

San Francisco Neighborhood Newspaper Association

ADVERTISING CONTACT

Glenn Gullmes
 (415) 566-8393
 sftimes@mac.com

Advertising Rates

Newspaper	Circulation	Full Page	Jr. Full Page	1/2 Page	1/4 Page	1/8 Page
Castro Courier	15,000	\$1,100	\$950	\$575	\$325	\$200
Central City Extra	8,000	\$800	\$650	\$450	\$225	\$120
El Tecolote	10,000	\$1,105	n/a	\$553	\$276	\$138
Haight-Ashbury Beat	15,000	\$1,500	\$1,200	\$825	\$425	\$250
Ingleside Light	10,000	\$985	\$695	\$505	\$265	\$145
Marina Times	20,000	\$1,320	\$1,000	\$715	\$415	\$245
Mission Dispatch	20,000	\$1,000	\$775	\$600	\$350	\$250
New Bernal Journal	8,000	\$525	\$410	\$290	\$150	\$100
New Fillmore	20,000	\$1,400	\$1,200	\$750	\$500	\$250
Noe Valley Voice	10,000	\$985	\$695	\$505	\$265	\$145
Potrero View	10,000	\$1,000	\$800	\$700	\$350	\$150
Richmond ReView	25,000	\$1,200	\$900	\$675	\$375	\$200
San Francisco Bay View	20,000	\$1,800	\$1,350	\$900	\$450	\$225
Sunset Beacon	28,500	\$1,200	\$900	\$675	\$375	\$200
Westside Observer	20,000	\$1,200	\$925	\$650	\$370	\$200
West Portal Monthly	21,000	\$1,200	\$975	\$675	\$375	\$225
Totals	260,500	\$18,320	\$13,425	\$10,043	\$5,491	\$3,043

Color

\$150 extra per paper for full color on a 1/4 Page ad
 \$275 extra per paper for full color on a 1/2, Jr. Full or Full Page ad

Discounts

Reach: 7-1/2% for 6 or more papers, 10% for all papers OR
 Frequency: 10% for 6 insertions per paper, 20% for 12 insertions per paper (whichever is greater)

Deadlines

Reservations/Cancellations: 10th of the month, prior to publication
 Camera Ready Art: 20th of the month, prior to publication
 El Tecolote is published every other Thursday
 The New Bernal Journal is published on even months



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Requirements

We will accept press ready PDFs. Production work (layout, typesetting, etc.) is available prior to reservation deadline and will be charged at commercial rates.

Mechanical Specifications

Ad Sizes		Tabloid -15 Publications	Broad Sheet - San Francisco Bay View
Full Page Specs	Width	10"	11"
	Depth	16"	20"
Jr. Full Page Specs	Width	10"	11"
	Depth	12"	15"
1/2 Page Specs	Width	10"	11"
	Depth	7-7/8"	10"
1/4 Page Specs	Width	5"	5-1/2"
	Depth	7-7/8"	10"
1/8 Page Specs	Width	5"	5-1/2"
	Depth	4"	5"

Terms

- Each newspaper reserves the right to enlarge or reduce the artwork to meet its own size specifications.
- Terms are net, non-commissionable.
- No cancellations are allowed after reservation deadline (10th of month, prior to publication). If this should occur, or if materials are not received by deadline, the advertiser may be liable for forfeiture of the space booked at full cost.
- The SFNNA reserves the right to decline any advertisement.
- The SFNNA will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear from any cause whatsoever, nor its failure to appear on any specified date.

Payment

Cash with order unless credit terms have been established in advance.