



# *Obituary Planner*

 **BayAreaNewsGroup**

Publishing Obituaries in Santa Clara County, San Mateo County,  
Alameda County, Contra Costa County, Solano County, San Joaquin  
County, Marin County and Santa Cruz County

*Our newspapers would like to extend our support at a time of loss.  
This planner was developed to provide ease of mind to families and  
Funeral Directors who are publishing a notice in the newspaper*

## **How to schedule an Obituary**

1. Select the newspaper or group from the list on the back page of this planner.
2. Follow the Writing Guidelines on the facing page. When selecting a photo make sure that the image is clear. You may also choose an inset symbol from the back page. There is no charge for the art however it does increase the notice cost by about 2 to 7 lines depending on the size of the symbol.
3. Select the dates the notice will publish. You may schedule the notice for any number of days however all of the daily newspapers offer a 3 consecutive day package for the price of 2 which can be a more economical option.
4. Notices must be received for publication by the following days and times\*:

### **Mercury News and San Mateo County Times:**

***With photo:*** Mon.-Fri., 12 Noon - for following day; 12 Noon Fri. for Sun./Mon.

***Without photo:*** Mon.-Fri., 3 P.M. for following day; 3 P.M. Fri. for Sun./Mon.

### **East Bay#1: Contra Costa Times, East County Times, West County Times, San Ramon Valley Times, Tri-Valley Times**

***With or without photo:*** Mon.-Fri. 12 Noon for the following day; 2 P.M. Fri. for Sun./Mon.

### **East Bay#2: Oakland Tribune/Alameda Times Star, Argus, Daily Review:**

***With or without photo:*** Mon.-Fri. 12 Noon for the following day; 2 P.M. Fri. for Sun. There is no Monday publication.

**Marin Independent Journal:** Mon.-Fri., 2 P.M. for following day; 2 P.M. Fri. for Sun./Mon.

**Santa Cruz Sentinel:** Mon.-Fri., 2 P.M. for following day; 2 P.M. Fri. for Sun./Mon.

**\*Some Funeral Homes have extended times for entering Sunday and Monday notices if they are using Electronic Obits. Check availability with your funeral director.**

5. Once you have completed the notice, you may place it through the funeral home or directly with the newspaper. There is cost savings in going through a funeral home and those using Electronic Obituaries have extended weekend cut-off times. If you opt to work directly with the newspaper email is the best method for submitting the notice. Photos must be received via email (JPG or PDF 150-300dpi) or in person. In all correspondence, make sure to include your contact information (name, phone number and address) and the newspaper or newspaper group desired.
6. Notices appear on-line for 1 year and include a guest book. Access these based on the newspaper: mercurynews.com; contracostatimes.com, insidebayarea.com (for East Bay #2), marinij.com or santacruzsentinel.com.
7. Once you have submitted the notice an Obituary Coordinator will contact you with cost information. All notices are charged on a per line per day basis.

## **Contact Information:**

**San Jose Mercury News and San Mateo County Times:** Hours: Mon.-Fri. 8 A.M. - 4:30 P.M.  
obits@mercurynews.com; 408-920-5276; fax: 408-920-1805

**East Bay #1:** Hours: Mon.-Fri. 8 A.M.-5 P.M.  
obituaries@bayareanewsgroup.com; 925-943-8020; fax: 925-943-8359

**East Bay #2:** Hours: Mon.-Fri. 8 A.M.-5 P.M.  
obits@bayareanewsgroup.com; 510-293-2627; fax: 510-293-2697

**Marin Independent Journal:** Hours: Mon.-Fri. 8 A.M.-4 P.M.  
obits@marinij.com; 415-382-7335; fax: 415-382-1535

**Santa Cruz Sentinel:** Hours: Mon.-Fri. 8 A.M.-5 P.M.  
sdydc@santacruzsentinel.com; 831-706-3202; fax: 831-423-1154

**Alameda Journal or Montclarion Package** (contact a coordinator for schedule information):  
obituaries@bayareanewsgroup.com; 925-943-8020; fax: 925-943-8359



**Peter James Brown**  
**Resident of Pleasantville**  
**Nov. 22, 1935 – Jan. 1, 2010**

Peter James Brown passed away on Saturday after a valiant battle with cancer. He touched many lives with his gentle spirit and positive outlook on life.

Peter was born in Pleasantville, CA and graduated from Roosevelt High School and earned a degree in Political Science from University of California in Berkeley. After serving in the U.S. Army for 4 years, Peter enjoyed a 30 year career with the Pleasantville Police Department. He achieved the rank of Assistant Police Chief, retired in 1992 and started a second career as a high school basketball coach at Pleasantville High School.

Peter is survived by his loving wife, Elaine; devoted children Amy Johnson (Joe) of San Jose, Kathryn Dami (Bob) of Oakland and Christopher Brown of Danville and grandchildren, Mary and Steve Johnson of Palo Alto, Robert Dami of Napa and Peter and Suzie Brown of Walnut Creek, and one great-grandchild Peter James Brown III. He is also survived by his sister Priscilla Stevens of Milwaukee, WI; brother Kent Brown of Irvine, CA; and father and mother-in-law Jim and Inez Smith of Pleasantville. His generous loving spirit will be missed by all who knew him.

Friends and family are invited to a visitation on Monday, Jan. 11, 2010 from 6-8 p.m. and a funeral service on Tuesday, Jan. 12, 2010 at 11:00 a.m. at Peaceful Gardens Funeral Home, 50 Walton Lane in Pleasantville. Burial to follow at Pleasantville Cemetery.

**Peaceful Gardens**  
**(925) 555-5555**

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Peter is survived by his loving wife, Elaine; devoted children Amy Johnson (Joe) of San Jose, Kathryn Dami (Bob) of Oakland and Christopher Brown of Danville and grandchildren, Mary and Steve Johnson of Palo Alto, Robert Dami of Napa and Peter and Suzie Brown of Walnut Creek, and one great-grandchild Peter James Brown III. He is also survived by his sister Priscilla Stevens of Milwaukee, WI; brother Kent Brown of Irvine, CA. His generous loving spirit will be missed by all who knew him.

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## Writing Guidelines

Make sure to present the notice in clear, readable language with no abbreviations. Divide it into paragraphs based on the numbered guidelines below:

1. The first line is the name of the deceased followed by the city where they resided (or former local city) – “Resident of”. This information is required.
2. Dates of birth and death are optional.
3. The text of the notice should include a short biography including milestones (marriage, children, career, military service), successes, special interests, and membership in organizations.
4. The list of survivors usually contains the names of spouse, children and grandchildren and may include their cities of residence. You may also want to include family members who passed away prior to the deceased.
5. Close with the date, time and location of all services – visitation, rosary, funeral, burial or gravesite service. Make sure to include the name and phone number of the mortuary so that you don't have to field calls for directions.
6. State requests for donations to charity at the end of the notice.
7. Make sure to spell check the notice and verify spelling of all family names.
8. If you desire a photo, please email it in JPG or PDF format as an attachment. See the back page for a selection of symbols.

**The best option for publication is the 3-Day package - the notice runs for 3 consecutive days and is charged for only 2 days. Please consult with a Bay Area News Group Obituary Coordinator or your mortuary on newspaper options and rates.**

# Bay Area News Group Publication Options

*San Jose Mercury News*

*San Mateo County Times*

*East Bay #1:*

Contra Costa Times – East County Times – Tri-Valley Times – San Ramon Valley Times – West County Times

*East Bay #2:*

Oakland Tribune/Alameda Times Star – Daily Review – Argus

*Marin Independent Journal*

*Santa Cruz Sentinel*

*Oakland Weeklies:*

**Call for scheduling information – 925-943-8020**

**Montclarion Package:** Montclarion – Piedmonter – Berkeley Voice – El Cerrito Journal

**Hills Package:** Alameda Journal – Montclarion – Piedmonter – Berkeley Voice – El Cerrito Journal

*Alameda Journal*

## Obituary Symbols

Symbols are available at the 2nd line of any obituary and are a nice way to highlight an important aspect of your loved one's life. These increase the size and final cost of the notice based on the space occupied by the symbol.

