

The Sacramento Valley Union Labor Bulletin has a circulation of more than 14,500 and a higher pass-through rate among our readers. In addition to reaching thousands of union members in both the public and private sector, our paper is also sent to local and statewide political leaders and activists.

Sacramento has the third highest union density of any city in the United States. Our union population is extremely engaged in promoting a community that supports working families. Our strength is our diversity. While there are many terrific union publications out there, most are specific to one industry or segment of the union population. The Bulletin spans the broadest possible spectrum of unions - we reach teachers, nurses, construction workers, postal workers, public sector employees, stage hands, laborers and many, many more.

The nonprofit newspaper was the first labor-owned and labor-controlled newspaper in the history of Sacramento. It first published on Sept. 3, 1928 – Labor Day – and remains the only official AFL-CIO newspaper in the Sacramento area.

AD DESIGN

Camera-ready copy (ads that are typeset, sized according to specifications and saved as a PDF with fonts embedded) are preferred. However, if you would like to place an ad and need one created, the Labor Bulletin office can provide that service for a minimum charge of \$60 per hour. Estimates are available.

COLOR AD RATES

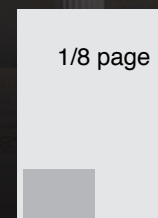
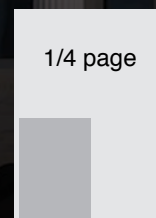
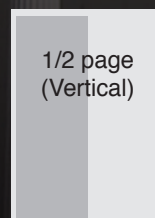
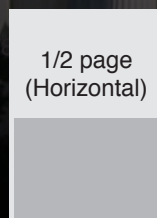
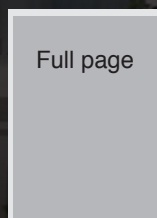
Ad Unit	1x Rate	4x Rate	6x Rate	12x Rate
Full Page	\$1500	\$1400	\$1300	\$1150
1/2 page (Horizontal)	\$786	\$746	\$705	\$620
1/2 page (Vertical)	\$786	\$746	\$705	\$620
1/4 page	\$400	\$376	\$355	\$316
1/8 page	\$210	\$195	\$185	\$175

BLACK & WHITE AD RATES

Ad Unit	1x Rate	4x Rate	6x Rate	12x Rate
Full Page	\$1200	\$1125	\$1025	\$975
1/2 page (Horizontal)	\$636	\$587	\$537	\$511
1/2 page (Vertical)	\$636	\$587	\$537	\$511
1/4 page	\$318	\$299	\$284	\$271
1/8 page	\$177	\$169	\$153	\$147

SPECS

	WIDE	x	TALL
Full page	10.25"	x	14"
1/2 page (Horizontal)	10.25"	x	6.9"
1/2 page (Vertical)	5.04"	x	14"
1/4 page	5.04"	x	6.9"
1/8 page	5.04"	x	3.35"



Please call the Labor Bulletin to inquire about advertising in the upcoming editions. We'd love to talk to you about what the Labor Bulletin can offer. Call Sunnie Rose at (661) 496-6022 or email sunnierose@saclaborbulletin.com.