

MEDIA KIT

Print. Mobile. Direct Mail. Social.



Your multimedia solution for success!



Brentwood Press & Publishing
www.thepress.net

REACHING MORE THAN 100,000 READERS

The Press family of products serves more than 100,000 people in Brentwood, Antioch, Discovery Bay, Oakley, Bethel Island, Knightsen, Byron and points between.

Press readers span all segments of the community. Our sports and school coverage attracts youthful readers and parents; consumers enjoy our business profiles and special sections; seniors know they can find more coverage of their events in The Press than anywhere; active members of the community appreciate our coverage of service clubs and charitable activities; and news junkies can depend on our coverage of city councils.

According to the U.S. Census Bureau, residents served by The Press family of products possess some of the most eye-popping demographics in California:

- Their median household income is \$108,000.
- Of people 25 years and over 88.5 percent are high school graduates or higher and 38.4 percent have earned a bachelor's degree or higher.
- More than 70 percent of East County residents hold executive or other white-collar jobs.
- The average age of the region's population is 37.
- 82 percent of the region's households are families (25 percent of the population is 18 or younger), prime wage earners (31 percent is between 35 and 54) and retirees with disposable income (23 percent is 55 or older).

"Thank you for the great article on Friday! We received several sign-ups right up until just before Joy Prom and many mentioned the article in The Press as to the reason why they were aware of the event. It was a total success!"

**– Kathy Morford
Delta YoungLife
Capernaum**



Demographics.

One of the fastest-growing regions in California over the last decade, Brentwood and communities within a 15 minute drive are home to a dynamic mix of newer, more affluent and highly educated family households.

The region is expected to continue growing at about 12 percent per year through 2021.

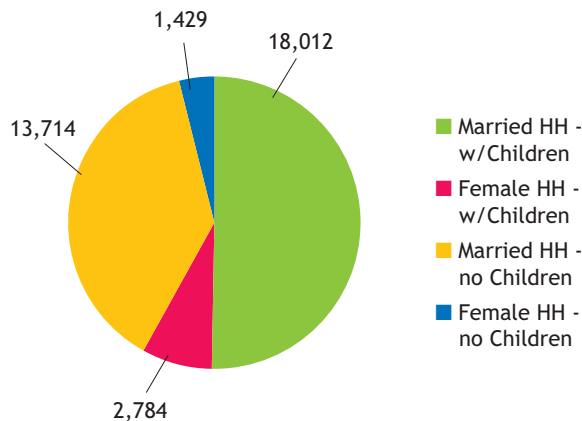


Brentwood Press & Publishing is located 60 miles from three major metropolitan areas: Sacramento, San Francisco and San Jose.

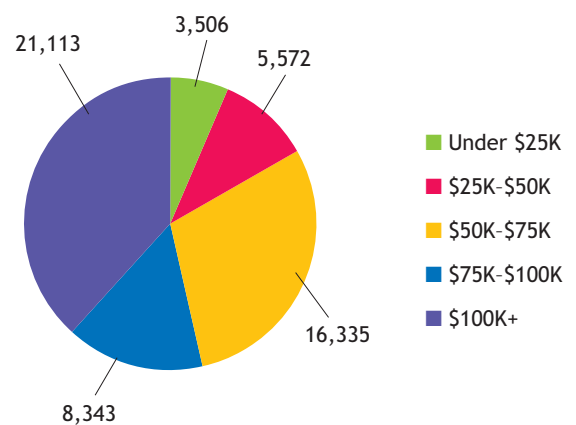
"Brentwood commands the best location, best demographics, and the highest quality shopping environment of any city between Walnut Creek and Sacramento."

– Edward F. Del Becarro
Managing Director
Grubb & Ellis

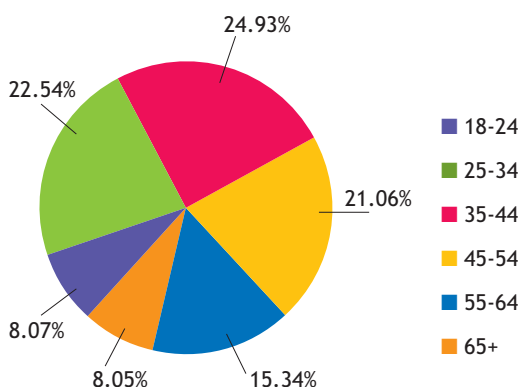
Household Composition



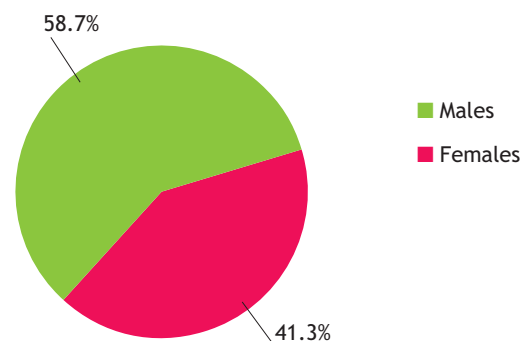
Household Income



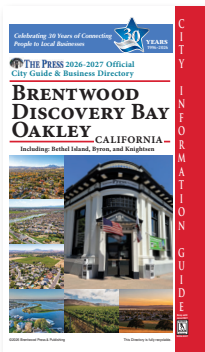
Age of Readers



Gender of Readers



Sources: The Nielsen Company, City of Brentwood, U.S. Census Bureau, Google Analytics



Print.

Newspapers & Special Editions

National award winning newspaper, The Press is published every Friday and delivered to homes and racked in the cities of Brentwood, Discovery Bay, Oakley and Antioch. Local news and features throughout make every page a desirable advertising position. Our special editions offer advertising along articles and news focused on their industry such as, Health Beauty & Fitness, Wedding Planner, Home & Garden, All About Pets and many more. As an added benefit in our digital newspapers and special editions, your print ad is hot-linked to your website or social media.

Welcome! Guide

The year-round Welcome! Guide to "everything" in East County is published every winter for residents and visitors.

Reader's Choice Awards

Best of Brentwood and Best of Oakley magazines award the best of their local businesses each year. Businesses advertise their gratitude to the community and their employees.

Official City Guide & Business Directory

For more than 25 years the official city guide and business directory continues to help East County residents find local accurate information, products and services.

The Coupon SPOT

On the first Friday of every month, our four page wrap covering the outside front section of the newspaper showcases 32 money saving coupons, and it's online. Coupons are pushed out daily in rotation as well as being search engine optimized

Four Page Wrap, Inserts & Sticky Notes

Show your business off to its fullest advantage with a four page advertisement that wraps around the newspaper or insert your business flyer into the newspaper. Get the attention of our readers with front page visibility and guaranteed exclusivity with a Sticky Note advertisement.

"I enjoy reading the Discovery Bay Press because it really covers local news. It was great to see my son's math teacher who was recently featured in the paper as Teacher of the Year."

– Elizabeth Sherman
Discovery Bay, CA



"As a longtime Press advertiser we have always been impressed by the customer service we receive as well as the response from the local residents. In our ever-changing economy, The Press has been a strong referral resource for our practice."

– Dawn Valverde
Robert Sheffield
DDS Inc.

**AVERAGE
MONTHLY ONLINE
ENGAGEMENT**

129,000
VISITS

200,000
PAGEVIEWS

Mobile.

Online Advertising

Advertise your business on www.thepress.net, East Contra Costa's No. 1 community website, featuring breaking news, local features, opinions, sports, videos and the East County Marketplace where you'll find businesses, events, classifieds and coupons.

- **Banner Advertising** – Build brand awareness with local consumers on our highly trafficked website and mobile app. Place your leaderboard, medium rectangle and banner ad in strategic positions on our device responsive site.
- **Business Directory Power Listings** – Upgrade your basic business directory listing to a Power listing and give your business a web presence with this multiple page listing and proven SEO.
- **Calendar Event Postings** – Promote and advertise your events on this popular FREE community calendar.
- **Online Classifieds** – An affordable way advertise your products and services online.
- **Mobile Coupons** – Advertise deals and discounts to readers anywhere, anytime with our mobile coupons.
- **Videos Advertising** – Increase audience engagement with a business commercial or event recording posted on your website, social media sites and local business directories. A video pre-roll will also appear at the beginning of our news videos.

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Direct Mail.

Direct Mail Postcards

Attract customer and create brand awareness with attention getting Direct Mail Postcards. We offer Saturated Postcard mailings to general residential areas, and Targeted Postcard mailing that tailors your direct mail campaign to reach a relevant target audience. You can mail to your own customer list, or reach qualified prospective customers by targeting a select group of households.

"The Press does a fantastic job designing and distributing our postcards! We have been sending out several thousand postcards per month for about a year and the process from start to finish is smooth and the customer service is always prompt and courteous and the quality is top notch!"

– Kathy Mertens
Guild Mortgage



BPTV

Community news and business advertising

What are indoor digital billboards?

Indoor digital billboards are state-of-the-art electronic displays. Hyperlocal advertising allows you to reach more customers. Attract more of your target audience with captivating, dynamic digital advertisements. Get 100% engagement with digital display ads. Make a lasting impression with eye-catching content because More viewers took some sort of action after seeing a digital ad.

Social.

Social Media Marketing

Let us help you build your business presence on social media. We offer Facebook and Instagram advertising services, and provide small group training on all social media platforms!

Contesting

Running contests is the fastest way to grow your email database, so you can reach more customers. Let us help you run your own contest, or choose to sponsor one of ours.

Training & Events

Social Media 101 is a comprehensive program that offers step-by-step training on social media marketing. This program is for the business owner that wants to utilize all that social media marketing has to offer, but doesn't know where to start.



Here's what our customers have to say...

"We would not be the company we are today if it was not for our weekly advertising in the Brentwood Press Newspapers we attribute almost 90% of our business from our ads in The Press."

– Sean Beddingfield
Absolute Housekeeping

"Dale Manning Principal Agent at Twin Rivers Insurance Agency is already into his third year and his business is growing. When leaving his former company after 36 plus years, Dale turned to The Brentwood Press and Publishing so his prior clients could find him at the new Agency. In the first few months his phone rang off the hook as clients followed him to his new home.

The early advertising in The Press, made all this possible and additional ad's are continuing to pay off."

– Dale Manning
Twin Rivers Insurance Agency

"I'd like to thank you and The Press for your continued professional customer service throughout the many years. The Press has been a successful advertising tool as my small business continues to grow. As I track my advertising I have found that the majority of my clients tell me, "I see you in The Press." Thanks again."

– Tami Raney
Skin Aesthetics

"Just want to say thank you for the togo menu ads sent out few weeks ago. Our to-go business on that particular weekend increased about 400% and overall the month of August, our to-go business is almost double comparing last year."

– Stan Le
Shirasoni

"I came from a small town and always enjoyed reading the local paper. Now I look forward to reading The Press every Friday. I particularly like to see The Pet of the Week and The Smile of the Week."

– Janet Bynum
Discovery Bay resident

We appreciate The Press's support. With your generous help we had over 1000 runners and raised over \$38,000 for school athletics for both the BUSD and LUHSD. Your ads are a key part of making that happen."

– Philip Rodriguez
Turkey Trot

"Generating new customers is what keeps my business growing. When I offer a special with The Press Local Coupons, I am always impressed with the results."

– Jeff Wayne
Wayne's Smog Inspection

"We were very pleased with the quality of work and creativity that went into the production of our Schedule of Classes brochure. Because of you and your Production Department this was one of the smoothest brochure productions we have encountered in a long time.

The professionalism that is portrayed by the team at the Brentwood Press & Publishing Corporation is very refreshing to see in today's business. We have received many compliments regarding the brochure from our administration, staff, and community members."

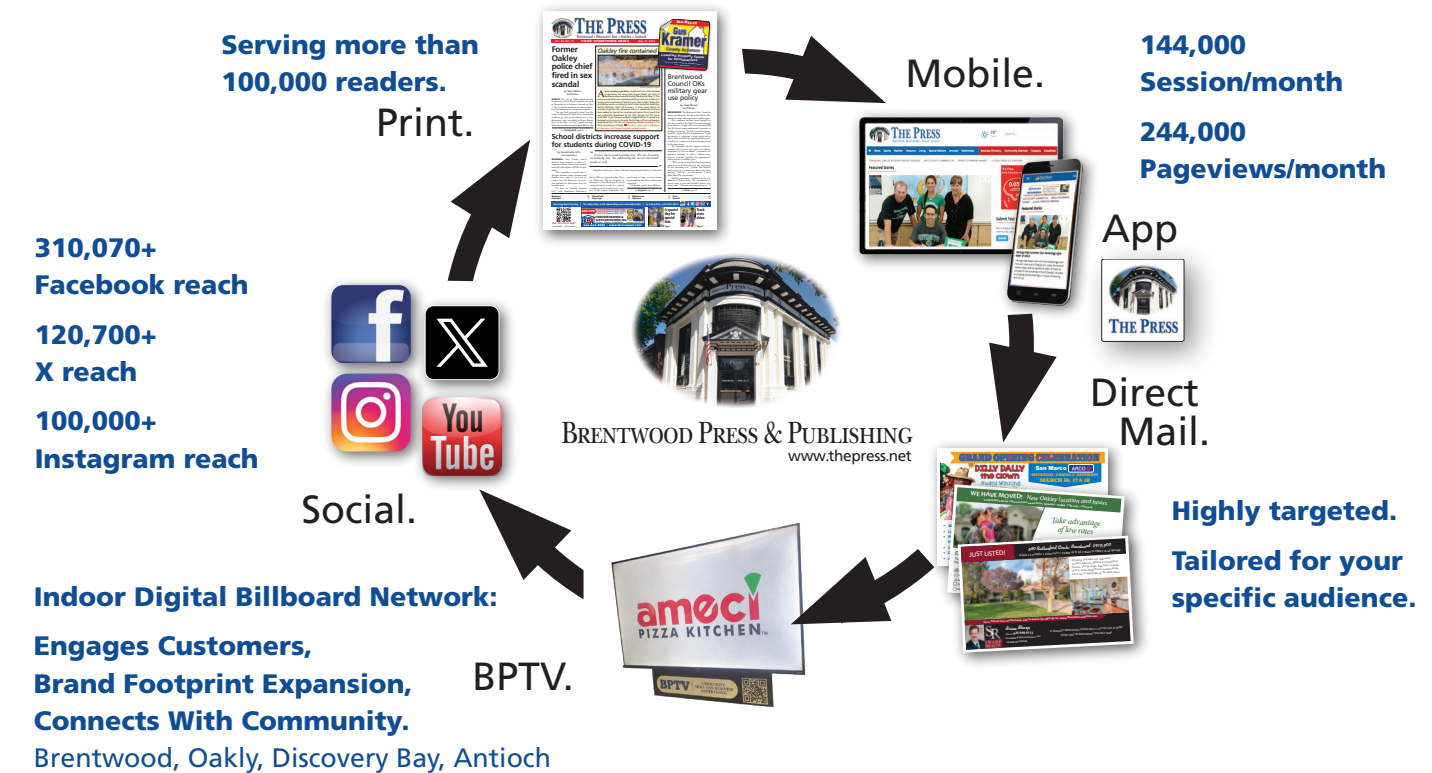
– Debbie Norgaard
Liberty Adult Education
Coordinator

"It was really a breath of fresh air to meet with someone like yourself from your organization who really cares about his customers. I know that you will be part of our team to help us to increase our sales through advertising with The Press. Thanks again for your time!"

– Victor Gewondjan
Elite Comfort Systems

Get ahead of your competition.

PUT YOUR MESSAGE EVERYWHERE YOUR CUSTOMERS ARE LOOKING.



Your multimedia solution for success!

Print.

Advertise in print throughout the year in a variety of products.

- Newspapers & Special Editions
- Wraps, Inserts & Sticky Notes
- The Coupon SPOT
- Welcome! Guide
- Official City Guide & Business Directory

Mobile.

Build brand awareness on our highly trafficked website.

- Banner Advertising
- Business Directory Power Listings
- Calendar event postings
- Online Classifieds
- Mobile Coupons
- Video Advertising

Direct Mail.

Advertise with Direct Mail to connect with more customers.

- Saturated or Targeted mailings
- Generate New Business
- Create Brand Awareness
- Promote Seasonal Specials

BPTV.

Advertise with BPTV to connect with more customers.

- Indoor digital billboards advertising
- Make a lasting impression
- Local weekly news
- 69% of viewers take action after seeing ad

Social.

Let us help you build your business presence on social media.

- Social Media Marketing on Facebook, X, Instagram & YouTube
- Facebook Contesting & Coupons
- Best Social Media Business Practices, Trainings & Events



Brentwood Press & Publishing

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