THE VALLEY SHOPPER

A special advertising section of Valley Community Newspapers

To advertise, call 916-429-9901 • April 2011



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20 Point
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With coupon. Not valid with any other offers.

Brake Pad Replacement ONLY \$59 Labor Only*

Brake Pad & Rotor Replacement ONLY \$119 Labor Only*

With coupon. Not valid with any other offers.

*Prices may vary per model.

Minor Services A

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Place Your Car in the Hands You Can Trust!

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VISA

Irene Senst Tax & Bookkeeping

Expertly preparing taxes since 1983 916-640-3820 • www.taxirene.info Same Low 1990 prices.

CTEC Member in good standing.



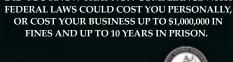


-coupon-GET 25%-50% OFF

Tax or Bookkeeping Services



OU KNOW THAT NON-COMPLIANCE WIT RAL LAWS COULD COST YOU PERSONALL





As a business owner, you know there are laws every business must follow. However, results of a recent survey by z'Telligence and Fellows Inc., (July 2005), showed only 13.1% of business owners recognize the term "FACTA." That could mean that nearly 87% of all business owners aren't aware that FACTA:

- Is federal legislation that went into effect June 2005
- Can shut your business down whether you have two or two thousand employees
- Can result in major fines to you and your business by the FTC for non-complicance
- Provides another avenue for lawyers to file lawsuits against your business on behalf of customers or employees

FACTA is only one piece of legislation that affects your business. There are others:

- HIPAA Security Rule
- Gramm, Leach, Bliley(GLB) Safeguard Rule
- Numerous individual state laws (such as the Texas Whistle Blower Statue)

We Can Help.

Our Affirmative Defense Response SystemTM (ADRS) can help your business at virtually no cost. To learn more, please make the call.

FREE tax preparation with membership

welcome TO THE AGING HOME EXPERIENCE HOME TO ESKATON



Surrounded by three acres of beautiful trees and just minutes from downtown Sacramento, Eskaton Monroe Lodge offers independent living in a tranquil, country-like retreat with all the city advantages. Situated in Sacramento's historic Land Park neighborhood, Eskaton Monroe Lodge is an elegant six-story building that includes 100 private apartments, spacious lounges and large rooms for community programs and events. Services include regular maintenance, weekly housekeeping, weekly bed linen service and complimentary scheduled transportation. Every apartment features a spectacular view – varying from the city skyline to the snowcapped mountains.

Eskaton Monroe Lodge is easily accessible from I-5, Highway 99 and Capital City Freeway. Public transportation is just steps away. Shopping, restaurants, churches, medical facilities and cultural opportunities are all within easy reach. Nearby, Sacramento City College offers many cultural and educational opportunities as well.



ESKATON.
Transforming the Aging Experience

Eskaton Monroe Lodge

3225 Freeport Blvd. Secremento, CA 95818 916-441-1015 www.eskaton.com

We've



₹ GIFT

- Stop by our new location,
 - 2590 21st Street in Sacramento

(21st @ 1st Avenue, two blocks south off Broadway)

- Shop the same great selection in fashions 'n' accessories... jewelry... collectibles... housewares... books 'n' music... home decor... expertly repaired bicycles... 'n' much more.
- **Donate** gently used clothing, accessories such as shoes, ties, belts, hats & handbags, art, games, books, movies, jewelry, houseware, linens, collectibles, crafts, sewing, furniture, & home decor

accepted daily in our donation center in rear

parking lot off 1st Avenue.

• **Support** a prevention organization in the Broadway **Burnett Way** 1" Avenue

Hours and donations

Sunday - noon to 4 Tuesday - Saturday 10 to 6 (closed Monday)

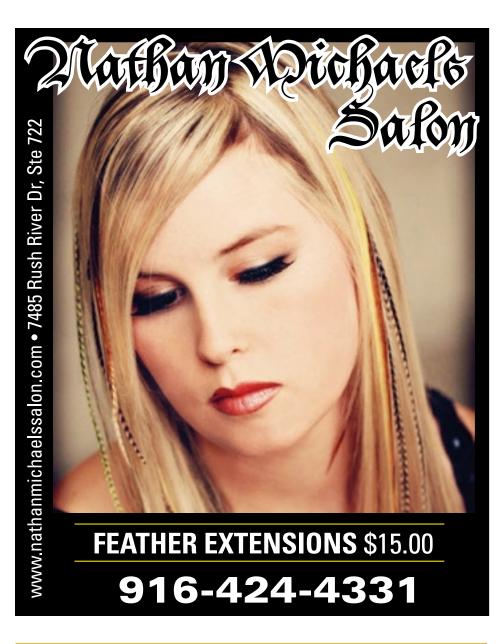
916 • 457 • 1877

PEOPLE REACHING

business of keeping teens away

from drugs, alcohol and violence.

Drug Free. Dream Big.





(In the Iyengar Tradition)

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Mary Chan

Certified Iyengar Teacher 916-731-4831

or email ma9777@aol.com

4 WEEK SERIES:

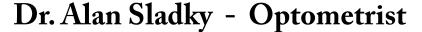
Beginning Saturday, May 7th, 2011 1:00 - 2:15 p.m.

\$50 pre-registration, \$56 at door

Call Mary at 731-4831

Class schedule online at www.gen-nih.com







• We offer the latest in eyewear, over 1000 frames to choose from!

- We accept most major vision plans.
 - Some glasses & contact lenses ready in 1 hour.
 - Experienced and knowledgeable staff.

We specialize in hard to fit contacts, including those for Keratoconus. They may be covered by insurance ask for details!

Walk-ins and same day appointments welcome.

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Dr. Alan Sladky, Optometrist 7465 Rush River Dr. Ste 410

!!!SPECIAL!!!

Complete Eye Exam & a 3 Month **Supply of Disposable Contacts**

(Over \$200 Value!)

Change Your Eye Color for \$30 More!

Ask for details. Coupon cannot be combined with any other discounts or insurance.

!!!SPECIAL!!!

Select Frames & Single Vision

(Save up to \$100)

Lined bifocals \$40 more.

Ask for details. Coupon cannot be combined with any other discounts or insurance. Select frames only.

POCKET BISTRO



Mother's Day Brunch & Drink Specials May 8th, 11:30am - 2:30pm

- Full Bar
- American Cuisine
- Family Friendly
- Lunch & Dinner Served Daily
- Happy Hour Tuesday Friday, 3:30 6:30pm

6401 Riverside Boulevard 916.391.7990 • www.pocketbistro.net

Prime Rib Special

Every Thursday Evening

Hours: Tues-Thurs 11:30am-9:30pm • Fri-Sat 11:30am-10pm • Sun 11:30am-8:30pm

Superior III

1300 El Camino Ave. /// Sacramento, CA 95815 (916) 927-1300 Phone /// (916) 927-3016 Fax

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CALL ABOUT OUR SPECIAL PRICING Prepay 2 months, get 1 month FREE! 5 x 10 units only \$50/month

JUST LISTED! 2450 5th Avenue in Curtis Park

OPEN HOUSE: April 30th & May 1st, 2-4pm



Artistically unique Curtis Park 4-5 Bed/3 Bath Home with approx. 1960 SF of living space. The artistry & architectural *detail* of this home is stunning! This home was once owned by local renowned artist Jack Ogden & was re-designed by architect Mike Singer & sculptor Gary Bennett. Remodeled Kitchen using sustainable products! This home is One-of-a-Kind! Stop in! A must see!

Matt & Wendy Kay DRE# 01437903, DRE# 01335180 916.717.1013 | www.matthewkay.com | casadekay@yahoo.com



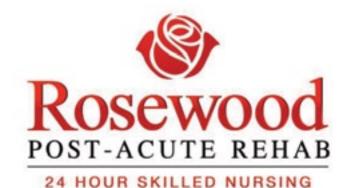
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Rosewood is rated 5-Stars by Medicare and ranks in the top 10% of facilities in the U.S.

6041 Fair Oaks Blvd. • Carmichael, CA 95608 | Office: 916-483-8103 • Fax: 916-352-6288

"This letter is in regards to the care your center is giving my mother, Frances. I would like to take this opportunity to let you know that my family and I are extremely happy in which your staff addresses my mother's needs, both physically and mentally. I especially wanted to thank you personally for your help with my mom's situation when I was away for a few weeks taking care of my in-laws. It's always difficult to take care of things when I can't be on-site right then and there, but you make all the difference in the world in helping diffuse that situation quickly and efficiently. In closing, I would like to say that I am grateful my mother resides at Rosewood Rehabilitation and am thankful you and your staff truly have compassion and concern for all your residents. If there is EVER anything I can do to help you with anything in the future, please don't hesitate to contact me. Thank you again!" Katherine J.



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any service of \$200 or more TREE TECH



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Studio's, 1 bedrooms, 2 bedrooms Available

MOVE IN SPECIAL!!! One Month Free Rent

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eer House, 415 P Street Sacramento, CA 95814 (916) 442-4906 www.PioneerHous RCFE# 340300522



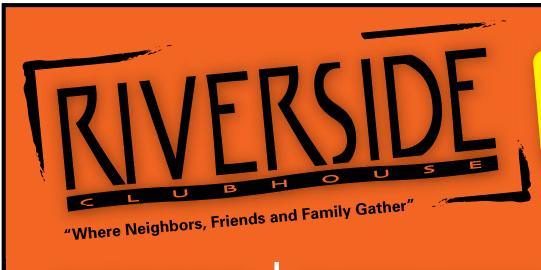


Senior Homecare By Angels® **Select Your Caregiver®**

- Up to 24 Hour Care
- Meal Preparation
- Errands/Shopping
- Hygiene Assistance
- Light Housekeeping
- Respite Care for Families
- Rewarding Companionship



(916) 422-2122



KIDS EAT FREE

Monday & Tuesday Nights "Cow Menu" Up to & including 7 years old

Wednesday Nights \$1 TACOS \$2 BEERS (5 p.m. - 8 p.m.)

Every Friday 5 p.m. to Midnight MOJITO NIGHT

> \$12 - Pitcher \$3 - Per Glass

BREAKFAST SERVED

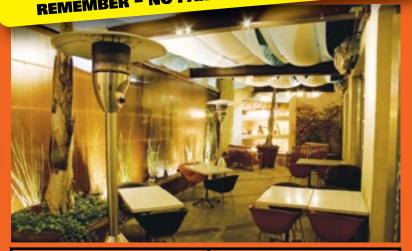
Saturdays & Sundays, 9am-2pm

\$8,00 Each

Bottomless Mimosas

ADDITIONAL PARKING

RIVERSIDE PLAZA - NEXT DOOR AFTER 5PM REMEMBER - NO PARKING on Beverly Way



Book your 9pm Thursday Night Party and Receive

\$100 OFF

HAPPY HOUR:

Monday-Friday: 3:30 to 7 p.m.

Try our NEW Happy Hour Menu

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professional installation team Lic# 870136







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Select Your Caregiver_®

Experienced Caregivers Thoroughly Screened.

Providing *Peace of Mind* to thousands across America each and every day!

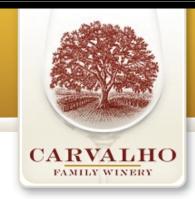


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- Respite Care for Families
- Low Hourly Rates
- Temporary/Long Term

Free In-Home Assessment 916-971-9333



www.visitingangels.com/sacramento1



MOTHER'S DAY BRUNCH

Sunday, May 8th, 10:30am – 2:00pm

May 4th – Limited Seating – RESERVATIONS REQUIRED –

- \$45 adult, \$20 children (5-12) plus tax
- Featuring: Harpist; Pamela Pamperin & Florist; Bella Bloom

Coming in May: Spring Wines, Barrel to Bottle and BBQ

"Experience the elegance in this one-of-a-kind winery."

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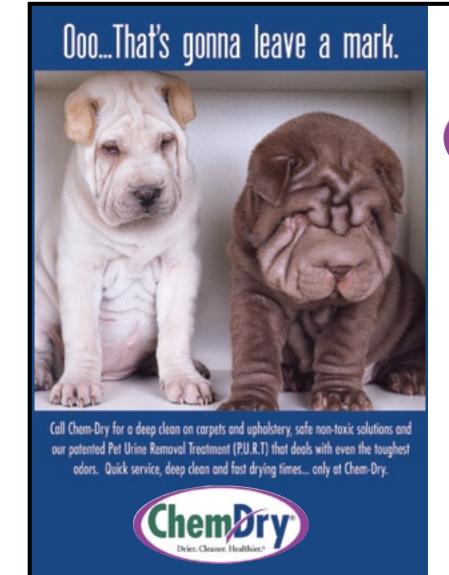
VALLEY COMMUNITY NEWSPAPERS, INC.

Community News In Your Hands



CONTACT A SALES REPRESENTATIVE TO ADVERTISE IN OUR NEWSPAPERS! 2709 Riverside Blvd., Sacramento, CA 95818 | 916.429.9901 | www.valcomnews.com









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How Our Clients Describe Us: professional, pro-active, above & beyond expectations, a one-stop shop, on-time

SPECIAL: \$50 Postcard or Flyer Design

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250	\$.37 each	100\$1.05 eac	h
500	\$.28 each	250\$.68 each	h
1000	\$.19 each	500\$.64 each	h
1500+	\$.16 each	^l 1000+\$.60 each	n

Red All Over Design will help build your brand. Let us create your personal marketing package. Our design services are available for:

- Commercial flvers
- Political campaign material
- Public service announcements
- **Brochures**
- Posters
- Postcard mailers
- Identity systems (business card, letterhead, envelope)

Contact Ryan Vuong at 916.429.9901 or e-mail RedAllOver@valcomnews.com for

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Connecting the Community... One design at a time.



Hydrex Pest Control has offered EffectiveTermite and Pest Control Services to Sacramento Area Homeowners since 1990. Honest values and courteous service are the way we do business. If you have a pest problem, give us a call and we will give you a free quote; most homes are priced at \$68 on a bi-monthly service agreement. This service includes removal of cob-webs on the 1st story exterior as well as exterior treatment and interior treatment as needed. (SEE COUPON)

If you see what you suspect to be Termites, we will send an experienced Termite Inspector to your home FREE of charge to identify them and offer a quote to treat them. They can also give you a price to repair termite damaged or dry rotted wood. If you are selling your home, call us for a complete Termite inspection. (SEE COUPON)

Subterranean termites live deep down in the soil so the goal of a subterranean termite treatment is to create a continuous barrier of treated soil between the termite colony in the ground, and your home.

The chemical we use "Termidor"™ is virtually odorless. Termites are highly social. Because of this, grooming, feeding, and colony maintenance spread the chemical, eventually eliminating the whole colony.

In structures with raised foundations, treatment is highly concentrated around footings, piers, and plumbing in the sub-area. Termites are more likely to build their tubes along these areas. Then the remainder of the soil is treated to stop and prevent any freestanding termite activity.

If the house is built using slab construction holes may need to be drilled through slab sidewalks, patios, cracks in slab and garage areas to treat the soil by injection of chemical.

GOT TERMITES?

DIFFERENCE BETWEEN WINGED ANT and TERMITE SWARMER



WINGED ANT

- **ELBOWED ANTENNAE**
- **FORE WINGS LARGER** THAN HIND WINGS
- **VERY NARROW WAIST**



TERMITE SWARMER

- **BEADED ANTENNAE**
- WINGS SAME SIZE
- **BROAD WAIST**

END TO ALL YOUR TERMITE AND PEST CONTROL PROBLEMS



- Effective Termite & Pest Control Termite Inspections
- Termite Treatments
- Dry Rot Repairs
- One Time Services

Pest Control: \$68/Service* - Homes up to 2500 Sq. Ft. Termite Inspection: \$95 - Homes up to 3000Sq. Ft. 5 service minimum agreement, additional Sq.Ft slightly higher

Pest Control Contract or Termite Insp.

Coupon cannot be use in conjunction with any other offer. One coupon per person or address. Exp. 12/31/11



SPECIAL: \$50 Postcard or Flyer Design

Affordable Printing Availble

POSTCARDS		, FLYERS	
250	\$.37 each	100	\$1.05 each
500	\$.28 each	250	\$.68 each
1000	\$.19 each	500	\$.64 each
1500+	\$.16 each	l 1000+	\$.60 each

Red All Over Design will help build your brand. Let us create your personal marketing package. Our design services are available for:

- Commercial flyers
- Political campaign material
- Public service announcements
- Brochures
- Posters
- Postcard mailers
- Identity systems (business card, letterhead, envelope)

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> Chops 1117 11th Street Sacramento, CA (916) 447-8900

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Giovanni's Pizzeria 5924 S. Land Park Drive (916) 393-7001 6200 Folsom Blvd. (916) 455-8831 Hydrex Pest Control 6416 Watt Avenue North Highlands, CA 95660 (916) 334-0142

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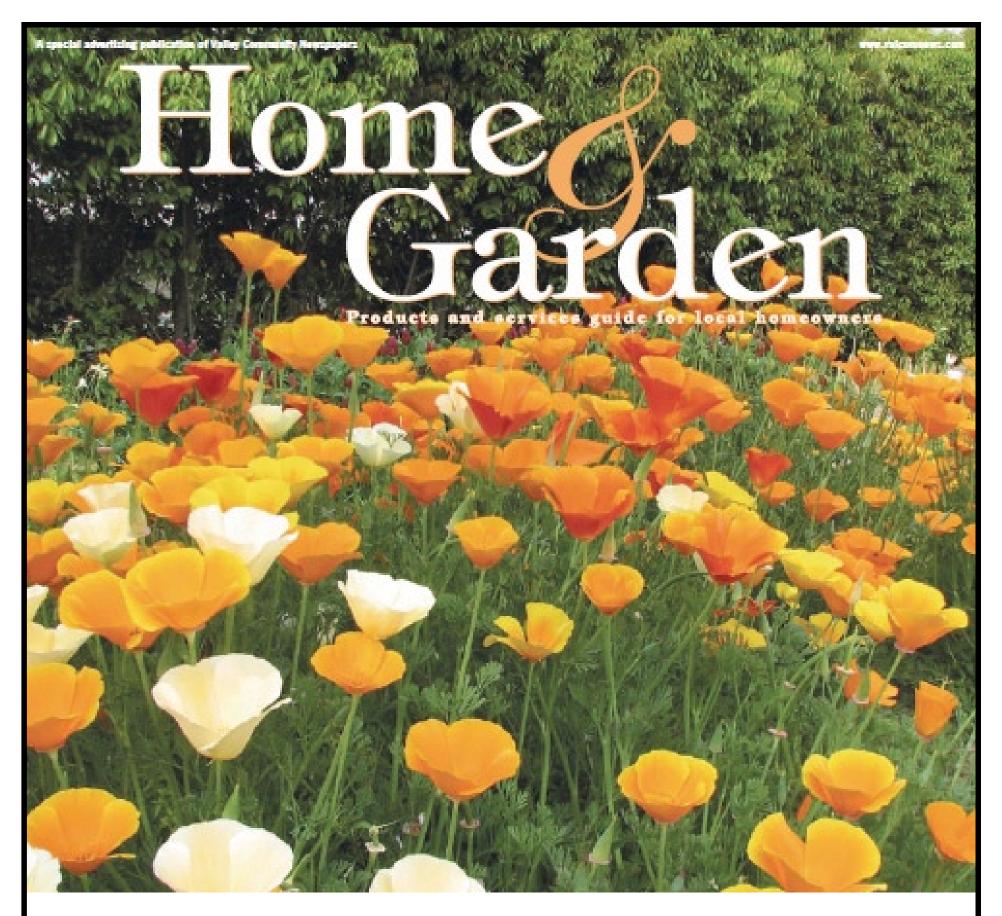
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Visiting Angels Sacramento (916) 422-2122

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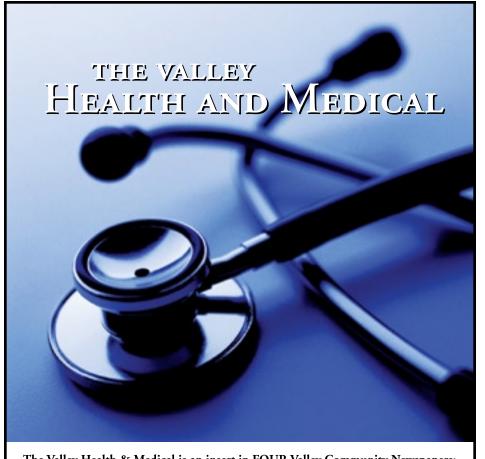
The Valley Home & Garden is an insert in FOUR Valley Community Newspapers:

Arden-Carmichael News, East Sacramento News,

The Land Park News, and The Pocket News.

Publishes: May 19th and 26th (20,000 Copies)
Deadline: May 5th, Thursday

Call 916.429.9901 Today



The Valley Health & Medical is an insert in FOUR Valley Community Newspapers:

Arden-Carmichael News, East Sacramento News,

The Land Park News, and The Pocket News.

Publishes: June 2nd & June 9th (20,000 Copies)
Deadline: May 19th

Call 916.429.9901 Today



Serving our
Community
Saturday, April 30
Noon-4 p.m.

FREE

Vehicle Safety Inspection Bicycle Safety Inspection

Car Wash and Bake Sale

Donations benefit toy drive for UC Davis Children's Hospital

625 Florin Road

Next to

Kennedy High School

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- Increase business by 3-5%
- Add California Kids publication to my market plan
- A \$40 ad (minimum) per month –
 reach over 80,000 readers

VALLEY COMMUNITY NEWSPAPERS

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