

The below information displays all of the newspapers in which articles were written about the March For Humanity. Under each publication we have listed its corresponding advertising rate, circulation, and the advertising value of the article about the March For Humanity (how we would have to pay for the space the article occupied in the newspaper if we were to receive it in the form of an advertisement). At the end of the report we have listed the total circulation and advertising value of all of our newspaper articles combined.

NOTE: The below figures do not include the circulation and ad value of the articles each newspaper posted on their websites.

- **Los Angeles Times (California Section) – Cover Story**
 - Ad Rate (California Section) - \$245 per column inch
 - Monday - Saturday Circulation - 902,164
 - Advertising Value - \$30,992.5
- **Lodi News Sentinel – cover story**
 - Ad Rate - \$17.45 per column inch
 - Circulation - 17,500
 - Advertising Value - \$893.67
- **Stockton Record – cover story**
 - Ad Rate - \$34.29 per column inch
 - Circulation - 60,675
 - Advertising Value - \$1577.34
- **Merced Sun-Star – cover story**
 - Ad Rate - \$17.30 per column inch
 - Circulation - 17,000
 - Advertising Value - \$1141.80
- **Glendale News Press – cover story**
 - Ad Rate - \$30.00/column inch
 - Circulation - 25,000
 - Advertising Value - \$1680
- **Contra Costa Times**
 - Ad Rate - \$110.90/column inch
 - Circulation - 500,000
 - Advertising Value - \$7596.65
- **Modesto Bee**
 - Ad Rate - \$71.17
 - Circulation - 83,000
 - Advertising Value - (article 1) \$1076.45
 - Advertising Value - (article 2) \$5710.94
- **Sacramento Bee**
 - Ad Rate - \$276/column inch
 - Circulation - 603,280
 - Advertising Value - \$18313.59

- **Fresno Bee – 3 cover story and 1 editorial articles**
 - Ad Rate - \$85.39/column inch
 - Circulation - 160,000 - 200,000
 - Advertising Value - (article 1) \$1981.43
 - Advertising Value - (article 2) \$2145.01
 - Advertising Value - (article 3) \$4024.36
 - Advertising Value - (article 4) \$6852.55
- **The Burbank Leader**
 - Ad Rate - \$448 for a quarter page
 - Circulation - 16,000
 - Advertising Value - \$896.00
- **Daily Bruin**
 - Ad Rate - \$15/column inch
 - Circulation - 15,000
 - Advertising Value - \$375
- **Los Angeles Daily News**
 - Ad Rate - \$74/column inch
 - Saturday Circulation - 171,302
 - Advertising Value - \$6840.00

TOTAL ADVERTISING VALUE = \$92,097.89

TOTAL CIRCULATION COUNT = 2,590,921