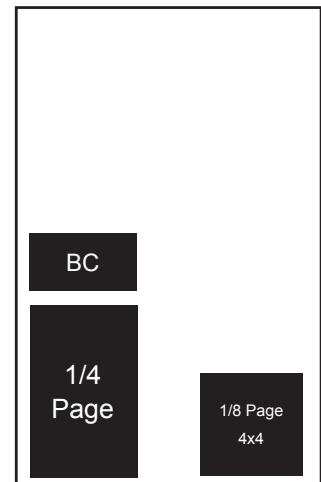
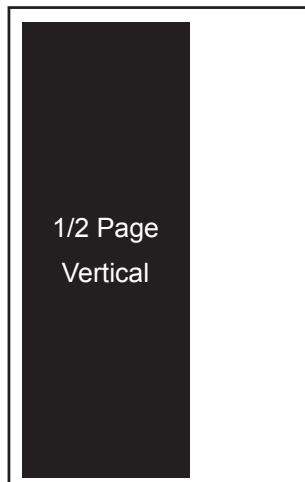
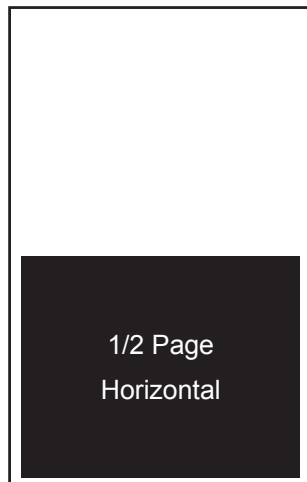


Contract Advertising Rates

** Newspaper is a 5-column design

Black & White Rates				Save 15%!	Save 20%!	Save 35%!
Print Size	Width (in.)	Height (in.)	1x	6x	13x	26x
Back Cover	10.25	16	\$2,750	\$2,338	\$2,200	\$1,788
Full Page	10.25	16	\$1,550	\$1,318	\$1,240	\$1,008
Half Page horizontal	10	8	\$1,050	\$893	\$840	\$683
Half Page vertical	6	16	\$1,050	\$893	\$840	\$683
Quarter Page	4	6	\$275	\$233	\$220	\$178
One Eighth Page - Square 4x4	4	4	\$150	\$127	\$120	\$98
Business Card	4	2	\$96	\$83	\$78	\$64

Color Rates				Save 15%!	Save 20%!	Save 35%!
Print Size	Width (in.)	Height (in.)	1x	6x	13x	26x
Back Cover	10.25	16	\$3437	\$2922	\$2,750	\$2,235
Full Page	10.25	16	\$1,937	\$1,647	\$1,550	\$1,260
Half Page horizontal	10	8	\$1,312	\$1,116	\$1,050	\$853
Half Page vertical	6	16	\$1,312	\$1,116	\$1,050	\$853
Quarter Page	4	6	\$343	\$291	\$275	\$222
One Eighth Page - Square 4x4	4	4	\$188	\$168	\$150	\$123
Business Card	4	2	\$120	\$103	\$97	\$80



* Not to Scale

Mechanical Requirements:

- No bleeds are permitted
- All fonts should be outlined
- Color ads should be saved as CMYK color format
- Black and White ads should be saved in grayscale color format

We prefer print-ready ads as PDF files. We also accept TIFF, EPS, and JPEG files – however, the resolution for these must be at least 300 dpi. If sending a JPEG, please save at the maximum quality setting.

Email artwork to publisher Betty Sullivan at both ads@sfbaytimes.com and bettysnie@gmail.com. Please compress all artwork. Direct email to Betty can be sent to BettySnie@aol.com.

Classified Advertising Rates \$26 per column inch

Contracts and Discounts Frequency discounts are based on signed contracts. Additional space may be ordered at already contracted rates. Ad copy and art may be changed during the life of the contract. It is the advertiser's responsibility to deliver any altered ad copy to the Bay Times by the posted deadline. Unless new copy is delivered, the previously inserted ad will run.

Prepay longer-term contract and save additional dollars! 6-12 ads = 5% discount.
13-25 ads = 10% discount. 26-38 ads = 15% discount. 38-52 ads = 25% discount.

Agency Discounts Please request an agency rate card for special rates.

Non-Profit Discounts 25% discount for non-profit organizations – IRS 501(C)3 letter required.

Editorial and non-commercial advertising must include sponsor's name.

Terms All single-issue advertising must be paid in advance by the advertiser. To secure credit, the first month's issues of 6x and greater frequency, contracts must be paid in advance. Bay Times reserves the right to secure all ads with a credit card that will be charged if balance is 30 days past due. Bay Times reserves the right to pull any advertisement that is not secured. Invoices over 30 days past due are subject to 1.5% interest per month. If the advertiser makes fewer placements than stated in the agreement, the advertiser will be billed and must immediately pay the difference between the rate it was contracted to receive, and the rate appropriate to the number of advertisements placed.

Inserts \$75 per 1000 pieces. Please inquire.

National Advertising Contact Bay Times/San Francisco. Also represented by Rivendell Media, Mountainside, New Jersey, 908-232-2021.

Web Advertising Rates

Rates are 1 Month Display Advertising

Print Size	Width (px.)	X	Height (px.)	File Size	Cost
Skyscraper	120	x	240	40 kb	\$300
Short Skyscraper	120	x	160	40 kb	\$200
Small Rectangle	120	x	80	40 kb	\$150
Medium Rectangle	300	x	250	40 kb	\$250
Leaderboard	728	x	90	40 kb	\$500

E-blast: In conjunction with our affiliated service, "Betty's List," the Bay Times offers email blasts reaching 15K-30K people (depending on topic) at the following rates:

- \$500 per E-blast message (standard rate)
- \$750 for two E-blast messages (standard rate)

Non-profit and small business discounts are available, please inquire.

Mechanical Requirements:

- All web-ready art must be 72 dpi/ppi upon delivery
- Color format must be RGB
- Accepted file formats include .jpg, .gif, .png and .swf
- Flash ads are acceptable, but must remain under 40 kb

Web Ads Layout

