



California Newspaper Publishers Association
CNPA Services, Inc.
708 10th Street, Sacramento, CA 95814
Phone: (916) 288-6000 ♦ Fax: (916) 288-6022

News Release

CNPA launches the California Banner Ad Network

FOR IMMEDIATE RELEASE

Contact: Maria Rodrigues, CNPA Services Inc., (916) 288-6010; maria@cnpa.com

SACRAMENTO, January 11, 2009 -- After securing 50-plus participating newspaper websites, the new California Banner Ad Network has tested its delivery system to its host sites and is now ready to engage advertising clients effective Jan. 11, 2010.

The program will seek advertising clients that are interested in placement efficiency and a quality demographic with its “Border to Border with one order” banner placement across California at rates starting as low as \$7 cpm (cost per thousand impressions) statewide. Rates for targeted Northern or Southern California ads are \$10 cpm and targeted political district advertising rates are \$16 cpm. Key California categories include tourism, communications, moving companies and financial institutions with a statewide or national presence, and state and regional government outreach. CNPA member newspapers, agencies and other state press associations also will sell into the network.

“The best website in every California community served by a newspaper is the newspaper’s website,” CNPA President Anthony Allegretti said. “That site will generate many more visitors, unique visitors and page views than the next most popular site. Multiply that by websites linked through CNPA, and a powerful advertising vehicle has been created to generate more ‘clicks’ than any other web vehicle in the state.”

Participating network members have committed to dedicate banner-ad space in at least one of three standard IAB sizes for one year. The network will provide the coding to populate the banner locations and will handle all placement, reporting of traffic and accounting.

Currently, the network includes 50-plus websites in 28 counties in California. The sites range from small weeklies to large metro dailies. The California Banner Ad Network will open newspaper enrollments for the second quarter of 2010 at the end of March 2010.

The California Banner Ad Network (CBAN) is a division of CNPA, a trade association representing daily and weekly newspapers in California. Details about this program are available at www.CaliforniaBannerAdNetwork.com.

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