

PUBLIC NOTICE ADVERTISING

CALIFORNIA NEWSPAPER SERVICE BUREAU



Government Advertising Clearinghouse Services

Since 1934, all levels of government - federal, state, county, city, districts - have used our media placement services to inform the public of government actions and services. Our long experience and exceptional qualifications in government advertising allow us to provide superior service for legal compliance advertising including Ordinances, bids, Prop. 65 and Class Action Notifications.

Free Ad Placement Services

As a full-service media buyer, we place ads in any media format including newspapers, magazines, Internet, billboards, radio and television. We provide a central resource for placement of all ads in various media.

We provide advance prices for media plan approval. There is no service charge above the commissionable cost of your advertisements and we advance payments as needed and bill your agency.

Multicultural Marketing

Experienced media planners identify media sources that will reach your target audience. Our media research is based on price, market penetration, demographics, geography, ethnicity, language and legal qualification.

We place ongoing advertising as needed and develop campaigns for small projects or complex campaigns that will deliver desired results. Multi-media campaigns are coordinated for a unified image and focused message.

Ad & Budget Tracking

Our web based custom ad and budget tracking software, AdTech, provides instant access to media placement, invoice, archived, order information and online payment.

AdTech is provided free of charge to an unlimited number of designated users. We provide necessary training and support at no charge.

Flexible Billing

We place thousands of ads for hundreds of government departments and make prompt payments to the media on your behalf. This relieves your agency of inquiries from various media vendors about pending payments and sales solicitations.

You will avoid the typical "balance forward" media billing style that is cumbersome for government advertisers since it can complicate your ability to pay promptly and may compromise the timeliness of future advertising.

As your central sole source, we make the necessary contacts with the media vendors to confirm scheduled ads and retrieve proofs and charges relieving your staff from this burdensome task.

Summary invoicing is provided for high volume advertisers. All invoices are itemized and presented with a proof of publication, tear sheet or other media appropriate proof of service.

Customer Service

Our customer service staff monitors your advertising through each stage: developing a marketing plan, media planning, creative services, advance proofs, proofs of service and invoices that comply with the requirements of your auditor.

Our professional team of account managers are readily available to review your advertising needs and develop an appropriate service plan for your agency, department, or project.

Partial List of Clients

City and County of San Francisco, Counties of Sacramento, Los Angeles, San Bernardino, San Diego, Orange, Alameda, Santa Clara, Sonoma, Maricopa. Cities of Los Angeles, San Diego Sacramento, Oakland, Santa Rosa, San Jose, Phoenix and many more.

IRS, FEMA, USPS, U.S. Marshal, Census Bureau, Department of Homeland Security, California State Controller's Office, Cal State Universities, Department of General Services.

Government Advertising Processing Center

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**Government
Advertising**
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