

Submitted by staff
at 10/4/12 committee
meeting. Item 2

Mail Distribution Options

Option 1

- Send to property owners served by Cal Am (~39,000 pieces)
- Approximate processing and postage - \$11,000

Option 2

- USPS Every Door Direct Mail residential customers (51,000 pieces)
- Approximate postage - \$8000-9000

Size and Printing Options

Option 1

- 8.5x11 letter
- Approximate printing cost - \$

Option 2

- 6.25x9 postcard
- Approximate printing cost - \$

Translation Services

Option 1

- Sheree Escoto
- 12¢ per word

Local Media Ad Rates

Publication	Circulation	Frequency	Insert	Full Page	3/4 Page	2/3 Page	1/2 Page
Herald	33,766	Daily	\$1468.75 10-days prior	\$1504 / \$1787			\$937 / \$1078
MC Weekly	36,000	Weekly - Thurs	\$65/thousand	\$1989	\$1479	\$1316	\$1036
Pine Cone	19,000 print	Weekly - Fri	\$65/thousand	\$1651.20	\$1238.40	\$1100.80	\$825.60
Cedar St. Times	3,500	Weekly - Fri	\$45/thousand	\$460 / \$575	\$430 / \$460	\$325 / \$430	\$230 / \$300
PG Hometown Bulletin	16,500	Bi-monthly		\$737			\$424

Publication	1/3 Page	1/4 Page	1/6 Page	1/8 Page	1/12 Page	1/16 Page
Herald		\$653 / \$724				
MC Weekly	\$771	\$632	\$446	\$334	\$235	\$208
Pine Cone	\$550.40	\$412.80	\$275.20	\$206.40	\$137.60	\$103.20
Cedar St. Times	\$175 / \$230	\$155 / \$175	\$135 / \$155	\$75 / \$100	--	--
PG Hometown Bulletin	\$292	\$230	\$159	\$124	\$88	--