



### THE PIONEER CLASSIFIED ADVERTISING RATES

Pioneer Advertising  
25800 Carlos Bee Boulevard  
Hayward, CA 94542-3050



(510) 885-3526



• Contract Frequency rates, Contract Volume/ Bulk Discount rates, Non-Profit rates and Restaurant/Entertainment rates are all available. Call the above number for details 9:00am to 5:00pm weekdays.

• Each Ad (minimum charge) .....\$7.50 per issue  
Based on a rate of 20 words or less. If the count of words/numbers in your ad exceed the minimum charge, add 35¢ for each additional word. If **boldface**, CAPS or *italics*, add 35¢ per word. SPECIAL!! .Buy 10 weeks, get the 11th FREE!

• Classified Display Ads are based on the following open rate, and apply to short term advertising only ( up to three issues\*):

1" to 20".....	\$11.00 pci
21" to 50" .....	\$10.00 pci
51" to 80" .....	\$ 9.00 pci
81" to 126" .....	\$ 8.00 pci
Double Truck .....	\$ 6.50 pci
Restaurant/Entertainment ..	\$ 9.00 pci

\* Ads running for more than three issues switch to cheaper contract rates.