



CALIFORNIA NEWSPAPER PUBLISHERS ASSOCIATION  
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**News Release**

**California Daily Classified Network in 32 newspapers reaches 3 million in circulation**

**FOR IMMEDIATE RELEASE**

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SACRAMENTO, September 19, 2011 – CNPA is launching the California Daily Classified Network program, the largest classified ad network of its kind in the country, effective October 1. The network will provide small businesses an opportunity to place small ads in 32 daily newspapers, including such major dailies as the Los Angeles Times, The San Diego Union-Tribune and San Jose Mercury News. The network will reach more than 3 million in circulation and 10 million readers across California and provide the convenience of one order and one payment.

"This is a great opportunity for small- and medium-sized clients to successfully promote their businesses across many of the Californian communities," said CNPA Immediate Past-President Ron Redfern, publisher and CEO of The Press-Enterprise in Riverside. "Additionally, this will greatly help the newspaper industry develop a wider online presence, which will enable us to compete against the large regional and national sites."

The California Daily Classified Network will provide participating newspapers with up to 12 ads per day. Some advertising options being offered are: 1) 7-day run of network Monday-Sunday priced at \$1,500; 2) Two-day weekend run (Saturday and Sunday) for \$1,000; 3) 5-weekday (Monday-Friday) run of network at \$800. An introductory price of \$1,200 for the 7-day statewide run will be in effect for the period October-December 2011.

Newspapers in the network have agreed to participate to support CNPA, increase their ad lineage and receive bi-annual rebates from 10 percent of the net revenue collected. Newspapers that actively sell into the network will also receive 15 percent commission for every ad they sell.

Similar daily newspaper network programs are offered by press associations in Arizona, Arkansas, D.C., Delaware, Florida, Illinois, Indiana, Iowa, Maryland, Missouri, Pacific Northwest, West Virginia and Wisconsin.

CNPA Services, Inc. also administers the Cal-SCAN program, founded in 1991, with 240 weekly and small daily newspapers. Cal-SCAN has provided \$300,000 to \$500,000 annually to the association.

For more on The California Daily Classified Network, see [http://www.cnpa.com/full\\_story.cfm?id=3573](http://www.cnpa.com/full_story.cfm?id=3573)