



# THE ORINDA NEWS

## 2023 ONLINE AD RATES

*The Orinda News* has been the voice of Orinda since 1946 and is published monthly by The Orinda Association, a non-profit organization. Issues are mailed by the first of the month to every home and business in Orinda. Additional copies are available at several retail locations, public places and restaurants. Monthly distribution is 9,000.

Description of Online Ad	Shape	Price Per Issue
300 x 300 pixels = 900 square pixels	Square	\$30.00
800 x 100 pixels = 800 square pixels	Rectangle	\$30.00

### ONLINE EDITION

The online edition of *The Orinda News* is both easy to navigate and searchable. Whereas our print newspaper is published monthly, articles often go live online as they occur. Looking for an advertiser, Summer Camp Guide or Orinda Calendar? Just search by name and it appears immediately.

### AD PAYMENT/NEW ADVERTISERS

If you are an advertiser we ask that you pay for your ad up front upon receipt of your first e-invoice. Pay online at <https://orindaassociation.org/payonews>.

### AD REPRESENTATIVES

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Jill Gelster • 925.528.9225 • [jill@aspenconsult.net](mailto:jill@aspenconsult.net)

## ONLINE AD DEADLINES

Issue	Ad Reservation	Final Art
January	December 8	December 10
February	January 8	January 10
March	February 8	February 10
April	March 8	March 10
May	April 8	April 10
June	May 8	May 10
July	June 8	June 10
August	July 8	July 10
September	August 8	August 10
October	September 8	September 10
November	October 8	October 10
December	November 8	November 10

## ONLINE AD DESIGN

*The Orinda News* offers typesetting and graphic design at a reasonable rate through Jill Gelster and David Dierks at Aspen Consulting. If you need assistance preparing your online ad, please contact Jill Gelster at 925-528-9225, [jill@aspenconsult.net](mailto:jill@aspenconsult.net) or David Dierks at [david@aspenconsult.net](mailto:david@aspenconsult.net). Any charges incurred will appear as a separate line item on your e-invoice.

Submitted artwork for online advertising should be a 300 x 300 pixel .jpg file for a square ad or an 800 x 100 pixel .jpg for a banner or rectangular ad.

Thanks to our advertisers, The Orinda Association is able to offer *The Orinda News* to the community free of charge. First published in 1937, *The Orinda News* has a long and proud history of providing news of interest to local residents and businesses. We gratefully thank our advertisers for making this possible.

## DEMOGRAPHICS

A 2016 poll showed that 86% of Orindans turn to us first for local news, 65% go to the *Lamorinda Weekly* and 54% go to the *Contra Costa Times*.

### 2022 US CENSUS DATA FOR ORINDA CA\*

Population 2022 estimate – 19,483  
Median Income 2017-2021 – \$248,984  
Female persons – 51.1%  
Living in same house 1 year and over 90.3%  
Owner-occupied housing rate 2017-2021 – 94.1%  
Median value owner-occupied housing \$1,538,400

Number of households: 2017-2021 – 7,252  
Persons per household 2017-2021 – 2.68  
Persons under 5 years – 4.4%  
Persons under 18 years – 24.9%  
Persons 65 years and older 22.3%

\*Source: <https://www.census.gov/quickfacts/fact/table/orindacitycalifornia,US/PST045222?>