

	<b>Bay Area Observer</b>	<b>Hearst Media</b>	<b>The Daily News</b>
Legal/Public Notice Advertising Rates per Column Inch	\$ 10.50	\$ 840.90	\$ 12.00
Notice Size and Font Size	3 column	1/4 page	
Body Font Size	10 pt type		
Heading Font Size	13 pt type		
Notarized Affidavits	No Charge provided at end of month	\$ 5.00	No charge
Tear Sheets	No Charge provided at end of month	\$ 10.00	No charge
Additional Tear Sheets	No Charge	N/A	No charge
Retail/Classified Advertising Rates per Column Inch	\$ 10.50	N/A	\$1.20 per line per day
Discount for Frequency Runs	30%	N/A	
Printing Days	Wednesday	Wednesday	Tuesday - Friday & One Weekend Edition
Distributed Days	Thursday	Thursday	Monday - Friday
Deadline	3:30pm Tuesday	Did not submit	Daily at 4:00p,
Dropdead deadline	5:00pm Monday	Did not submit	2:00pm day prior