



THE ORINDA NEWS

We've been here since 1986 – and we're better than ever.

We offer coverage of Orinda that can't be found anywhere else, and our readers respond. More than 85% of Orindans look to *The Orinda News* first when it comes to local news – and also when it's time to go shopping or out to a new restaurant.

Schools? City Council? Local sports? Teen life? It's all in *The Orinda News*, along with features, columnists and of course, ads that catch our affluent readers' eyes.

And we engage our readers with more than just a newspaper in their mailboxes – our issues are online and we are active on social media as well.

If you wonder how to reach Orinda residents, *The Orinda News* is the answer!

THE ORINDA NEWS
influence &
IMPACT
SINCE 1986

WWW.THEORINDANEWS.COM

Available on :



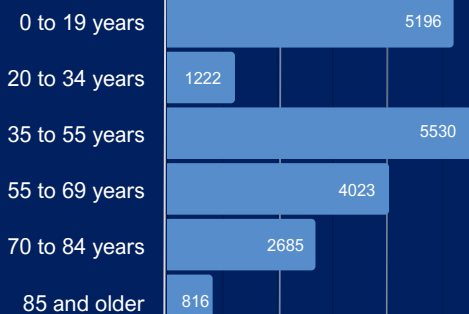
Orinda — Demographics

Reach our prime and sophisticated audience through print and digital products



AGE/POPULATION

TOTAL 19,472



EDUCATION

| | |
|--------------------------------|-----|
| Grad or Professional Degree | 46% |
| Bachelors Degree | 39% |
| High school grad- some college | 13% |
| No Degree | 2% |



HOUSING

| | |
|-----------------------------|--------------|
| Own | 92.2% |
| Rent/Vacant | 7.8% |
| Median Value Owner/Occupied | \$ 1,804,400 |



HOUSEHOLD INCOME

| | |
|-------------------------|-----------|
| Median Household Income | \$250,001 |
| Over \$200,000 | 60.3% |
| \$100,000 - \$200,000 | 19.4% |
| Less than \$100,000 | 20.3% |



EMPLOYMENT STATUS

| | | |
|---------------|-------|-------|
| Mgmt/Business | 6,965 | 78.2% |
| Sales/office | 885 | 9.9% |
| Other | 1,051 | 11.8% |

Source: Census Estimate 2023 ACS Release



THEORINDANEWS.COM

ANNUAL PAGE VIEWS

| | |
|------|--------|
| 2022 | 47,454 |
| 2023 | 59,585 |
| 2024 | 67,178 |



DELIVERY

USPS MAIL-MONTHLY

| | |
|--------------------|------|
| Homes & Businesses | 8284 |
|--------------------|------|



THE ORINDA NEWS

PRINT EDITION SINCE 1986

| | |
|----------------|-----------|
| Monthly Since | 2007 |
| 8-10 Issues a | 1998-2007 |
| Year Quarterly | 1986-1998 |

Riveting & Revealing

www.theorindanews.com

IN THE MAILBOX NOT ON THE DRIVEWAY

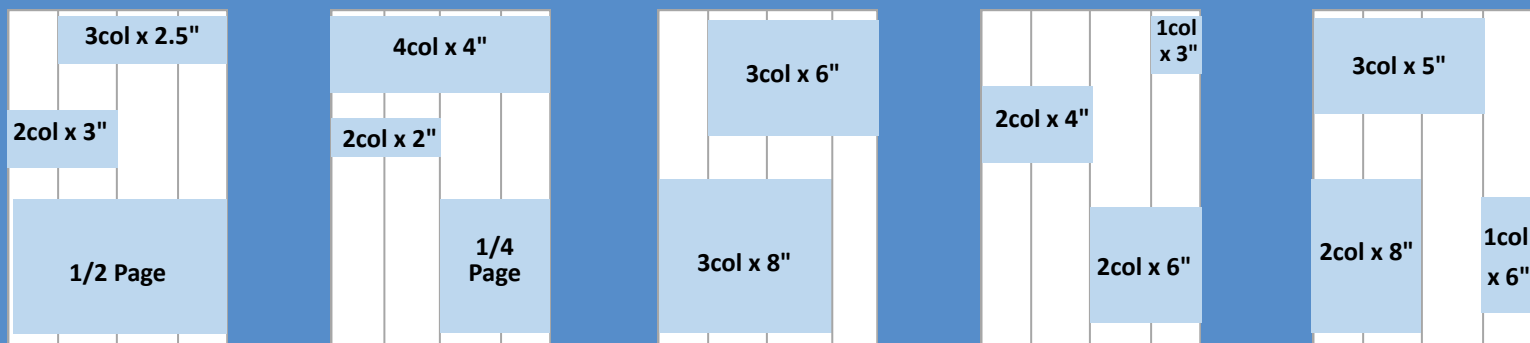
One big reason *The Orinda News* has such a devoted readership is that the paper arrives in the mailbox every month, and automatically gets carried into the house, where it's likely to stay until the next issue.

Enjoy your news in print, online or on the go.

Count on *The Orinda News* to show your ad in the best light possible.

Advertise in The Orinda News

AD SIZES & LAYOUT



| Ad Size <small>Updated 4/2025</small> | 1 Issue | 3 Issues | 12 Issues |
|---------------------------------------|-----------------------------------|----------|-----------|
| 1 column x 3" = 2.333" x 3" | \$120 | \$105 | \$100 |
| 1 column x 4" = 2.333" x 4" | \$135 | \$117 | \$110 |
| 1 column x 6" = 2.333" x 6" | \$215 | \$185 | \$175 |
| 2 column x 2" = 4.93" x 2" | \$140 | \$123 | \$115 |
| 2 column x 3" = 4.93" x 3" | \$205 | \$180 | \$175 |
| 2 column x 4" = 4.93" x 4" | \$250 | \$219 | \$215 |
| 3 column x 2.5" = 7.52" x 2.5" | \$240 | \$210 | \$200 |
| 2 column x 6" = 4.93" x 6" | \$360 | \$315 | \$300 |
| 1/4 page = 4.93" x 7" | \$420 | \$365 | \$342 |
| 3 column x 5" = 7.52" x 5" | \$450 | \$395 | \$375 |
| 2 column x 8" = 4.93" x 8" | \$475 | \$410 | \$395 |
| 4 column x 4" = 10.125" x 4" | \$475 | \$418 | \$400 |
| 3 column x 6" = 7.52" x 6" | \$525 | \$460 | \$430 |
| 3 column x 8" = 7.52" x 8" | \$695 | \$600 | \$575 |
| 1/2 page = 10.125" x 7" | \$810 | \$700 | \$660 |
| Full page = 10.125" x 15" | \$1,525 | \$1,300 | \$1,225 |
| Back Page Full Page = 10.125" x 15" | \$1,750 | \$1,500 | \$1,405 |
| Back Page 1/2 Page = 10.125" x 7" | \$950 | \$836 | \$780 |
| Back Page 1/4 page = 4.93" x 7" | \$475 | \$418 | \$400 |
| Front page | Call for pricing and availability | | |

AD SPECIFICATIONS

- All ads are full color.
- Layout is 4 column, each column is 2.333 inches.
- Print size is 17.5 " by 11".
- Camera ready art is defined by The Orinda News as art which is submitted via email; preferred format is a PDF file in CMYK format.
- Images with 300dpi resolution and minimum file size of 700-800 kb preferred.
- Ads must be designed to fit the dimension listed.

DEADLINES

Ad reservations are due on the 8th of the month, and final camera-ready art is due on the 10th of the month before the issue month. (ie. May ads: payment and art due in April)

PAYMENT

Payment is due no later than the 14th of the month before the issue month. Pay online at <http://orindaassociation.org/payonews>.

Inserts: Advertiser must provide 9000 copies to print house. Ask your advertiser rep for details and pricing.

Advertising Representatives

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