



## About Our Newspapers

With a quarter million copies hitting the streets every month, the San Francisco Neighborhood Newspaper Association's 14 newspapers reach more city residents than any other print publication.

A trusted source of engaging and insightful news for two decades, the SFNNA delivers the readership and unique local content that other publications cannot. Our loyal readers have proven time and again that they enthusiastically support advertisers that reach out to their communities.

Discover why local and national advertisers like AAA, AT&T, PG&E, H&R Block, Prudential and Zephyr Real Estate continue to successfully deliver their marketing message to the SFNNA's exclusive audience.

Contact us today to create your customized SFNNA advertising plan that targets the neighborhoods and customers you want!

### Newspapers, Distribution Area, and Zip Codes

**Castro Courier** Castro, Upper Market, Corona Heights, Eureka Valley, Duboce Triangle. (94114, 94102\*)

**Central City Extra** Civic Center, South of Market\*, Tenderloin (94102, 94103, 94109)

**El Tecolote** Mission District (English/Spanish), Excelsior, Bernal Heights\*, Noe Valley, Potrero Hill (94102, 94107, 94110, 94112, 94114)

**HATCH Beat** Hayes Valley, Alamo Square, NoPa, Haight Ashbury, Lower Haight, Cole Valley (94117, 94102)

**Ingleside-Excelsior Light** Ingleside, Ocean View, Merced Heights, Westwood Park, Sunnyside Outer Mission and Excelsior (94112, 94132\*)

**Marina Times** The Marina, Cow Hollow, Pacific Heights, Fort Mason, The Presidio (94123, 94115\*, 94109\*, 94129).

**New Fillmore** Pacific Heights, The Fillmore Jazz District and Japantown (94115, 94109\*, 94123\*)

**Noe Valley Voice** Noe Valley area (94131, 94114, 94110\*)

**Potrero View** Potrero Hill, Dogpatch, Mission Bay and SOMA. (94107, 94103\*)

**Richmond ReView** Presidio & Masonic Avenues to the Pacific Ocean, Golden Gate Park to the Presidio, Sea Cliff (94118, 94121)

**San Francisco Bay View** Bayview District, Hunters Point, Visitacion Valley, Potrero Hill, OMI (94124, 94134\*, 94107\*, 94135, 94132, 94112)

**Sunset Beacon** Stanyan and Arguello Streets to the Pacific Ocean, Golden Gate Park to Sloat Blvd. (94122, 94116)

**Westside Observer** West Portal, St. Francis Wood, Forest Hill, Twin Peaks, Parkside, Ingleside Terrace, Glen Park, Lakeside, Miraloma Park, Park Merced, Lake Merced, and the Outer Sunset. (94127, 94131, 94132).

**West Portal Monthly** St. Francis Wood, Twin Peaks, Ingleside Terrace, Forest Hill, West Portal, Lakeside, Westwood Park, Parkside, Lakeshore, Glen Park and Miraloma Park. (94127, 94112\*, 94116\*, 94131\*, 94132\*)

\*Partial

### CONTACT SALES REPRESENTATIVE

Diane Perlmutter Reynolds of On-Site Advertising  
Business (415) 922-3413 and Cell (415) 407-9734  
diane@onsiteadvertising.com

# Advertising Rates

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Newspaper	Circ.	Full Pg.	Jr. Full Pg.	1/2 Pg.	1/4 Pg.	1/8 Pg.
Castro Courier	15,000	\$1,600	\$1,300	\$875	\$450	\$225
Central City Extra	8,000	\$1,050	\$900	\$600	\$325	\$175
El Tecolote	10,000	\$1,255	\$1,070	\$628	\$351	\$168
HATCH Beat	11,000	\$1,300	\$1,100	\$875	\$450	\$250
Ingleside-Excelsior Light	10,000	\$1,300	\$1,050	\$700	\$400	\$200
Marina Times	30,000	\$1,890	\$1,575	\$990	\$590	\$335
New Fillmore	20,000	\$1,950	\$1,950	\$950	\$500	\$250
Noe Valley Voice	8,000	\$1,485	\$1,000	\$780	\$440	\$310
Potrero View	12,000	\$1,400	\$1,200	\$1,000	\$550	\$275
Richmond ReView	25,000	\$1,350	\$1,125	\$750	\$450	\$200
San Francisco Bay View	20,000	\$1,950	\$1,475	\$975	\$525	\$225
Sunset Beacon	25,000	\$1,350	\$1,125	\$750	\$450	\$200
Westside Observer	20,000	\$1,600	\$1,300	\$875	\$450	\$225
West Portal Monthly	20,000	\$1,500	\$1,250	\$850	\$450	\$250
<b>Total</b>	<b>234,000</b>	<b>\$20,980</b>	<b>\$17,420</b>	<b>\$11,598</b>	<b>\$6,381</b>	<b>\$3,288</b>
<b>Package Rate</b>	<b>234,000</b>	<b>\$18,882</b>	<b>\$15,678</b>	<b>\$10,438</b>	<b>\$5,743</b>	<b>\$2,959</b>

## Color

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All advertisements are in full color.

## Discounts

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- Reach: 7.5% for 6 or more newspapers, 10% for all newspapers OR Frequency: 10% for 6 insertions per newspaper, 20% for 12 insertions per newspaper (whichever is greater).
- Non-profits receive a flat 10% discount.

## Payment

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

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# Requirements

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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

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Advertisement Sizes		Tabloid (13 Publications)	Broadsheet (San Francisco Bay View)
Full Page	Width	10"	12.5"
	Depth	16"	22.5"
Jr. Full Page	Width	10"	12.5"
	Depth	12"	16.5"
1/2 Page	Width	10"	12.5"
	Depth	7-7/8"	11"
1/4 Page	Width	5"	6-1/4"
	Depth	7-7/8"	11"
1/8 Page	Width	5"	6-1/4"
	Depth	4"	5-1/2"

## Deadlines

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- 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 HATCH Beat, Ingleside-Excelsior Light, Noe Valley Voice and Westside Observer print combined July/August and December/January editions.

## Terms

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- Each newspaper reserves the right to enlarge or reduce the artwork to meet its 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.

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# Small Newspapers **WITH BIG REACH**

City and County Population **864,816**

11th Most Populous Metropolitan Area **4,656,132**

Median resident age: **38.7 years**

**348,832 households** with **3.2 people** living in each

Estimated median household income in 2013: **\$77,485**

Estimated median household income in California: **\$60,190**

Estimated median house or condo value in 2013: **\$778,000**

Estimated median house or condo value in California: **\$373,100**

Colleges and universities: **25**

Annual venture capital investments: **\$13 billion**

More than **18 million** visitors arrived in San Francisco in 2014

And **14 Neighborhood Newspapers** to help you make your mark!



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