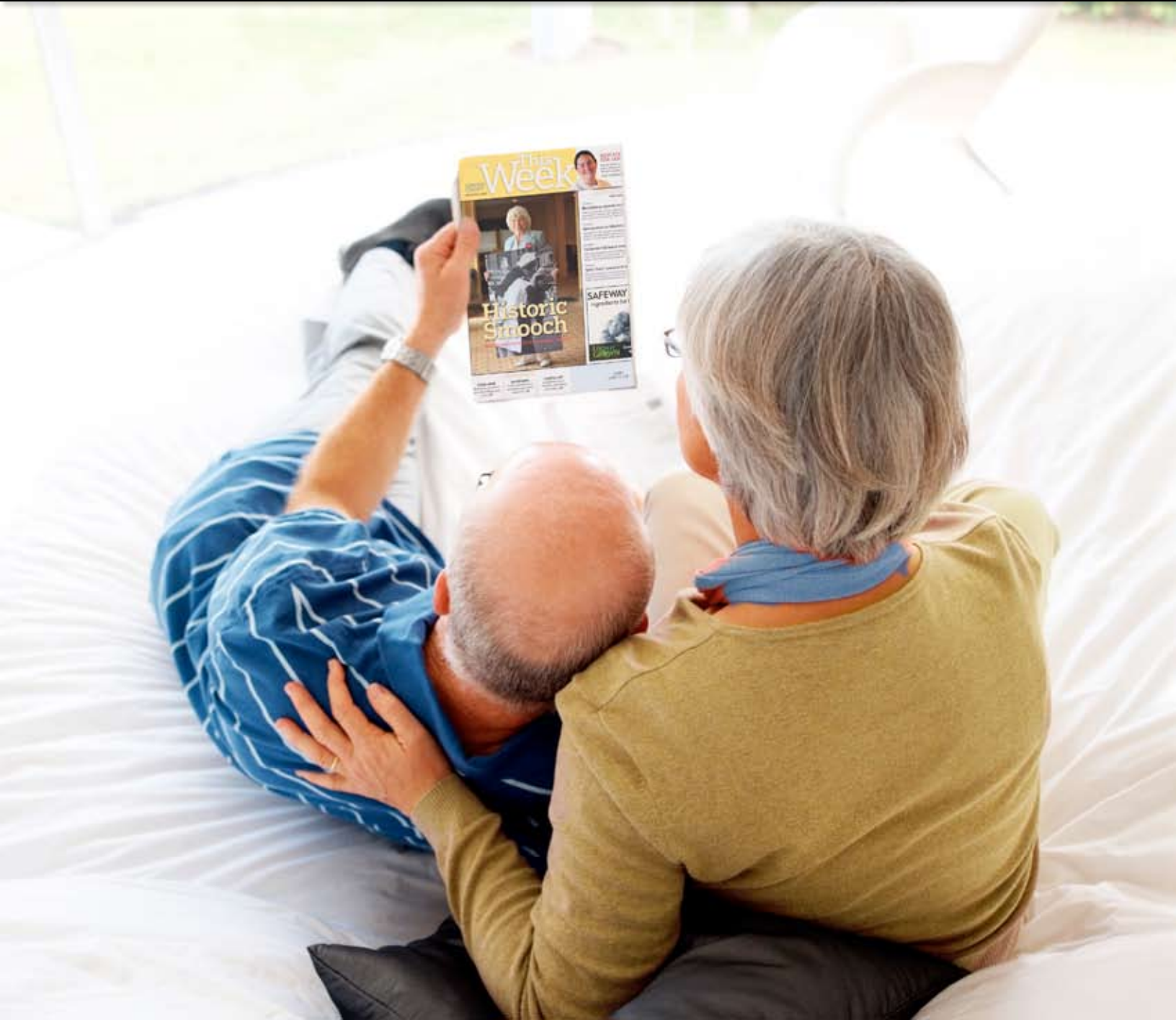




SONOMA
COUNTY

This Week



Something New is coming to Sonoma County!

Introducing *Sonoma County This Week* our new Total Market Coverage (TMC) product.

Sonoma County this Week will provide our non-subscribers with valuable newspaper editorial and entertainment information pertinent to their communities. With fresh and current stories, a valuable shopping guide and a must read for our non-subscribers, coupled with the vast array of inserts. (Grocery, drug stores, department stores etc.).

It will continue to help local consumers save money by delivering your ads, and more. It will also provide them with hyper-local news, and save you money too!

TMC improvements provided by Sonoma County This Week

- Reach that extends beyond the paper – delivered to non-subscribers
- Porch-delivered where possible by carriers primarily in incorporated areas
- Delivered by mail in the more far-flung unincorporated areas whose residents drive to shop
- Monday – Tuesday delivery
- Preprint zones match current zones
- Distribution potential expands to include: door hangers; product samples; catalogs, and magazine

Distribution: 115,000 Households



SONOMA COUNTY
SEPT. 28 - OCT. 4, 2010

This Week

NEW HOME FOR SANTI
Popular Italian eatery jumps from Geyserville to Fountaingrove while Chef Liza Hinman updates the menu.
>> p4 + online @ biteclubbeats.com

MARK YOUR CALENDAR
MORE ON PAGE 2

OCTOBER 2
Healdsburg open farms bike tour
Take a casual bike tour through the Dry Creek Valley stopping occasionally to visit favorite organic farms such as Middleton, Preston, Love. For more information, call 707-473-0610.

OCTOBER 2
Spring clean in Windsor parks
Volunteer for this annual community service project. Volunteers disperse throughout the community to paint, pick up trash and clear brush. For more information call (707) 838-9700

OCTOBER 3
California fall beach sweep
Help clean Sonoma County's beaches. Volunteers gather at Sonoma Coast State Park at 8 a.m. Sunday. For more information call (707) 838-9700 or Email: info@beachsweep.org

OCTOBER 4
'Hello Dolly' opens at Anly High
Help clean Sonoma County's beaches. Volunteers gather at Sonoma Coast State Park at 8 a.m. Sunday. For more information call (707) 838-9700 or Email: info@beachsweep.org

SAFEWAY

Sonoma County Demographics

GENDER		MATURE		EDUCATED	
Men	47%	18-34	28%	High School grad	24%
Women	53%	35-49	31%	Some college	41%
		50-64	26%	College grad	27%
		65+	15%		
MARITAL STATUS		DIVERSE		AFFLUENT	
Single	49%	Caucasian	75%	Less than \$50K	34%
Married/Partnered	51%	Hispanic	18%	\$50-\$100K	29%
				\$100K+	37%
CHILDREN AT HOME					
Yes	38%				
No	62%				



Current Advertisers include:



Preprinted Inserts

Press Democrat Subscriber Preprinted Rates (Subscribers/Single Copy)

CATEGORY	5,000 to 29,999	30,000 to 59,999	60,000 +
FSI	\$39	\$36	\$33
4 Tab/2 Std	\$51	\$48	\$45
8 Tab/4 Std	\$54	\$52	\$47
12 Tab/6 Std	\$56	\$53	\$50
16 Tab/8 Std	\$60	\$57	\$54
20 Tab/10 Std	\$67	\$64	\$60
24 Tab/12 Std	\$71	\$68	\$65
28 Tab/14 Std	\$77	\$73	\$69
32 Tab/16 Std	\$81	\$78	\$73
36 Tab/18 Std	\$84	\$81	\$77

Sonoma County This Week Rates (Non - Subscribers)

Piece Weight	Rate per Thousand	Piece Weight	Rate per Thousand
0.00 - 0.25	\$45	1.11 - 1.15	\$107
0.26 - 0.30	\$48	1.16 - 1.20	\$110
0.31 - 0.35	\$52	1.21 - 1.25	\$113
0.36 - 0.40	\$55	1.26 - 1.30	\$117
0.41 - 0.45	\$58	1.31 - 1.35	\$122
0.46 - 0.50	\$60	1.36 - 1.40	\$126
0.51 - 0.55	\$63	1.41 - 1.45	\$128
0.56 - 0.60	\$66	1.46 - 1.50	\$131
0.61 - 0.65	\$69	1.51 - 1.55	\$135
0.66 - 0.70	\$73	1.56 - 1.60	\$139
0.71 - 0.75	\$77	1.61 - 1.65	\$143
0.76 - 0.80	\$80	1.66 - 1.70	\$146
0.81 - 0.85	\$84	1.71 - 1.75	\$150
0.86 - 0.90	\$89	1.76 - 1.80	\$153
0.91 - 0.95	\$92	1.81 - 1.85	\$157
0.96 - 1.00	\$96	1.86 - 1.90	\$161
1.01 - 1.05	\$100	1.91 - 1.95	\$165
1.06 - 1.10	\$103	1.96 - 2.00	\$168

Sonoma County This Week Rates are weight based and subject to increase.



Frequent Fliers

8.5" x 11" Single Sided | Minimum Quantity 5,000 (B)

Number of Inks.....	5M	10M	15M	25M	50M.....	100M.....	150M
1 Ink	\$60.00	\$54.00	\$52.00	\$47.00	\$42.00	\$39.00.....	\$38.00
2 Inks	\$72.00	\$60.00.....	\$56.00	\$50.00.....	\$44.00	\$41.00.....	\$40.00
3 Inks	\$83.00	\$66.00.....	\$61.00	\$52.00.....	\$45.00	\$42.00.....	\$41.00
4 Inks	\$95.00	\$72.00.....	\$65.00	\$55.00.....	\$47.00	\$43.00.....	\$42.00

Frequent Flier Contracts

6x..... 5% Discount

13x 10% Discount

Surcharges

Color Stock Add \$5/M

Specification Information

- Minimum Size: 5x7 (7" on the folded edge.)
- Maximum Size: 11" x 12.5"
- All single sheets over 11x13 must be folded.
- Single Sheets: Must be printed on high-bulk heavy stock paper.
- Minimum thickness: .005
- Preferred thickness: .007
- Under spec will result in additional folding charges or risk of not publishing.
- Full Color (4 inks) = 25,000 minimum quantity
- Rates apply only to Frequent fliers sold and produced by The Press Democrat.
- Brokered space inserts are not accepted.
- Fliers can be printed on both sides. Fliers will be charged based upon total number of inks used per side and quantity ordered.
- Rates apply to paid and carrier delivered SMC distribution.
- Advertisers must purchase fliers in paid and SMC distribution in all zones purchased.
- No partial zone distribution.

SAME SERVICE EVERYDAY

PRICE INCLUDES: UP TO 5 QUARTS OF PREMIUM OIL

<p>#1 LUBE OIL FILTER</p> <ul style="list-style-type: none"> ✓ Replace engine oil ✓ Replace oil filter ✓ Adjust tire pressure ✓ Check level of all fluids ✓ Top off fluids as needed ✓ Check air filter <p style="text-align: right;">\$35</p>	<p>#2 LUBE OIL FILTER</p> <ul style="list-style-type: none"> ➔ Same #1 Plus the following ➔ Check all lamps ➔ Check for fluid leaks ➔ Check tire wear ➔ Perform 26 Point Inspection <p style="text-align: right;">\$40</p>
<p>#3 LUBE OIL FILTER</p> <ul style="list-style-type: none"> ❖ Same as #1 & #2 Plus the following: ❖ Rotate tires ❖ Balance front tires ❖ Replace burnt bulbs as needed (For the Price of bulb) <p style="text-align: right;">\$80</p>	<p>#4 LUBE OIL FILTER & SMOG</p> <ul style="list-style-type: none"> • Perform State Smog Test • Check all lamps • Replace burnt bulbs as needed (For the Price of bulb) • Check for fluid leaks • Check tire wear • Perform 26 Pt. Inspection <p style="text-align: right;">\$88</p>

838-0407
Open Monday Through Friday
9674 Old Redwood Highway
Windsor 95492

FREE WORKSHOP

Tuesday, August 17th, 2010

Join us for this informative and practical workshop addressing the prevention and treatment of Spinal Stenosis, including state of the art Spinal Decompression.

Find out what 100's of your neighbors already know. North Bay Spinal Decompression Center is Southern Sonoma County's leading Spinal Decompression center offering the optimal non-surgical treatment for serious spinal conditions.

Call Now Seating is Limited
766-4148

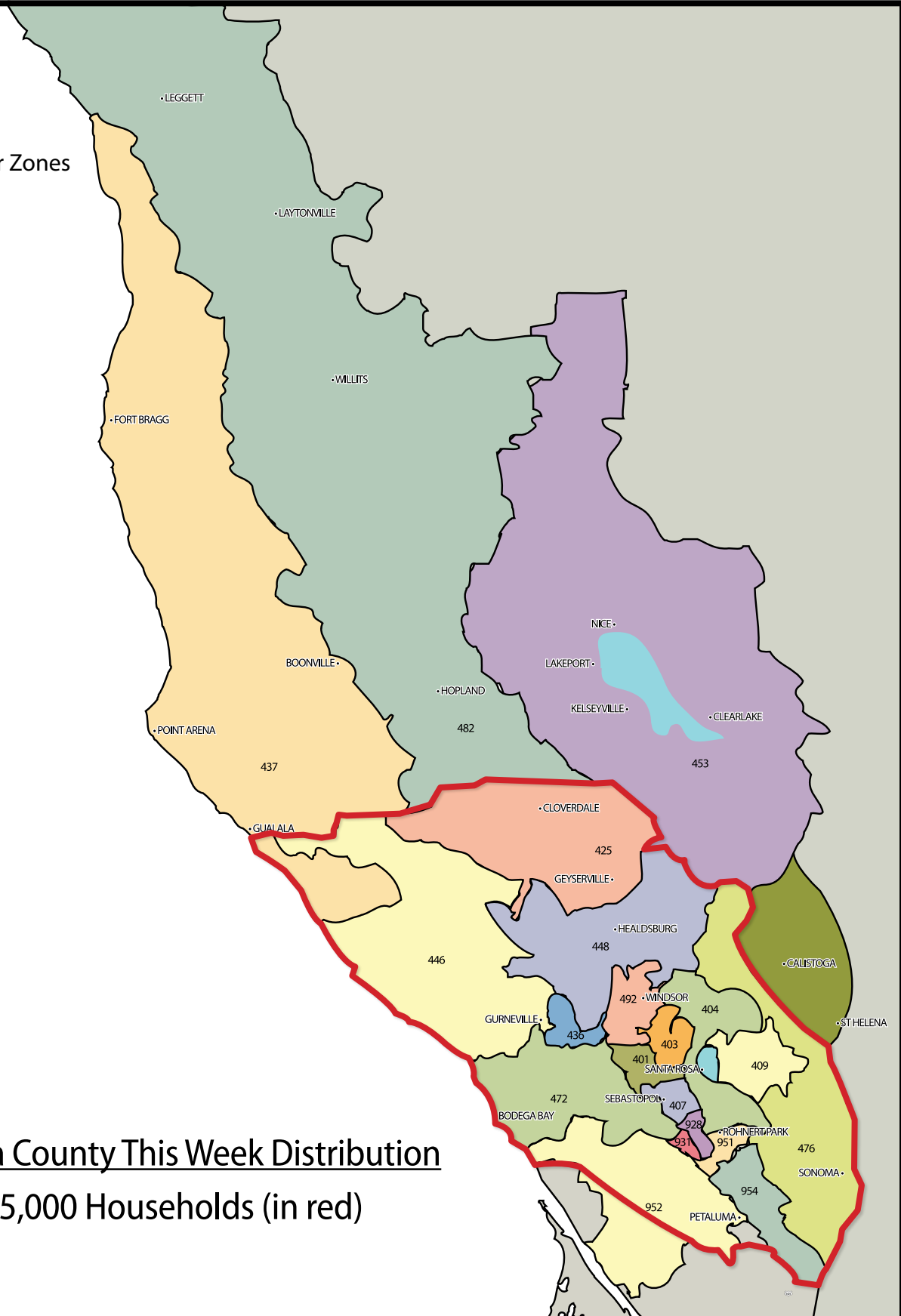
North Bay Spinal Decompression Center

1225 N. McDowell Blvd. Petaluma, CA 94954
www.northbayspinaldecompressioncenter.com

Zoning Map

Preprint & Frequent Flier Zones

- 401
- 403
- 404
- 405
- 407
- 409
- 425
- 436
- 437
- 446
- 448
- 453
- 472
- 476
- 482
- 492
- 558
- 928
- 931
- 951
- 952
- 954



Sonoma County This Week Distribution

115,000 Households (in red)

Insert Delivery Information

Press Democrat Paid Distribution

Sonoma County This Week

(TMC-Carrier Delivered Distribution)

Delivery Hours:

Monday - Friday: 8:00am to 6:00pm

Delivery Deadlines:

Preprints inserting: Monday-Saturday: 7 working days prior to pub date.

Preprints inserting: Sunday's: 10 working days prior to pub date.

All Major Holidays; Thanksgiving/Christmas: 14 working days prior to pub date.

Thanksgiving and Christmas require Full Run Distribution.

The Packaging Center will be closed on Saturday, Sunday's and all major holidays.

Packaging Center Delivery Address:

5505 Redwood Drive, North Dock

Rohnert Park, CA. 94928 | 707-546-2020 Ext: 6731

General Guidelines:

- Skidded preprinted inserts must be stacked on a solid base skid or pallet.
- Loaded skids should not exceed 4 feet high.
- A 4 inch high minimum floor clearance, at least a 28inches wide, is required.
- Maximum size is 43x48 inches, with a maximum weight of 2,000 pounds.

A bill of lading must accompany all deliveries, each skid and/ or box must be identified with the following information:

1. Name of Insert
2. Date of distribution
3. Vehicle of distribution (Paid or TMC)
4. Quantity of inserts
5. Total number of skids in delivery (1 of 4 etc.)
5. Copy of insert to be displayed on two sides of each skid

Sonoma County THIS WEEK Ad Rates & Specifications

Ad Sizes	48x Rate	Pick-Up Rate
Front Page + Page 3	SOLD-OUT	
2 col. x 5.25"	\$150.00.....	\$105.00
2. col x 7".....	\$200.00.....	\$140.00
3. col. x 10.5".....	\$450.00.....	\$315.00
Full Page.....	\$750.00.....	\$525.00
Double Truck Spread	SOLD-OUT	

Sonoma County This Week Deadlines

Reservation: 8 days prior to publication date
Ad Material: 7 prior to publication date

Preprint Insertion Deadlines:

Reservation: 14 days prior to print date
Shipping/Receiving: 10 prior to print date

Frequent Flier Deadlines:

Reservation & Material: 21 days prior to print date

THE PRESS DEMOCRAT



For more information, or to advertise, contact:

707.526.8570 | PDmedia.com