



# CITY OF EMERYVILLE

INCORPORATED 1896

COMMUNITY SERVICES DEPARTMENT  
4300 SAN PABLO AVENUE  
EMERYVILLE, CALIFORNIA 94608-3517

TEL: (510) 596-4395 FAX: (510) 652-0933

Dear Business Owner and/or Manager,

Would you like to reach over 20,000 people every four months and advertise your business in one of the few highly trusted sources for information in the Emeryville area? If the answer is yes, please read below and consider placing your next ad in one (or all) of the next three editions of the Emeryville City News and Activity Guide.

***NOTE: Deadlines for submitting your advertisement and contract are the 15<sup>th</sup> of February, June, or October each year!***

Over 13,000 printed copies of the City News and Activity Guide are mailed to all businesses and residences in the 94608 zip code area (all of Emeryville and portions of Oakland). 7,000 more printed copies are placed in local schools and in public locations throughout Emeryville and nearby Oakland (coffee shops, restaurants, hotels, city facilities, etc). Electronic versions of the guide are emailed to over 3,000 active customers (those who have participated in the City of Emeryville's Community Services Department programs in the last year) each season. The electronic version of the guide is also hosted on the City's website for the duration of the season....reaching at least 1,000 more people each few months. I think you won't find better mass exposure to the businesses and residents of Emeryville and nearby Oakland neighborhoods.

You'll also be helping your community by funding the production of the guide, thus enabling funds that were dedicated to guide production to go towards additional quality youth, adult, and senior programs and community events...a real win-win for your company and the community!

Please note that because of (1) the many classes, events and other programs geared towards children, (2) the financial benefit realized from maximizing participation in many of the City operated recreation programs and (3) the City's interest in maintaining a position of neutrality on political and religious issues, advertisements will not be accepted for:

1. Tobacco or alcohol products
2. Programs in direct competition with services offered by the Community Services Department
3. Campaign materials for elections
4. Pornography, solicitation of criminal activity, and depictions of graphic violence.

In addition, the City reserves the right to refuse Guide space to other potential advertisers based upon content of material. The Community Services Director will make decisions regarding allowing material in the Guide.

**City of Emeryville**  
**City News and Activity Guide Advertisement Agreement**



The City of Emeryville is looking forward to advertising your business in the City News and Activity Guide. Should you have any questions, please feel free to contact me at 510-596-3779 or [bhelfenberger@emeryville.org](mailto:bhelfenberger@emeryville.org).

Sincerely,

Brad Helfenberger  
Recreation Manager

**City of Emeryville**  
**City News and Activity Guide Advertisement Agreement**



**Choose the season(s) you would like to advertise in the guide (check one, two, or all three):**

- \_\_\_\_\_ Fall Season Guide (September-December) – ADS and CONTRACT DUE June 15<sup>th</sup>
- \_\_\_\_\_ Winter/Spring Season Guide (January-April) – ADS and CONTRACT DUE October 15<sup>th</sup>
- \_\_\_\_\_ Summer Season Guide (May-August) – ADS and CONTRACT DUE February 15<sup>th</sup>

**Choose the exact advertisement sizes and fees (check the size ad(s) you wish to list in the guide):**

- \_\_\_ Inside-Eighth Page -- \$95.00
- \_\_\_ Inside-Quarter Page -- \$166.00 (\$24 discount off regular eighth page price!)
- \_\_\_ Inside-Half Page -- \$308.00 (\$48 discount off regular quarter page price!)
- \_\_\_ Inside-Full Page -- \$568.00 (\$88 discount off regular half page price!)

**Sign up for three (3) or more guides advertisements, pay upfront for those advertisements, and receive a 20% discount:**

\_\_\_ Check this box to indicate you'll pay your entire year at once and we'll apply a 20% discount!

**Contact Information:**

Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Business/Organization: \_\_\_\_\_  
Address/City/State/Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

**Method of Payment (check one):**

- \_\_\_ Check or Money Order (please make payable to the "City of Emeryville")
  - Mail Check or Money Order: Emeryville Community Services Department  
Attn: Brad Helfenberger, 4321 Salem Street, Emeryville, CA 94608
- \_\_\_ Mastercard, Visa, or American Express
  - Please call Brad at (510) 596-3779 to pay by phone

Please sign/date below that you would like the City of Emeryville to reserve space for your advertisement submission in the City News and Activity Guide for the agreed upon rate as shown above. Payments and print ready art will be due by the submission deadline or the advertisement will not run in the guide as requested.

X \_\_\_\_\_