



The Press Democrat

PETALUMA
ARGUS-COURIER

The Sonoma Index-Tribune

sonoma
magazine

NORTH BAY
Business Journal

SONOMA COUNTY
GAZETTE



NORTH BAY

Sonoma / Lake / Mendocino



HOW TO PLACE A SERVICE SOLUTIONS DIRECTORY ADVERTISEMENT

Step 1. How to place a Service Solutions Directory advertisement – logging in.

Go to <https://adportal.pressdemocrat.com/adportal/classified/index.html>

The screenshot shows the homepage of the ad portal. At the top, there are logos for 'The Press Democrat', 'The Sonoma Index-Tribune', 'PETALUMA ARGUS COURIER', 'SONOMA COUNTY GAZETTE', and 'BUSINESS JOURNAL'. Below the logos are links for 'Home' and 'Contact Us'. The main heading is 'Place Ads & Life Tributes' with a 'Findit!' logo. A sub-heading says 'Place an ad by clicking on a category below'. There is a grid of category buttons: Legals, Pets & Animals, Service Solutions Directory (highlighted in green), Lots & Acreage, Real Estate Digital Targeting, Sonoma County Church Directory, Open Houses, Recruitment / Help Wanted, Real Estate Services, Rentals, Garage Sales, Announcements, La Prensa Sonoma, Merchandise, Transportation, Bargain Hunt, Celebrations, and Recreation. To the right of the grid is a login form with a 'Returning Customer?' checkbox, 'Username' and 'Password' fields, a 'Login' button, and links for 'Forgot Username', 'Forgot Password', and 'Create Account'. A note above the form states: 'The login information below is NOT what you use to login to manage your subscription to any of our publications. It is a unique login that needs to be created at this site.'

If you already have an account, please log in with your username and password. If you have ordered ads here previously please skip to Step 3.

If you are purchasing an ad for the very first time you can click on the “Service Solutions Directory” button and create your login and password at the end of the transaction.

You will then scroll to find your business type and select it.

This screenshot shows a dropdown menu for the 'Service Solutions Directory' category. The menu is open, showing a list of business types: Accounting, Accoustical Work, Adult Care, Air Conditioning & Heating, and Alterations. The 'Transportation' category is highlighted with a green box. To the right of the dropdown is a login form with a 'Returning Customer?' checkbox, 'Username' and 'Password' fields, a 'Login' button, and links for 'Forgot Username', 'Forgot Password', and 'Create Account'. A note above the form states: 'The login information below is NOT what you use to login to manage your subscription to any of our publications. It is a unique login that needs to be created at this site.'

Step 2. Re-ordering a previously purchased ad.

Select Your Package
Now select the appropriate package.

[Back](#) [Continue](#)

Service Solutions Directory

Reach 278,534 readers of The Press Democrat each week. Your advertisement will appear in print on Friday, Saturday, Sunday, Monday and Tuesday for four consecutive weeks and appear online for 28 days. **Deadline Wednesday at noon**

Starting At
\$349

[Back](#) [Continue](#)

Current Ad Selection
Your selections will be displayed in this information window

Category: Service Solutions Directory
Classification: Accounting
Start Over [Go To My Ads](#)

If you are purchasing an ad for the first time and selected a business type. This screen will appear. Click anywhere on the package until it turns orange. It will automatically advance to the screen below. Otherwise skip to Step 4.

Customize Your Print Ad
Customize your ad document by filling in the fields that correspond to the ad design. Be sure to check your spelling and provide a compelling offer or call to action in your ad.

[Back](#) [Continue](#)

Shade: No Shade

Headline:

Ad Text:

Optional Photo 1:

Optional Photo 2:

[Back](#) [Save Ad For Later](#) [Continue](#)

[Overwrite Template Selection Preview \(Admin Function\)](#)

Current Ad Selection
Your selections will be displayed in this information window

Starting at: \$349.00
Publication: FindIt! MarketPlace
Press Democrat Business Services Directory
Category: Service Solutions Directory
Classification: Accounting
Package: Service Solutions Directory
Start Over [Go To My Ads](#)

Step 3. Re-ordering a previously purchased ad.

After you login you will see this screen. The ads at the bottom will show your saved, current and future ads. On the left click on "View All Ads."

The screenshot shows the user dashboard for Sonoma Media Investments LLC. At the top, there are logos for 'The Press Democrat', 'The Sonoma Index-Tribune', 'PETALUMA ARGUS COURIER', 'SONOMA GAZETTE', and 'Business Journal'. Below the logos are navigation links: 'Home', 'Admin', 'My Ads', and 'Contact Us'. The main content area is titled 'My Ads' and includes a sidebar with links: 'Create a new ad', 'View All Ads' (highlighted with a green box), 'My Account Info', 'Payment Options', and 'Logout'. The main content area has a 'Welcome' message and a 'Create a new ad' button. Below that is a 'Switch to another user...' section with a search input field and a 'Switch User' button. The bottom section is titled 'Your Saved Ads', 'Your Current Ads', and 'Your Future Ads'. The 'Your Future Ads' section is highlighted with a green box and shows a list of ads with details like 'Ad Number: W00491870', 'Template: 1colx2in Service DL...', and dates from December 8, 2023, to December 29, 2023.

Step 3. Re-ordering a previously purchased ad.

The screenshot shows the AdPortal interface. At the top, there are logos for 'The Press Democrat', 'The Sonoma Index-Tribune', 'ARGUS COURIER', 'SONOMA COUNTY GAZETTE', and 'Business Journal'. Below the logos are navigation links: 'Home', 'Admin', 'My Ads', 'Contact Us', and 'Logout'. On the left side, there is a sidebar with 'My Ads' selected, and other options like 'Create a new ad', 'View All Ads', 'My Account Info', 'Payment Options', and 'Logout'. The main content area has a 'My Ads' section with a 'Show Filter' button. Below this, there are 'Show Preview' and 'Hide Copy' buttons. A message states '7 items found, displaying all items.' and a link 'Click an order name to view'. A table of ads is displayed with the following columns: 'Preview/Action', 'Copy', 'Order #', 'Status', 'First Insertion', and 'Package'. The first row of the table is highlighted, and the 'Reorder Ad' button in the 'Preview/Action' column is highlighted with a red box.

Preview/Action	Copy	Order #	Status	First Insertion	Package
Reorder Ad	Finely Crafted Landscapes landzen.com 707-591-1629 LANDSCAPE DESIGN AND CONSTRUCT...	#W0049187	Approved	11/9/23	Business Services Directory

Click on “Reorder Ad” next to the most recent ad purchased. The screen will automatically advance.

Step 4. Adding your copy, photos or making changes to a previously purchased print ad.

Customize Your Ad [Print Ad](#)

Customize your ad document by filling in the fields that correspond to the ad design. Be sure to check your spelling and provide a compelling offer or call to action in your ad.

[Back](#) [Continue](#)

Shade: No Shade

Headline

Finely Crafted Landscapes
landzen.com707-591-1629

Ad Text

LANDSCAPE DESIGN AND CONSTRUCTION

Optional Photo 1

Logo.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image
- Flip Image
- 90° CW
- 90° CCW

Optional Photo 2

DRAG IMAGE

- Upload Image
- Delete Image
- Image Gallery
- Crop Image
- Flip Image

[Back](#) [Save Ad For Later](#) [Continue](#)

Current Ad Selection

Your selections will be displayed in this information window

Starting at: \$349.00

Publication: FindIt! MarketPlace Press Democrat Business Services Directory

Category: Service Solutions Directory

Classification: Landscape/Gardening

Package: Business Services Directory

Start Over [Go To My Ads](#)

On this screen you will create the print ad. If you are re-ordering a previously purchased ad then you will see that text and photos used before which you can keep or delete and replace with new copy.

There are some options to make the text bold, larger, etc.

The print ad allows for two photos, one to appear at the top and one to appear at the bottom.

Color photos can be used! So if you have a color logo or photo upload them.

You will see what your ad will look like as you build it. Click continue at the bottom.

Step 5. Scheduling your print ad.

The screenshot shows the 'Schedule your ad' interface. At the top, there are logos for 'The Press Democrat', 'The Sonoma Index-Tribune', 'PETALUMA ARGUS COURIER', 'Gazette', and 'Business Journal'. Below the logos is a navigation menu with 'Home', 'Admin', 'My Ads', 'Contact Us', and 'Logout'. A breadcrumb trail reads 'Publication > Package > Template > Customize > Schedule > Purchase'. The main heading is 'Schedule your ad' with a sub-heading 'Based on your selections, your print publications are listed below. To select your schedule, click on the available dates (light gray background). The YELLOW dates are the selected run dates. To deselect a date, click on the date again.' There are three buttons: 'Back', 'Show Ad Preview', and 'Continue'. Below this is a section for 'Press Democrat Business Services Directory Schedule'. It features a calendar for November 2023. The 17th is highlighted in yellow. A key indicates: Light Gray = Available, Dark Gray = Not Available, Yellow = Selected. There is a 'Remove Publication' link and a 'Notes' field. To the right, under 'Current Ad Selection', it shows 'Total Ad Cost: \$349.00' and 'Schedule Detail:' with dates 'Nov 17, 2023', 'Nov 24, 2023', 'Dec 1, 2023', and 'Dec 8, 2023'. Below that, it lists 'Publication: FindIt! MarketPlace', 'Press Democrat Business Services Directory', 'Category: Service Solutions Directory', 'Classification: Landscape/Gardening', and 'Package: Business Services Directory'. There are 'Start Over' and 'Go To My Ads' links. At the bottom of the main form area, there are three buttons: 'Back', 'Save Ad For Later', and 'Continue'.

Our Service Solutions Directory package is for 4 weeks and always begins on a Friday. So click on the first Friday of the 4-week period you want to participate and the other Fridays will automatically be selected.

The ads will run Friday through Tuesday but you only need to select the first Friday. The program will send all the 20 days to our publishing system.

Click on continue.

Step 6. Creating your online ad.

The Press Democrat | The Sonoma Index-Tribune | PETALUMA ARGUS COURIER | GAZETTE | BUSINESS JOURNAL

Home | Admin | My Ads | Contact Us

Publication > Package > Template > Customize > Schedule > Purchase

You are in Administration Mode

Customize Your **Online Ad**

Customize your ad by editing the text in the fields that correspond to the ad design. Be sure to check your spelling and provide a compelling offer or call to action in your ad.

Back Continue

Headline*

Finely Crafted Landscapes
landzen.com/707-591-1629

Ad Text

LANDSCAPE DESIGN AND CONSTRUCTION

Online Options

Spotlight Listing
Your ad will be highlighted at the top of your category and will be displayed on the side of every page.

Address

Enter your street address for the Location in your online ad.

City

Enter the city for the Location in your online ad.

State

Enter the state for the Location in your online ad.

Zip Code

Enter the zip code for the Location in your online ad.

Email Address

Enter your email address -- It will not appear in the ad, but will display a message box where a potential buyer can contact you directly from the website.

Optional Photo 1

Logo.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 2

Photo_1.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 3

Photo_2.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 4

Photo_3.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 5

Photo_4.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 6

Photo_5.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 7

Photo_6.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 8

Photo_7.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 9

Photo_8.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 10

Photo_9.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Current Ad Selection

Your selections will be displayed in this information window

Total Ad Cost: \$349.00

Schedule Detail:

Nov 17, 2023
Nov 24, 2023
Dec 1, 2023
Dec 8, 2023

Publication: FindIt! Marketplace
Press Democrat Business Services Directory

Category: Service Solutions Directory

Classification: Landscape/Gardening

Package: Business Services Directory

Start Over Go To My Ads

Back Save Ad For Later Continue

Optional Photo 2

Photo_1.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 3

Photo_2.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 4

Photo_3.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 5

Photo_4.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 6

Photo_5.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 7

Photo_6.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 8

Photo_7.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 9

Photo_8.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Optional Photo 10

Photo_9.jpg

- Upload Image
- Delete Image
- Image Gallery
- Crop Image

Back Save Ad For Later Continue

New!

The text and photos from your print ad will carry over to the online ad. **But** you can add more text and up to 10 total photos at no additional charge!

Click on continue.

Step 7. Scheduling your online ad.

Schedule Your Online Ad

Based on your selections, your online publications are listed below. You can now choose the start date for your ad.

Back **Hide Ad Preview** Continue

FINELY CRAFTED LANDSCAPES
LANDZEN.COM707-591-1629
LANDSCAPE DESIGN AND CONSTRUCTION



Preview Your Ad

FindIt! MarketPlace Placement

Enter the start date for your online campaign

11/09/2023

Your campaign will run for: 28 days

Remove Publication

Back Save Ad For Later **Continue**

Current Ad Selection

Your selections will be displayed in this information window

Total Ad Cost \$349.00

Schedule Detail:
Nov 17, 2023
Nov 24, 2023
Dec 1, 2023
Dec 8, 2023

Schedule Detail:
FindIt! MarketPlace \$0.00
Nov 9, 2023 - 1,000 Impressions in 28 days

Page(s):
Position(s):

Publication:
FindIt! MarketPlace
Press Democrat Business Services Directory

Category: Service Solutions Directory

Classification: Landscape/Gardening

Package: Business Services Directory

Start Over Go To My Ads

The online ad will begin on the same day as your print ad and will be online for 28 days. So you won't need to select any dates here.

Click on the "Ad Preview" button to see the online ad.

Click continue at the bottom.

Step 8. Completing the purchase.

The screenshot shows the 'Pay for Ad and Submit for Publication' screen. The 'Payment Information' section includes fields for First Name, Last Name, Billing Address, City, State (CA), Zip, Country (US), and Contact Number, all highlighted with green boxes. The 'Promotional Code' section has a 'Primo Code' field and an 'Apply Promotion' button. The 'Payment' section includes checkboxes for 'Bill to client account' and 'Cash/Check', and a 'Use Saved Card' dropdown menu. Below this, there is a 'Save Credit Card' section with fields for Name for Credit Card, Credit Card Type (Select...), Card Number, and Expiration Date (Nov (TD) 2023). At the bottom, there is a checkbox for 'I agree to the terms and conditions' and a 'Purchase Ad' button, which is highlighted with a green box.

The final screen is the payment screen. If you've already logged in the system will populate most of this. If you haven't logged in you will be prompted to do so or create a login.

Complete the required fields. We urge you to click on "Save Credit Card" the first time you make a payment if you would like that information saved.

Click on the final box at the box of the screen to agree to terms then click on "Purchase Ad".

Step 8. Completing the purchase.

The Press Democrat | The Sonoma Index-Tribune | ARGUS COURIER | GAZETTE | Business Journal

Home Admin My Ads Contact Us

THANK YOU for your ad submission!
Your ad has been submitted for publication. Below is a confirmation of your ad placement. You will also receive an email confirmation.

Send Email Confirmation

ORDER DETAILS

Order Number: W0049210
Parent Order #: W0049187
Order Status: Submitted
Classification: Landscape/Gardening
Package: Business Services Directory
Spotlight Listing: \$0.00
Final Cost: \$349.00
Payment Type:
User ID:

ACCOUNT INFORMATION

TRANSACTION REPORT

Date: November 9, 2023 12:11:12 PM PST
Amount: \$349.00

SCHEDULE FOR AD NUMBER W00492100

November 17, 2023
Press Democrat
Business Services
Directory
November 24, 2023
Press Democrat
Business Services
Directory
December 1, 2023
Press Democrat
Business Services
Directory
December 8, 2023
Press Democrat
Business Services
Directory

SCHEDULE FOR AD NUMBER W00492101

Start date: November 9, 2023
Website: FindIt! MarketPlace
Page(s): 28 days
Position(s):
Duration:

Create a new ad

PREVIEW FOR AD NUMBER W00492100

LANDZEN

Finely Crafted Landscapes
landzen.com 707-591-1629
LANDSCAPE DESIGN AND CONSTRUCTION

Preview Your Ad
jpeg
pdf preview
pdf
log
jpeg preview
Optional Photo 1

PREVIEW FOR AD NUMBER W00492101

FINELY CRAFTED LANDSCAPES
LANDZEN.COM 707-591-1629
LANDSCAPE DESIGN AND CONSTRUCTION

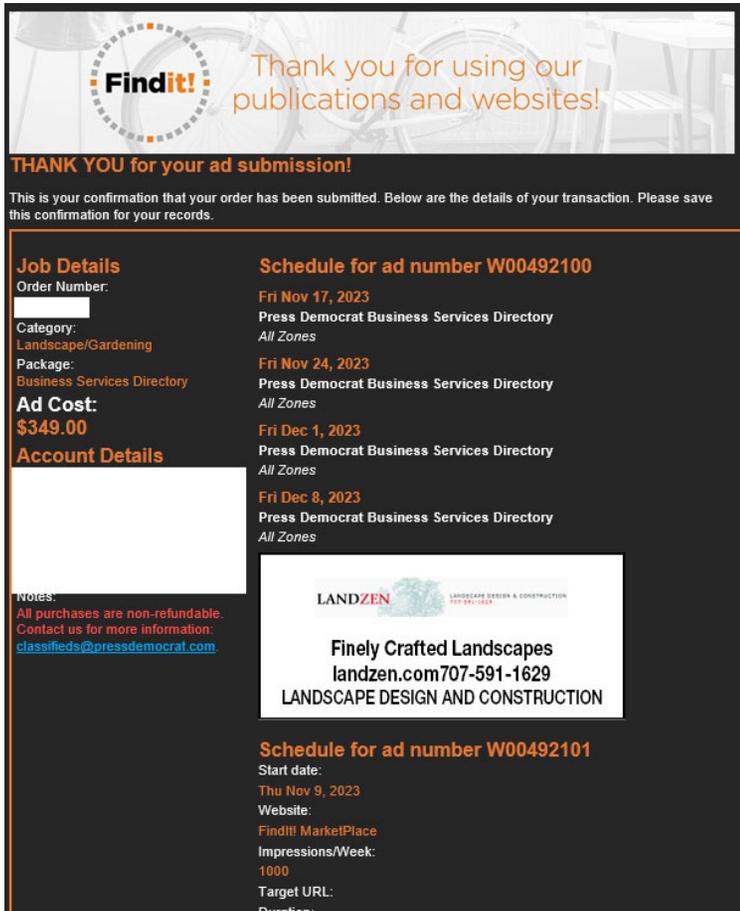
Preview Your Ad
jpeg
jpeg preview
log
pdf
pdf preview
Optional Photo 1
Optional Photo 2
Optional Photo 3
Optional Photo 4
Optional Photo 5
Optional Photo 6
Optional Photo 7
Optional Photo 8
Optional Photo 9
Optional Photo 10

<< Click here to print a printer friendly version >>

This screen recaps when the ad runs both in print and online. You can logout or close your browser.

You will also receive an email with this information.

Step 9. Email confirmation.



FindIt! Thank you for using our publications and websites!

THANK YOU for your ad submission!

This is your confirmation that your order has been submitted. Below are the details of your transaction. Please save this confirmation for your records.

Job Details
Order Number: [Redacted]
Category: Landscape/Gardening
Package: Business Services Directory
Ad Cost: \$349.00

Account Details
[Redacted]

Notes:
All purchases are non-refundable.
Contact us for more information:
classifieds@pressdemocrat.com

Schedule for ad number W00492100
Fri Nov 17, 2023
Press Democrat Business Services Directory
All Zones
Fri Nov 24, 2023
Press Democrat Business Services Directory
All Zones
Fri Dec 1, 2023
Press Democrat Business Services Directory
All Zones
Fri Dec 8, 2023
Press Democrat Business Services Directory
All Zones

LANDZEN LANDSCAPE DESIGN & CONSTRUCTION
707-591-1629

Finely Crafted Landscapes
landzen.com 707-591-1629
LANDSCAPE DESIGN AND CONSTRUCTION

Schedule for ad number W00492101
Start date: Thu Nov 9, 2023
Website: FindIt! Marketplace
Impressions/Week: 1000
Target URL:
Duration:

This is an example of the email you will receive after completing the purchase.

If you need any assistance you can email classifieds@pressdemocrat.com.

Now let's look at what happens when your print and online ads are published!

Example of print ads.

Service Solutions

<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">SERVICES HOME/PROFESSIONAL</div> <div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">ARCHITECTS / DRAFTING</div> <div style="padding: 5px;"> <p>DRAFTING & DESIGN</p> <p>Plans for Permits New Homes, Additions, Adu's, Kitchens, Baths, Bams, Garages</p> <p>Miles Burke Residential Design, Inc. www.milesburke.com (707) 566-9010</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">FENCING</div> <div style="padding: 5px;"> <p><i>Town & Country</i> FENCING</p> <p>We Will Beat Any Contractor's Price!</p> <p>Blow out sales on redwood fencing & chain link fencing installed.</p> <p>Call for Details Save \$\$\$ 707-481-1865 or 415-867-6374</p> <p>A+ Rated by the Better Business Bureau Lic# 841560. 25 years exp. http://townandcountryfencing.com</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">GENERAL CONTRACTORS</div> <div style="padding: 5px;"> <p>MAX Construction LIC# 867050 707 299-9083</p> <p>New Construction Remodels Additions Decks Dry Rot Repair</p> <p>Siding Repair/Replace • ADUs Interior/Exterior Doors/Windows Water/Fire/Tree Damage • Retaining Walls Baths & Kitchens • 707-595-4928 Curbless Showers • Financing Available www.MaxConstructionUSA.net</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">HANDYMAN SERVICES</div> <div style="padding: 5px;"> <p>Vincent's Yardwork / Handyman</p> <p>We Work By The Job; Starting at \$25 and up</p> <ul style="list-style-type: none"> • Tree Pruning • Landscape demolition • Tree service • Property Cleanups • Yard/Maintenance • Fence Building • Carpentry • Hauling <p>(707) 328-6052</p> </div>
<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">CONCRETE</div> <div style="padding: 5px;"> <p>VILLEGIANTE CONCRETE</p> <ul style="list-style-type: none"> • Driveways • Patios • Stamping • All Phases <p>(707)537-8711 License #715940</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">YG FENCE CO.</div> <div style="padding: 5px;"> <p>Over 15 joint years of experience in wood fencing, wood retaining walls, custom metal fencing, & driveway gates.</p> <p>Visit our website at www.ygfenceco.com</p> <p>We take great pride in our work and expect nothing but near perfection.</p> <p>Call (707) 596-1645 or email: YGFenceco@yahoo.com</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">STICKS & STONES CONSTRUCTION</div> <div style="padding: 5px;"> <p>Specializing In:</p> <ul style="list-style-type: none"> • Kitchen & Bath Remodels • Additions & Decks • Tile & Stone • New Construction <p>Call or Text Bill 707-477-6333</p> <p>Since 1993 License #1110578 www.sticksandstonesconvt.com</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">HANDYMAN SERVICES</div> <div style="padding: 5px;"> <p>CRYSTAL CONSTRUCTION & CONSULTING</p> <p>Expert Handyman + Crew. 49 years exp. We do pretty much everything, large and small. Additions, remodeling, dry out electrical, etc. Great References.</p> <p>Martin L. Espinosa, licensed GC, Builder/Consultant/Inspections/Permits CrystalConstructionConsulting.com (707) 865-5157 (office) (786) 290-4363 (cell)</p> </div>
<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">ELECTRICAL</div> <div style="padding: 5px;"> <p>RON DORRIS ELECTRICIAN LIC# 8787 707 578-0678</p> <p>PG&E SHUTDOWNS?</p> <p>Generators, Solar, & Batteries & Anything Electrical Home & Business</p> <p>I RETURN CALLS & SHOW UP! RON DORRIS ELECTRIC 707-578-0678 Since 1978 Lic. 878117</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">FLOORING SERVICES</div> <div style="padding: 5px;"> <p>EMPIRE FLOORS RECOAT HARDWOOD FLOORS 707-524-2594</p> <ul style="list-style-type: none"> • Work Completed in One Day • Less Dust Than A Full Refinish • Eliminates Surface Scratches • Helps Protect Existing Hardwood <p>www.empirefloorsca.com 1735 PINEH RD SANTA ROSA CSLB#64918</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">HANDYMAN SERVICES</div> <div style="padding: 5px;"> <p>LET'S GET A HANDYMAN ALL KIND OF JOBS.</p> <p>Repairs, Installs, Carpentry, Plumbing, Drywall, Texture Int and Ext Paint, Fence-Deck Repairs & Stain, Dry Rot, Siding, Gutters Cleaning/Repair</p> <p>A Home Specialist 707-703-3363</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">LANDSCAPE GARDENING / ROTOTILLING</div> <div style="padding: 5px;"> <p>LANDZEN</p> <p>Finely Crafted Landscapes</p> <p>www.landzen.com 707-591-1629</p> <p>LANDSCAPE DESIGN AND CONSTRUCTION</p> </div>
<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">ELECTRICAL</div> <div style="padding: 5px;"> <p>RON DORRIS ELECTRICIAN LIC# 8787 707 578-0678</p> <p>PG&E SHUTDOWNS?</p> <p>Generators, Solar, & Batteries & Anything Electrical Home & Business</p> <p>I RETURN CALLS & SHOW UP! RON DORRIS ELECTRIC 707-578-0678 Since 1978 Lic. 878117</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">FLOORING SERVICES</div> <div style="padding: 5px;"> <p>EMPIRE FLOORS RECOAT HARDWOOD FLOORS 707-524-2594</p> <ul style="list-style-type: none"> • Work Completed in One Day • Less Dust Than A Full Refinish • Eliminates Surface Scratches • Helps Protect Existing Hardwood <p>www.empirefloorsca.com 1735 PINEH RD SANTA ROSA CSLB#64918</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">HANDYMAN SERVICES</div> <div style="padding: 5px;"> <p>LET'S GET A HANDYMAN ALL KIND OF JOBS.</p> <p>Repairs, Installs, Carpentry, Plumbing, Drywall, Texture Int and Ext Paint, Fence-Deck Repairs & Stain, Dry Rot, Siding, Gutters Cleaning/Repair</p> <p>A Home Specialist 707-703-3363</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">LANDSCAPE GARDENING / ROTOTILLING</div> <div style="padding: 5px;"> <p>LANDZEN</p> <p>Finely Crafted Landscapes</p> <p>www.landzen.com 707-591-1629</p> <p>LANDSCAPE DESIGN AND CONSTRUCTION</p> </div>

Here is an example of what the print ads will look like. Remember we are now offering color at no additional charge so upload your photos in color. Both the print and online ad will be published in color.

Service Solutions

<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">SERVICES HOME/PROFESSIONAL</div> <div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">LANDSCAPE GARDENING / ROTOTILLING</div> <div style="padding: 5px;"> <p>TOTAL YARD CLEAN UP</p> <p>Landscaping, Gardening, Irrigation, Tree Trimming</p> <p>Ray's Landscaping Free Estimate 707-975-1267</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">MASSAGE THERAPISTS</div> <div style="padding: 5px;"> <p>MOONFLOWER MASSAGE</p> <p>1/2 hour \$3 off 1 hour \$10 off --- With tile ad --- 3030 S. Russ Ave., AG 707-528-7049</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">PAINTING / WALLPAPERING</div> <div style="padding: 5px;"> <p>ZEN PAINTING RESIDENTIAL & COMMERCIAL INTERIOR • EXTERIOR CABINETS • DECKS 707.525.0682 "We don't save trees, we save marriages." www.zenpainting.net Licensed, Bonded, Insured CCL# 735938</p> </div>	<div style="background-color: #333; color: white; padding: 2px; font-weight: bold;">TREE SERVICE</div> <div style="padding: 5px;"> <p>SRT FORESTRY ISA Certified Arborist WE-14205A AFFORDABLE TREE SERVICE Licensed, Bonded and Insured Give Us A Call For All Things Tree (707) 238-4686 CSLB# 169645 https://srtforestry.com</p> </div>
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How the online ad appears – landing page.

Go to <https://adportal.pressdemocrat.com/adportal/classified/index.html>

The screenshot shows the 'Find It!' classified ads landing page. The top navigation bar includes logos for The Press Democrat, The Sonoma Index-Tribune, ARGUS COURIER, SONOMA COUNTY GAZETTE, and Business Journal. A search bar is located below the logos. The main content area is divided into several sections. On the left, there is a grid of category icons, with 'Service Directory (35)' highlighted in a green box. To the right, there are 'Spotlight Listings' for various categories like Open Houses, Pets & Animals, and Announcements. At the bottom, there is a section for 'Featured Jobs from Find It! Local Jobs by The Press Democrat' and a 'Find Local Jobs from Find It! Local Jobs by The Press Democrat' button.

The screenshot shows the top navigation bar of the website. The navigation bar includes links for NEWS, OBITS, SPORTS, BUSINESS, OPINION, NAPA, REAL ESTATE, FOOD, DINING, A&E, EVENTS GUIDE, FUN, CLASSIFIED, JOBS, and NEWSLETTERS. The 'CLASSIFIED' link is highlighted in a green box. Below the navigation bar, there is a large advertisement for 'THE BARLOW MARKET TOUR' with a 'SEE OUR ADS' button highlighted in a green box.

Readers can access our online ads at any of our websites by selecting “SEE OUR ADS”. When they do they’ll see this screen on the left.

Your online ad will appear several places. First on the right it will rotate with other ads that have purchased a package that includes this additional placement – our Service Solutions Directory does include it.

Readers can click on the ad there or click on “Service Directory” to see all of the ads that also appeared in print.

How the online ad appears – category page.

The screenshot shows the 'Landscape/Gardening' category page. The header includes logos for 'The Press Democrat', 'The Sonoma Index-Tribune', 'PETALUMA ARGUS COURIER', 'AZETTE', and 'Business Journal'. The navigation bar contains 'Home', 'Place an Ad', 'Contact Us', 'Sign In', and 'Register'. A search bar is present with the text 'Click and type here to search for ads by keyword'. The breadcrumb trail is 'Home > Service Directory > Landscape/Gardening'. The page displays 25 results per page. A search sidebar on the left lists categories: Landscape/Gardening (6), Handyman Services (4), Tree Service (4), Land/Yard Clearing/Hauling (3), and Painting & Wallpapering (3). The main content area features a 'Featured Listings' section with a highlighted ad for 'Finely Crafted Landscapes landzen.com' (707-591-1629) and another for 'EM LANDSCAPING' (707 529-3008). Below these are ads for '\$20 & Up Haul, Mow, Trees' (707-508-5568) and '7 Ways to Retire Comfortably With \$500k'.

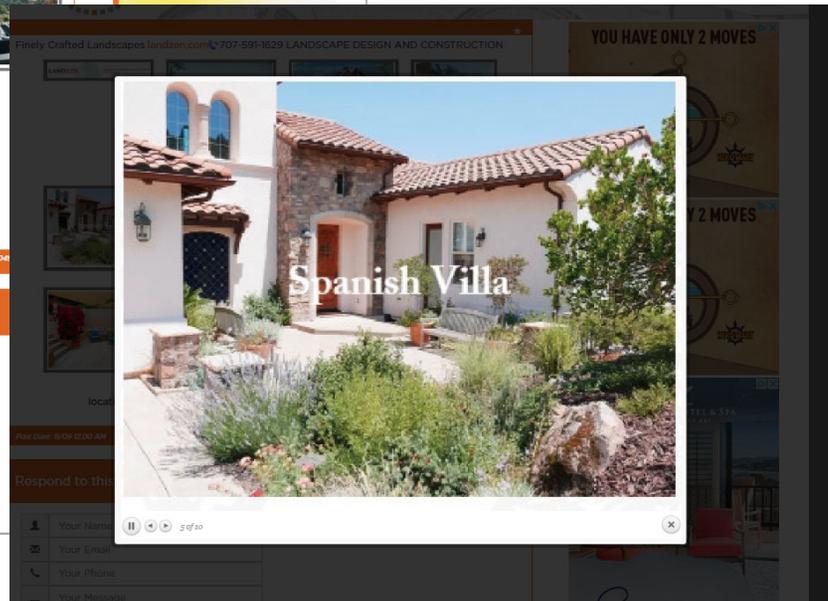
When a reader selects your category on the landing page they are taking to this page – example being used is “Landscaping/Gardening”. All of the ads for that business type will appear here. It will also appear as a “Featured Listing” in rotational on all category pages. The screen below is the “Handyman Services” page but it shows other ads under Featured Listings.

The screenshot shows the 'Handyman Services' category page. The header and navigation are identical to the previous page. The breadcrumb trail is 'Home > Service Directory > Handyman Services'. The page displays 25 results per page. The search sidebar is the same. The main content area features a 'Featured Listings' section with a highlighted ad for 'VINCENT'S YARDWORK/HANDYMAN' (707)328-6052 and another for 'CRYSTAL CONSTRUCTION + CONSULTING' (786) 290-4363. Below these are ads for 'A HANDYMAN' (707-703-3363) and 'Polyurethane Snow Plow Blades'.

What happens when someone clicks on your ad.

The screenshot shows a Findit! advertisement for 'Finely Crafted Landscapes' (landzen.com). The ad features a grid of landscape photos and a 'Respond to this ad' form. The form includes fields for 'Your Name', 'Your Email', 'Your Phone', and 'Your Message', along with a reCAPTCHA checkbox and a 'I'm not a robot' checkbox. The ad also includes contact information: 'location 1050 Danbeck Ave, Santa Rosa, CA, 95404' and 'email info@landzen.com'. The ad is titled 'LANDSCAPE DESIGN AND CONSTRUCTION' and includes a phone number '707-591-1629'. There are also buttons for 'Edit Ad', 'Delete Ad', and 'Hide Ad'. The ad is displayed on a website with other ads for 'Ascot Suites Morro Bay' and 'Spanish Villa'.

When a reader clicks on your ad they will see thumbnails of all of the photos which they can click on and they will enlarge and advance every few seconds. There is also a message box "Respond to this ad" where they can send you a message for more information. An example of what that email will look like is below.



The screenshot shows an email notification from Findit! regarding a Marketplace listing. The email is from 'The Press Democrat <ipublish@pressdemocr...' to 'Shelly, Dennis'. It includes a 'Findit!' logo and the text 'You have been contacted regarding your Marketplace listing.' Below this, it says 'You have been contacted by Dennis Sheely regarding your Marketplace listing:'. The email body contains the message: 'I am interested in buying this furniture please call me.' and instructions to reply via a link, email, or phone. The email footer includes the Sonoma Media logo and the names of the publications: 'The Press Democrat', 'ARGUS COURIER', and 'The Sonoma Index-Tribune'.

Online ad on pressdemocrat.com.

The screenshot shows the homepage of The Press Democrat. At the top, there is a navigation bar with a menu icon, 'eEdition', and a weather icon showing 58°. The main headline is 'Contract after strike over wages and staffing levels' with a sub-headline 'wages and staffing levels'. Below this, there are several smaller news items: 'Parks, schools shut in Southern California city after asbestos found in burned World War II-era blimp hangar', 'California imports doctors from Mexico to fill gaping holes in farmworker healthcare', 'Nets to catch debris during rainstorms removed from Central Coast town devastated by mudslides', and 'Counties with the highest unemployment in California'. On the right side, there is a large advertisement for '4 city blocks of local food.' and a smaller one for 'OPEN HOUSES | SR SOUTHEAST'. At the bottom right, a 'SERVICE DIRECTORY | LANDSCAPE/GARDENING' advertisement is highlighted with a green border, listing 'Finely Crafted Landscapes' with contact information.

Our Service Solutions Directory package also includes a rotation on the homepage of Pressdemocrat.com.

Please contact me for more information on our Service Solutions Directory program.

Dennis Sheely

Director of Advertising Operations

O: 707.526.8619

C: 707.330.7528

dennis.sheely@pressdemocrat.com



416 B Street
Suite C
Santa Rosa | CA | 9501