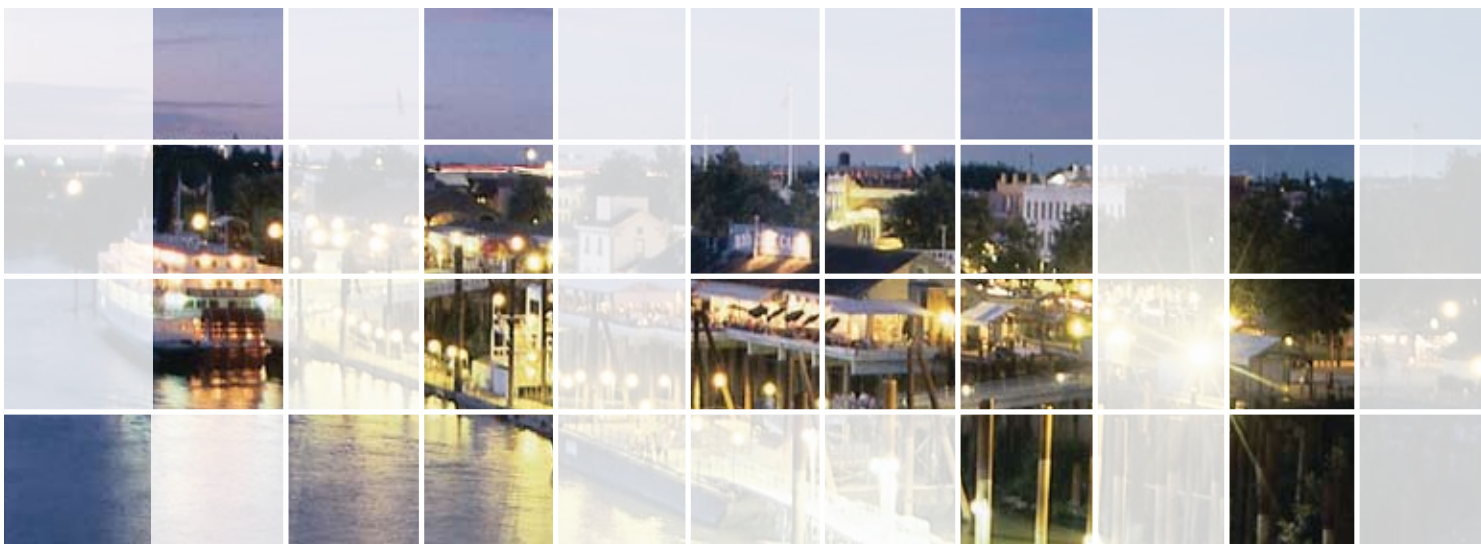


VALLEY COMMUNITY NEWSPAPERS, INC.

Publishers of:

Arden-Carmichael News, East Sacramento News, The Land Park News,
The Pocket News, California Kids!, Valley Shopper



Our Newspapers, Your New Market

2709 Riverside Boulevard Sacramento, CA 95818
P: (916) 429-9901 F: (916) 429-9906 • www.valcomnews.com

Your Options

REACH *(twice monthly)*

Arden-Carmichael News 95825, 95864, 95608
Arden, Arcade and Carmichael West

East Sacramento News 95816, 95819
East Sacramento, River Park & California State University

The Land Park News 95818, 95822
Riverside, Land Park and South Land Park

The Pocket News 95831
Pocket and Greenhaven

California Kids! *(Monthly)*
Serving Sacramento Country & the greater Sacramento region

Valley Shopper *(Quarterly, Jan., April, July, Oct.)*
Ask your representative for current information

MEDIAN DEMOGRAPHICS

Median Annual Income\$100,000
Median Home\$300,000
83% Adult (18+), 17% (under 18)

PRODUCTION

SEE CHARTS BELOW, Call for Valley Shopper Sizes

DEADLINES

East Sacramento News & The Pocket News
2nd & 4th Thursday of each month.

The Land Park News & Arden-Carmichael News
1st & 3rd Thursday of each month.

California Kids!
3rd Monday of the prior month

RATES

(p.c.i. = per column inch)
(Based on full color)

Open..... 14.00 p.c.i.
Non-profit..... 10.00 p.c.i.
National..... 16.50 p.c.i.

# of Times	RATE
1-2.....	14.00 p.c.i.
3-5.....	13.00 p.c.i.
6-12.....	12.00 p.c.i.

BILLING

Pay monthly by major credit card. Otherwise, prepayment required. Ask about our frequent contract billing.

STANDARD VCN SIZES

Gutter is .167" or 1 pica

COLUMNS	INCHES	PICA
1 Column	1.83"	11p2.4
2 Column	3.83"	23p4.8
3 Column	5.83"	35p7.2
4 Column	7.83"	47p9.6
5 Column	9.83"	60p0
Full Page (Inside)	9.83" x 12.5"	60p0 x 92p0
Full Page (Outside)	10" x 13"	60p0 x 96p0

FILE FORMATS

Adobe Indesign CS
Adobe Acrobat 5.0 (PDF files)
Adobe Illustrator 9.0
Adobe Photoshop CS
Adobe Pagemaker 6.5
(.jpg, .tif, .png, .pdf, .eps)

NOTE: please do not send your files in Microsoft Word (.doc) format. This is a word processing program and Word's graphic formats do not translate well. We are also unable to use Microsoft Publisher documents, as this is a PC only program.

CONTACT

Sales Staff: P: (916) 429-9901
F: (916) 429-9906

Editorial: susan@valcomnews.com

Production: john@valcomnews.com

Our Newspapers



Valley Community Newspapers, Inc., publishers of the Arden-Carmichael News, the East Sacramento News, The Land Park News, The Pocket News, The Valley Shopper and California Kids, is a high-quality, family-owned community newspaper group committed to providing truly local content to our readers and a targeted platform for our advertisers.

Our publications are the premier community news and information provider in the Sacramento region. Our newspaper titles serve more than 70,000 readers weekly (more than 250,000 a month) and more than 15,000 unique visitors a month to our Web site.

Through our diverse distribution, our newspapers are delivered throughout the region, with special focus on Sacramento's neighborhood communities like Pocket, Greenhaven, Laguna, north Elk Grove, Curtis Park, Hollywood Park, Land Park, Midtown, Alhambra district, East Sacramento, Elmhurst, Arden Arcade, and Carmichael. The papers are distributed by our delivery team to many of the businesses in these areas and through targeted proprietary display stands in key locations.

The areas we service offer a unique lifestyle that thrives on the support of regular community newspapers dedicated entirely to the interests and activities of our local communities. The Valley Community Newspaper publications are well established in the area and are considered "must-read" by local residents.

OUR PUBLICATIONS

Our coverage locations were specifically selected for coverage due to their respective median incomes, spending habits, likelihood for home ownership or purchases, and propensity for local action, activity and shopping. Simply put: These are the communities that fuel the Sacramento economy.

Arden-Carmichael News Regularly found at the most popular businesses in the area, the newspaper is known for its in-depth coverage of this unincorporated part of Sacramento County. The only paper currently offering exclusive coverage of the Arden Arcade community, this publication reaches a diverse population of families in one of the county's wealthiest areas.

East Sacramento News Within its boundaries are Midtown Sacramento, an up-and-coming center for economic and residential activity; the McKinley Park and Fabulous Forties neighborhoods, homes and homeowners so famous they have been featured in major Hollywood films; River Park, a comfortable and welcoming community along the American River; and the homes and businesses surrounding California State University, Sacramento.

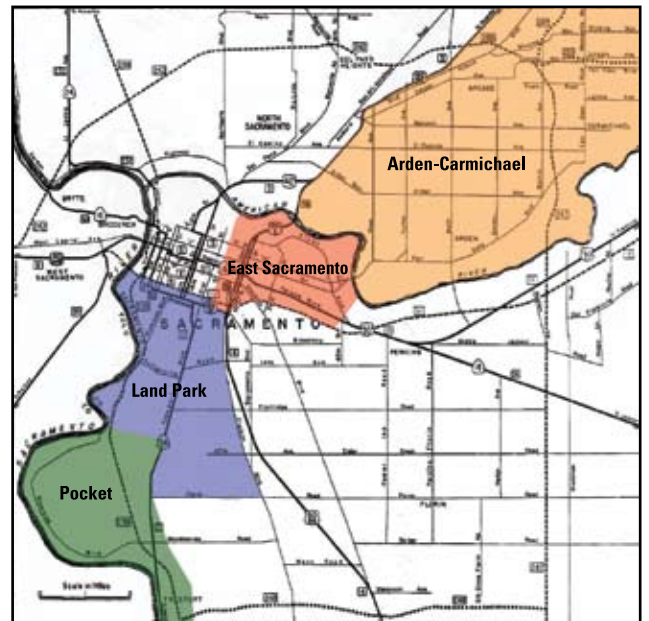
The Land Park News Land Park residents are many of the Sacramento regions' opinion makers and business leaders. Also among the readers of this publication is Curtis Park; a family-friendly community bordering Sacramento City College; and Hollywood Park, a neighborhood recently experiencing an economic revival.

The Pocket News (published first and third Thursday of the month): A celebrated paper held in high esteem by its readers, the publication serves as the only newspaper for the Pocket and Greenhaven areas. The Pocket and Greenhaven communities are also home to a series of gated communities bordered by Rush River Drive, Lakefront Drive, and Pocket Road.

California Kids! (published once a month): An event and activities guide for active families, California Kids reaches those parents most likely to purchase products and services by targeting active families who get out and enjoy all that the community has to offer.

The Valley Shopper (published quarterly): A quarterly publication that is an inexpensive form of advertising in four neighborhood publications (the Arden-Carmichael News, the East Sacramento News, The Land Park News and The Pocket News), The Valley Shopper is a great venue for coupons, promotions and discounts. This publication is printed in January, April, July and October.

Special Advertising Inserts in the four neighborhood publications (the Arden-Carmichael News, the East Sacramento News, The Land Park News and The Pocket News) include the Real Estate Quarterly, Wedding Section, Home and Garden Section and Local Pets Section among other inserts.



Your Future, Our Commitment

The owners and staff alike hold the company mission to "Build Community Trust" with great pride. It also reflects why the community newspaper business is booming while other newspaper sectors are in decline

The Valley Community Newspaper group currently offers three advertising opportunities: Print Display Ads, Classified and Home Improvement Ads and Online Ads. Many different options and price structures are available.

To advertise in print in any of our newspapers: Call (916) 429-9901. Ask to speak to an advertising representative.

To purchase a classified or home improvement ads: The Valley Community Newspaper group currently offers Home Improvement and Professional Services guides in the Arden-Carmichael News, the East Sacramento News, The Land Park News and The Pocket News. For more information on classified ads, contact Valley Community Newspapers at (916) 429-9901.

To advertise online: Online advertisement is a changing market within the Valley Community Newspaper group as we just recently updated our Web pages. For parties interested in taking advantage of the new advertising opportunities online, please contact our ad reps. Call (916) 429-9901.



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