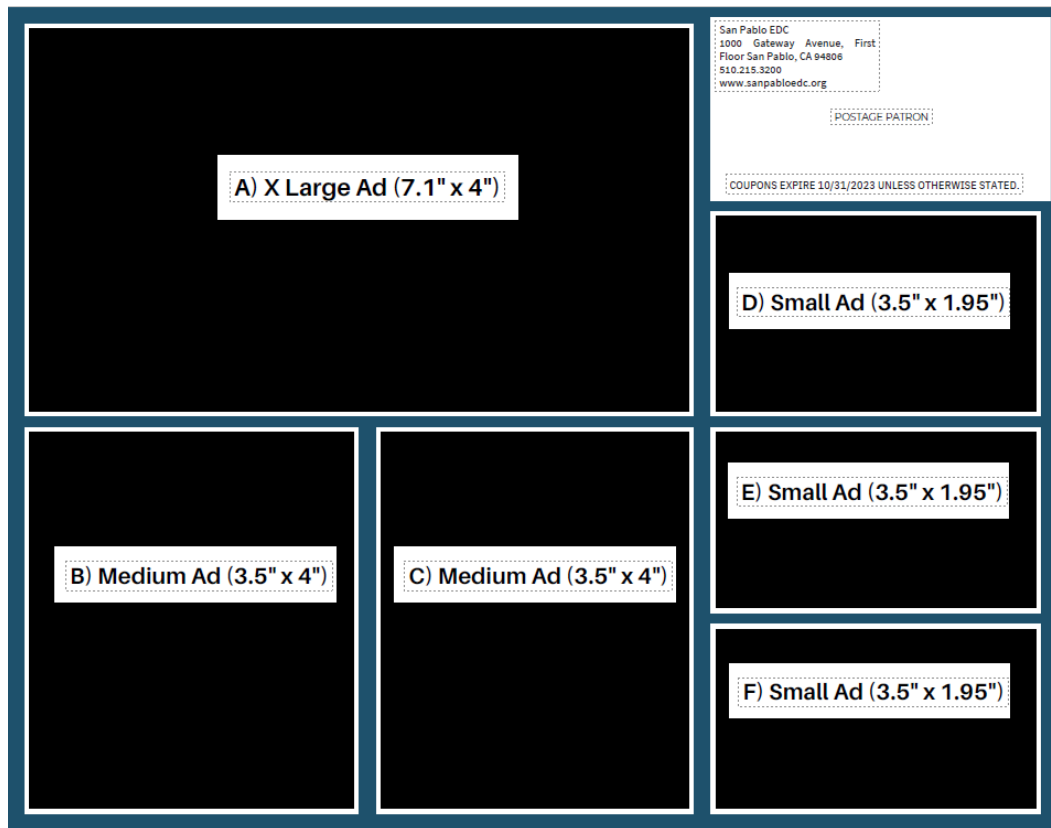
The pricing enclosed is for San Pablo EDC members and sponsors only. San Pablo EDC's annual membership is \$200 for marketing benefits. See Ad Share Mailer Pricing below for non-member rates.

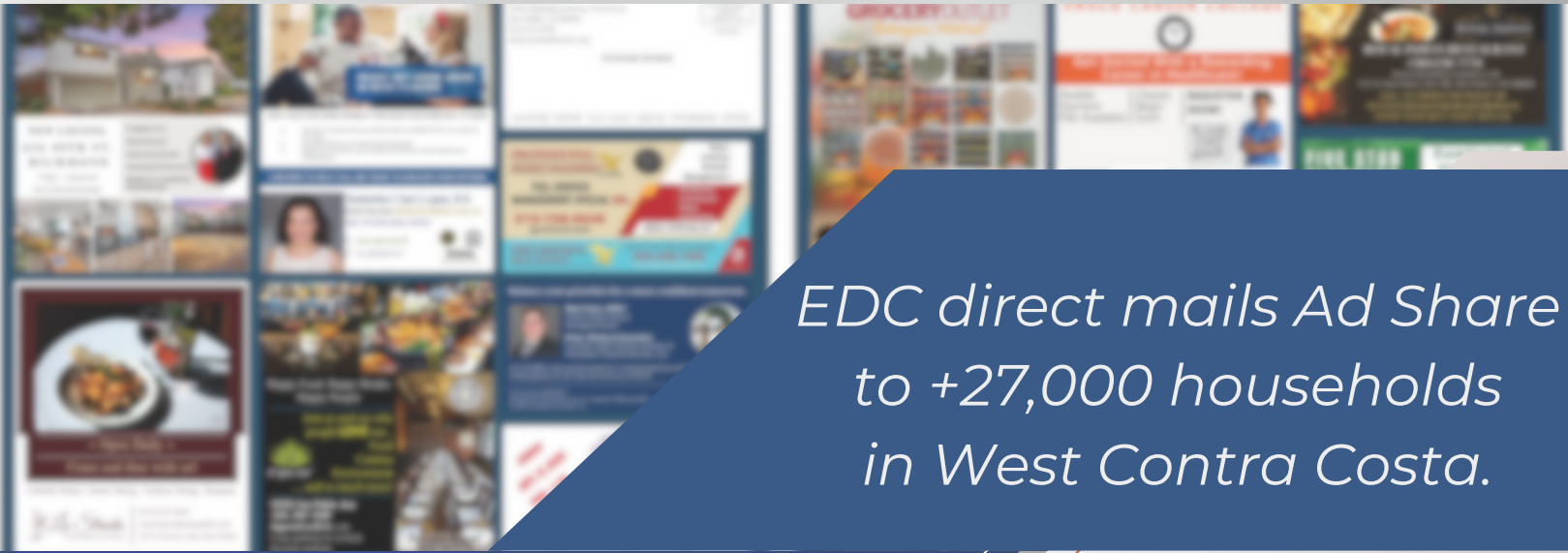
### What is the process to get my ad completed?

You may supply a high-resolution image you wish to be used in your ad, and San Pablo EDC staff will create content and give you opportunities to make changes within the agreed contractual deadlines. See Advertiser Agreement on page 2 for details.



Ad Share Pricing (Front and Back): 11"x8.5" double-sided cardstock full-color mailer.  
Ad Share Packages mean substantial savings over these prices, as the ad is recurring.





*EDC direct mails Ad Share to +27,000 households in West Contra Costa.*

## SIZE & PRICING

## BENEFITS

### Member Rates

### Non-member Rates

#### Single Ad

Small	\$350
Medium	\$600
Large	\$800
X-Large	\$1,300

#### Single Ad

Small	\$400
Medium	\$650
Large	\$850
X-Large	\$1,350

#### 3 Ads / Year

Small	\$975
Medium	\$1,650
Large	\$2,250
X-Large	\$3,750

#### 3 Ads / Year

Small	\$1,125
Medium	\$1,875
Large	\$2,475
X-Large	\$3,900

#### 6 Ads / Year

Small	\$1,800
Medium	\$3,150
Large	\$4,350
X-Large	\$7,200

#### 6 Ads / Year

Small	\$2,100
Medium	\$3,600
Large	\$4,800
X-Large	\$7,650

Small Ad (3.5" x 1.95")  
Medium Ad (3.5" x 4")

Large Ad (5.3" x 4")  
X-Large Ad (7.1" x 4")

► Showcased on our website for extended visibility

► Featured on our social media platforms

► Included in our monthly e-blast to +3,000 subscribers



*Scan The QR Code For More Information*



[www.sanpabloedc.org](http://www.sanpabloedc.org)



510-215-3200