



Serving the Communities of Dos Palos, Firebaugh,
Los Banos and Santa Nella

THE WESTSIDE EXPRESS

A weekly newspaper, publishing every Wednesday,
serving the communities of Dos Palos, Firebaugh,
Los Banos and Santa Nella with local news, sports,
business, events and entertainment.

P.O. Box 2422, Los Banos, CA 93635 • (209) 704-3831 • www.TheWestsideExpress.com

Retail Advertising Per Column Inch

Open Rate	\$10.00
Civic/Church/Non-Profit	\$8.00
Sympathy/Thanks	\$7.00

Church Directory 1.66" wide by 2" tall \$7.00 per week
3.49" wide by 2" tall \$14.00 per week

Full Color on any ad \$100.00

Business & Service Directory (two options - 4 week min.)
3.49" wide by 2" tall \$50 per week.
1.66" wide by 2" tall \$25 per week.

Class Liners
\$8 for 20 words and .50 for each additional

Front Page Banner Advertising in Full Color

One Week: \$220
Six Weeks: \$180
Thirteen Weeks: \$125
Ad dimensions 10.79" wide by 2" tall

Chamber of Commerce Page (Pubs last Wednesday of each month)
1x3 Ad \$50 per ad or \$40 per ad with a 12 month commitment.

**Male or Female Athlete of the Week Sponsorships (avail. in DP/LB/FB)
or Pet of the Week Sponsorship**
2x2 Ad under featured athlete or pet \$50.
26 time commitment \$40
52 time commitment \$35

Online Advertising www.TheWestsideExpress.com

All ads are static..
300x250 \$79 per week or \$249 per month
300x600 \$99 per week or \$349 per month
729x90 \$79 per week or \$249 per month
Obit Memory ad 300x600 for 3 days on site \$60.

Public/Legal Notices

Trustee/Agency Fixed (3 runs) \$2,550.00
Fictitious Business Name (4 runs) \$55
(additional per name \$5)
Abandon Fictitious Business Name (4 runs) \$125
(additional per name \$5)
W/D From Partnership (1 run) \$125.00
Alcohol Bev. Control (1 run) \$50.00
Alcohol Bev. Control (3 runs) \$125.00
Death Notice (4 runs) \$300.00
Administration of Estate (3 runs) \$300.00

Name Change (4 runs) \$300.00
Partnership Dissolve (4 runs) \$300.00
Summons (4 runs) \$320.00
Bulk Sale (1 run) \$125.00
MPD Property Seizure (1 run) \$175.00

Inch Rates
Trustee/Agency (3 runs) per inch \$50.00
Bulk Sale/Public Sale per inch \$15.00
Legal Class Display per inch \$15.00
Real Property sale per inch \$23.00

R.O.P. & Classified Display Deadline

Publication date is Wednesday.
Ad due by Friday at Noon

Retail & CLASSIFIED Display Measurements

Columns	Inches
1	1.66
2	3.49
3	5.31
4	7.14
5	8.96
6	10.79
Length	21

Double Truck Width
21.75" wide by 21" deep

Preprint Insertion Rates

Rates are based on cost per thousand. Reservation is required 7 days prior to publication.

	Single	4-12 pages	16-32 pages	32 or more
Open	\$55	\$60	\$65	\$70
2-13 Times/yr.	\$53	\$58	\$63	\$68
14-25 Times/yr.	\$51	\$56	\$61	\$66
26-53 Times/yr.	\$49	\$54	\$59	\$64

Delivery Requirements of Preprints

All preprints must be in the mailroom 10 days prior to publish date. Shipment must be labeled with the advertiser's name, insert date and quantities.

Ship to:
Press Room
192 Button Ave.
Manteca, CA 95336
(209) 239-1569
Delivery hours:
Mon. noon to 4 p.m.
Tues., - Fri., 8 a.m. to 4 p.m.

THE WESTSIDE EXPRESS PUBLISH DAY:

Wednesday

All advertising is payable in advance unless credit has been established.

All political advertising must be paid before publishing.

To subscribe for one year please mail a check for \$52 to:

The Westside Express

P.O. Box 2422

Los Banos, CA 93635

For all questions call or email Gene Lieb (209) 704-3831

Glieb@TheWestsideExpress.com

Letters to the Editor email to: Letters@TheWestsideExpress.com

Event Calendar items email to: Events@TheWestsideExpress.com



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DISPLAY ADVERTISING PRICES 2024

Full Page 6x21.....	\$1,260.00
1/2 Page 6x10.5 or 3x21.....	\$630.00
1/4 Page 3x10.5.....	\$315.00
4x6.....	\$240.00
4x5.....	\$200.00
4x4.....	\$160.00
3x5.....	\$150.00
3x4.....	\$120.00
3x3.....	\$90.00

2x5.....	\$100.00
2x4.....	\$80.00
2x3.....	\$60.00
2x2.....	\$40.00
1x3.....	\$30.00
1x2.....	\$20.00

Full Color.....\$100.00

*Sizes are columns x inches

2x5
3.49" x 5"

2x3
3.49" x 3"

2x2
3.49" x 2"



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