

The Golden State Plan Service Rate Sheet

The single largest database of construction projects in California, with 5,000 members collectively and access to nearly 8,000 statewide contractors, architects, public works agencies and other plan providers, and with 16 local offices to serve you.

Four interlocking weekly newspapers giving you the entire statewide database in easy to navigate segments. Each newspaper published weekly in a modern digital format and available without cost at www.GSpapers.com
Discounts given for running multiple times and also in multiple papers - reach exactly the market you desire.

THESE ARE SINGLE NEWSPAPER RATES:

Ad Type	Ad Size	1 run	6 runs	13 runs	26 runs	52 runs
Business Card Sized Ad		NA	\$19	\$13	\$10	\$7
Quarter Page	3 7/8" wide by 4 3/4" tall	\$72	\$53	\$44	\$38	\$33
One Third (V)	2 7/8" wide by 7 1/2" tall	\$96	\$79	\$65	\$56	\$48
One Third (H)	8" wide by 3 1/8" tall	\$96	\$79	\$65	\$56	\$48
Half page	8" wide by 4 3/4" tall	\$135	\$106	\$89	\$75	\$63
Full page (bleed)	8 5/8" wide by 11 1/4" tall	\$200	\$172	\$138	\$117	\$99

For any two newspapers, take the appropriate price from the chart, above, and multiply by: 1.75


For any three newspapers, take the appropriate price from the chart, above, and multiply by: 2.50

For all four newspapers - statewide coverage - multiply the appropriate price from above by: 3.25

Reading the price chart: Each column shows the price per run based on the number of times the ad is run. For example, a 1/4-page ad, run 13 times, is \$44 per run. That same ad, run every week for a year, would only cost \$33 per run. Ads are invoiced monthly after the last ad run of the month. Tear sheets sent by first-class mail. Net 30 days is offered. Multiple ads can be run on a rotation basis under one advertising contract. Advertisers who fail to complete the number of ad runs requested will have to pay for the actual number of ad runs per the published rates above. Rates are per insertion for full color ads. Flash animation (.swf files), animations (.gif format) and video clips can be added to any ad. There is no extra charge for video clips or multi-media in ads unless "assembly" of the ad is required. Some file size limitations apply.

**For information call Catherine Wood at C&S Publishing
916-729-5432 or email: CandSpublishing@gmail.com**

Publisher reserves the right to refuse any advertisement with or without reason or explanation. PCCA reserves the right to determine position and placement of all advertising. Special positioning may be purchased for an additional 20% if space is available. The inside front cover is our best position, and is available for an additional 20% on a long-term advertising contract only.



**Significant Outreach
Required**

**Running a subcontractors requested
ad is no longer good enough!**

That's why we publish your outreach ads in all four editions of the newspaper, AND we also publish it online, AND we also email it out to over 6,000 qualified and interested contractors and subcontractors as well as via Twitter — all this for one low price, usually around \$75 depending on length.

**Email your next good faith advertisement to
C&S Publishing for a free, no-obligation quote:**

CandSpublishing@gmail.com