



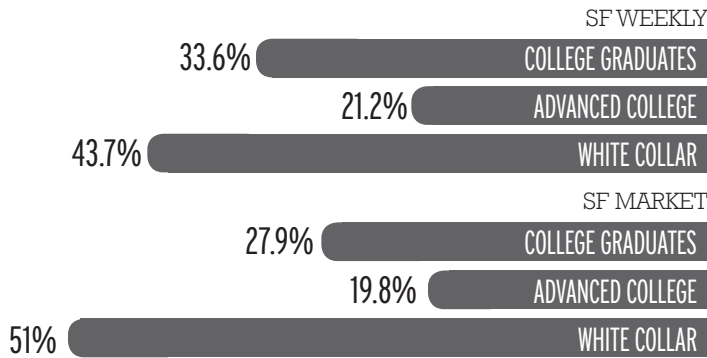
MEDIA KIT **[2014]**



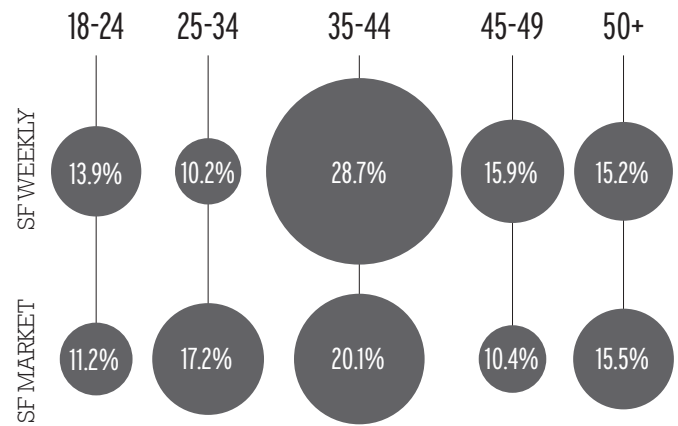
READER PROFILE

WHO'S LOOKING?

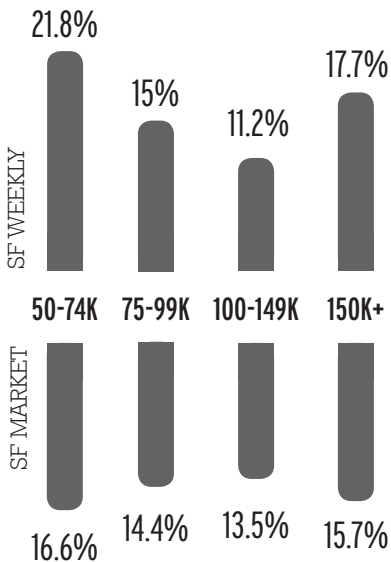
EDUCATION



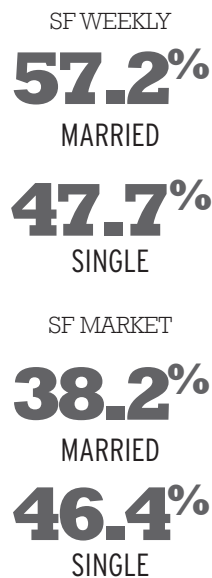
AGE GROUP



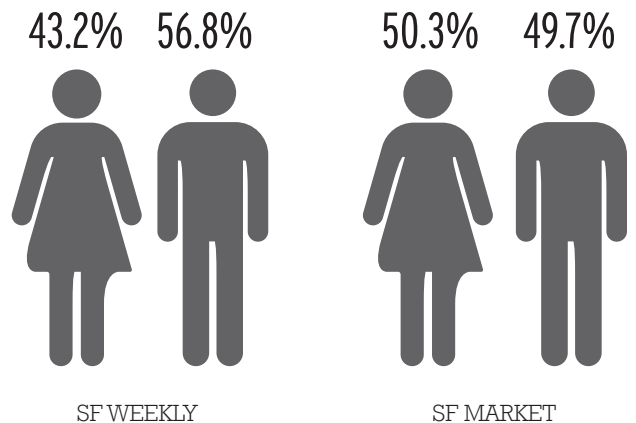
HOUSEHOLD INCOME



MARITAL STATUS



DEMOGRAPHIC GENDER





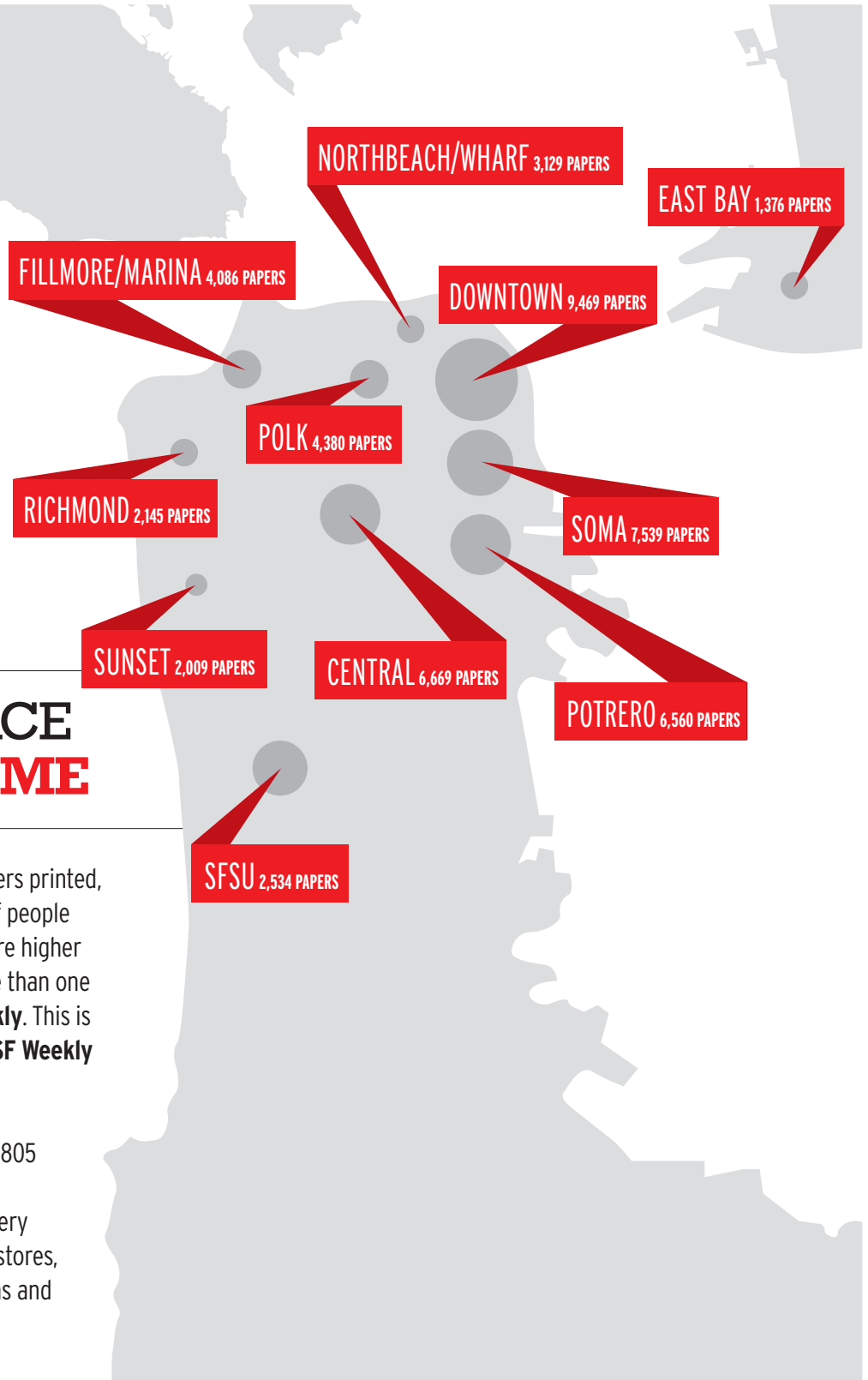
CIRCULATION

TOTAL
CIRCULATION
65,000

THE RIGHT PLACE THE RIGHT TIME

Circulation refers to the number of papers printed, and readership identifies the number of people reading the paper. Readership figures are higher than circulation numbers because more than one person reads each issue of the **SF Weekly**. This is important when evaluating the paper. **SF Weekly** boasts a 98% pick up rate.

SF Weekly is distributed in more than 1,805 high-traffic locations. These locations include highly visible street boxes, grocery stores, college campuses, convenience stores, restaurants, bars, various retail locations and public transportation.





REACH

PRINT & ONLINE

Build frequency and reach an additional, exclusive audience when utilizing both print and online.

63% NON-DUPLICATION BETWEEN PRINT AND ONLINE

PRINT
65,000 WEEKLY ISSUES
535,259 READERS

ONLINE
4.6 MILLION MONTHLY PAGEVIEWS
1,152,618 MONTHLY



1,258,925
TOTAL REACH BY ADVERTISING
PRINT & ONLINE

1,015,085
TOTAL NON-DUPLICATED REACH
PRINT & ONLINE



RETAIL RATES

SIZE	OPEN	4X	13X	26X	52X	COLOR
FULL PAGE	\$5,137	\$4,069	\$3,616	\$2,938	\$2,712	+\$625/wk
4/5	\$4,683	\$3,709	\$3,297	\$2,679	\$2,473	+\$600/wk
3/4	\$4,321	\$3,422	\$3,042	\$2,471	\$2,281	+\$580/wk
JR. PAGE	\$3,690	\$2,922	\$2,598	\$2,111	\$1,948	+\$560/wk
3/5	\$3,181	\$2,520	\$2,240	\$1,820	\$1,680	+\$540/wk
2/5	\$2,183	\$1,729	\$1,537	\$1,249	\$1,153	+\$520/wk
1/2	\$2,750	\$2,178	\$1,936	\$1,573	\$1,452	+\$500/wk
3/10	\$1,548	\$1,226	\$1,090	\$886	\$818	+\$450/wk
1/5	\$1,096	\$868	\$772	\$627	\$579	+\$400/wk
1/4	\$1,460	\$1,156	\$1,028	\$835	\$771	+\$375/wk
1/7	\$818	\$648	\$576	\$468	\$432	+\$300/wk
1/10	\$616	\$488	\$433	\$352	\$325	+\$250/wk
1/15	\$434	\$343	\$305	\$248	\$229	+\$100/wk
1/20	\$313	\$248	\$221	\$179	\$165	+\$50/wk

ALL RATES INCLUDE AD INDEX ON SFWEEKLY.COM
WITH HOT LINK TO WEBSITE:

All rates are per week

CAMERA READY ART

5MB or less: email your account representative.
Larger than 5MB: send via YouSendIt, Drop Box, or similar service

The screenshot shows the 'Ad Index' page on SF Weekly's website. At the top, there are navigation links for NEWS, CALENDAR, MUSIC, RESTAURANTS, ARTS, FILM, BEST OF, PHOTOS, CLASSIFIEDS, and MMJ. Below this is a banner for IBM Cloud supporting 24 of the top 25 Fortune 500 companies. The main content area is titled 'Ad Index' and lists various restaurant advertisements. Each ad entry includes the restaurant name, a 'See This Ad' link, and a globe icon. The ads listed include Arinelli Pizza, Buena Vista Cafe, Escape From New York Pizza, Gestalt Haus, Golden Gate Grill, Haystack Pizza, Johnny Rockets, King of Noodles, La Gourmet Pizza, Papalote, Psychic Reader, Supperclub, Taqueria Cancun, and Taqueria Zorro. At the bottom of the page, there are links for 'LEARN MORE', 'ABOUT US', 'LOCAL ADVERTISING', 'MOBILE', 'RSS', 'E-EDITION', and 'SITE MAP'. A footer contains links for 'MY ACCOUNT', 'CONNECT', 'ADVERTISING', and 'COMPANY', along with copyright information for ©2014 SF Weekly, LP.



PRINT PRODUCTION GUIDE

AD SIZE	DIMENSIONS (w x h)	AD SIZE	DIMENSIONS (w x h)
DOUBLE TRUCK (DTCS)(10col x 11")	21.13" x 11"	1/5 VERTICAL (2col x 5.42")	3.95" x 5.42"
FULL PAGE (5col x 11")	10.13" x 11"	1/4 HORIZONTAL (5col x 2.62")	10.13" x 2.62"
4/5 VERTICAL (4col x 11")	8.07" x 11"	1/5 HORIZONTAL (4col x 2.62")	8.07" x 2.62"
3/4 HORIZONTAL (5col x 8.21")	10.13" x 8.21"	1/7 HORIZONTAL (3col x 2.62")	6.01" x 2.62"
JUNIOR PAGE (4col x 8.21")	8.07" x 8.21"	1/10 HORIZONTAL (2col x 2.62")	3.95" x 2.62"
3/5 VERTICAL (3col x 11")	6.01" x 11"	FULL COLUMN (1col x 11")	1.89" x 11"
2/5 VERTICAL (2col x 11")	3.95" x 11"	1/7 VERTICAL (1col x 8.21")	1.89" x 8.21"
1/2 VERTICAL (3col x 8.21")	6.01" x 8.21"	1/10 VERTICAL (1col x 5.42")	1.89" x 5.42"
1/2 HORIZONTAL (5col x 5.42")	10.13" x 5.42"	1/15 VERTICAL (1col x 4.02")	1.89" x 4.02"
3/10 VERTICAL (2col x 8.21")	3.95" x 8.21"	1/20 VERTICAL (1col x 2.62")	1.89" x 2.62"
3/10 HORIZONTAL (3col x 5.42")	6.01" x 5.42"		

CAMERA READY REQUIREMENTS

- All text should be converted to outlines
- Photos and raster artwork should be at least 300 dpi at full size
- Black and white ads should be saved as grayscale
- Color ads should be saved as CMYK (NO RGB, Index, or PMS colors)
- No text smaller than 6pt
- No 72 dpi web graphics or photos
- No rich black, Use process black (100%K)
- Maximum ink density = 240%
- Line screen = 85 lpi
- 30% dot gain

ACCEPTABLE FILE FORMATS

- PDF (Acrobat 4, fonts embedded)
- TIFF (flattened)
- EPS (text converted to outlines)

We don't accept native file formats or fonts from advertisers. (This includes native Quark, InDesign, Photoshop or Illustrator documents) Native files and client fonts can cause problems with our PDF workflow. Any files not meeting these guidelines may print incorrectly. The San Francisco Media Company is not responsible for printing problems due to improperly prepared files. **Ads may be scaled +/- 5% depending on press constraints.**

NAMING YOUR FILE

Name files with your account name, the issue run date of the ad and the publication(s) it will run in. For Example: *YourAccountName_1-6-13_SF.W.pdf*

SENDING YOUR FILE

SF WEEKLY 415-536-8121
 5MB or less: Email your Account Representative
 Larger than 5MB: Send via Dropbox, Yousendit or similar service

PREMIUM AD SIZES (Inquire with Account Representative)

SF WEEKLY
 Full page with bleed: Trim-10.61"x11.78", .25" bleed
 Double truck with bleed: Trim-21.6"x11.78", .25" bleed
 Bellyband: 10.375"x5.375", .25" bleed

1 column.....	1.89"
2 column.....	3.95"
3 column.....	6.01"
4 column.....	8.07"
5 column.....	10.13"



YEARLY CALENDAR 2014

JANUARY

Winter Arts	1/15
Comedy Issue	1/22

FEBRUARY

Valentine's Day Guide	2/5
Photo Issue	2/19

MARCH

Drink	3/5
St. Patrick's Day Guide	3/12

APRIL

Best of San Francisco	4/30
-----------------------	------

JUNE

Gay Pride	6/11
Summer Guide	6/25

SEPTEMBER

Fall Arts	9/3
Dish Restaurant Issue	9/17

OCTOBER

Halloween Guide	10/15 + 10/22
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NOVEMBER

Holiday Guide	11/19
---------------	-------

DECEMBER

New Year's Eve Guide	12/17 + 12/24
----------------------	---------------

JANUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

MARCH

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL

S	M	T	W	T	F	S	
			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				

MAY

S	M	T	W	T	F	S	
					1	2	3
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

JUNE

S	M	T	W	T	F	S							
						1	2	3	4	5	6	7	
8	9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30					

JULY

S	M	T	W	T	F	S							
						1	2	3	4	5			
6	7	8	9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30	31		

AUGUST

S	M	T	W	T	F	S								
						1	2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31								

SEPTEMBER

S	M	T	W	T	F	S							
			1	2	3	4	5	6					
7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30				

OCTOBER

S	M	T	W	T	F	S													
						1	2	3	4	5	6	7	8	9	10	11			
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S																													
						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

DECEMBER

S	M	T	W	T	F	S																											
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31





BULLETIN BOARD ADVERTISING

ECLECTIC MIX OF SERVICES

ON THE BULLETIN BOARD OF SF WEEKLY

SF Weekly's famous Bulletin Board offers an eclectic mix of products, services and messages on the back cover of each issue. Bulletin Board is subject to sellout, and payment is required to reserve space. Placement cannot be guaranteed; ads are sorted at random.



1/16 DISPLAY

1/32 DISPLAY

DISPLAY AD RATES:	SIZES	1X	13X	26X
Premium display ads are limited in number and to the sizes above. Rates include full color. Space is subject to availability. Contracts limited to 26wks.	1/16	\$1,035	\$863	\$650
	1/32	\$662	\$547	\$374

BULLETIN BOARD LINE RATES:	SIZES	1X	6X	13X
Four type sizes available. Contracts limited to 26wks. Color is available for an additional \$20 per ad per week for color fonts. \$30 per ad per week for color background.	EXTRA LARGE	\$170	\$66	\$49
	LARGE	\$145	\$52	\$42
	MEDIUM	\$110	\$41	\$32
	SMALL	\$86	\$32	\$25



ONLINE STATS

MONTHLY TRAFFIC STATS

Unique Visitors	780,419
Visits	967,634
Pageviews	2,853,556
Average Pages/Visit	2.9

MONTHLY PAGEVIEWS BY SECTION

Ad Index/Flipbook	8,510
Art Pages / Calendar	629,918
*Classified	30,451
Best Of	49,276
Film	17,029
Home	127,203
Music	1,268,924
Music Blogs	422,572
News	1,234,782
Restaurants	708,457

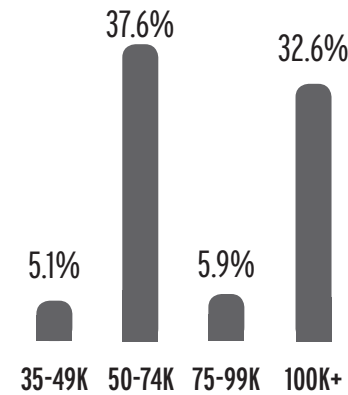
DEVICES

iPhone	46,000
Happy Hour App	49,838
Mobile	181,836

*Backpage and Personals



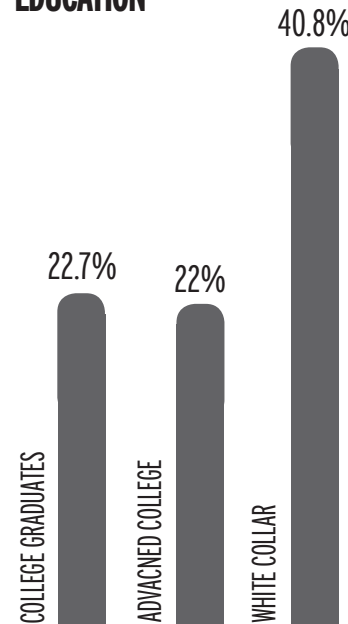
HOUSEHOLD INCOME



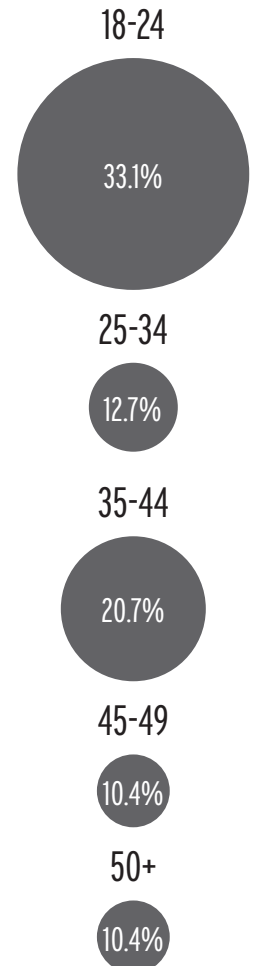
DEMOGRAPHIC GENDER



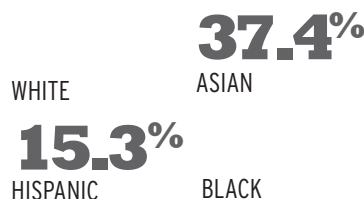
EDUCATION



AGE GROUP



ETHNICITY



Source: January 2014



LOCAL WEBSITE PENETRATION

Rank	Media	Cume Persons	Cume Rating	0	13	25
1	SFGATE.COM	1,386,994	22.8			
2	SF WEEKLY.COM	933,353	16.6			
3	ABC7NEWS.COM	932,314	16.5			
4	NBC11.COM	641,174	11.4			
5	KTVU.COM	615,194	10.9			
6	KRON4.COM	563,534	10.0			
7	EXAMINER.COM	392,833	5.9			
8	SFBAYGARDIAN.COM	280,762	5.0			
9	CLEARCHRADIO.COM	256,467	4.5			
10	CWBAYAREA.COM	235,955	4.2			
11	CBSRADIO.COM	177,364	3.1			
12	CITADELRADIO.COM	161,764	2.8			
13	CUMULUSRADIO.COM	140,412	2.5			
14	KGO-AM.COM	124,589	2.2			
15	EASTBAYEXPRESS.COM	101,125	1.8			
16	KYLD-FM.COM	89,795	1.6			
17	KFOG-FM/KFFG-FM.COM	59,489	1.0			



ONLINE RATES

SF WEEKLY ONLINE



SPOTLIGHT 300x100 (2)

MEDIUM RECTANGLE 300x250



TOP LEADERBOARD 728x90

HALF PAGE 300x600

BOTTOM LEADERBOARD 728x90

LEADERBOARD

- SIZE: 728 x 90 pixels (must be less than 50K)
- Spotlight: 300 x 100 (available on home page only)
- \$11 PER THOUSAND (Run Of Site, mix of top & bottom)
- \$17 PER THOUSAND (Targeted)

RECTANGLE

- SIZE: 300 x 250 pixels (must be less than 50K)
- \$13 PER THOUSAND (Run of Site)
- \$19 PER THOUSAND (Targeted)

ROS at \$11 CPM

50,000	75,000	100,000
\$550	\$825	\$1,100

TARGETED at \$17 CPM

10,000	20,000	30,000
\$170	\$340	\$510

ACCEPTED FILES:

- TYPES:** GIF, JPEG, HTML, DHTML, Javascript/jscript, Flash
- SIZE:** 50K standard, Flash 50K, 3rd Party 30K initial/70K secondary. Flash & 3rd party ads have additional requirements
- RICH MEDIA:** add \$2 CPM
- DAY PARTING:** add \$2 CPM.
- DATE OMISSIONS:** Min. \$15 CPM
- ANIMATION:** Allowed; 10 second pause between loops



ONLINE PRODUCTION REQUIREMENTS

SF WEEKLY.COM

STANDARD ONLINE BANNERS

(JPG, GIF) / FLASH (SWF)*

MAX FILE SIZE: 50k

DPI: 72

ANIMATION: :15 max (Spotlight and Pencil banners cannot animate)

LOOPING: 10 second pause between loops required

DEADLINE: 48 hours before start date

THIRD PARTY ADS

(POINTROLL, MEDIAPLEX, EYEWONDER, EYEBLASTER, ATLAS, ETC)*

INITIAL DOWNLOAD: 30k

POLITE DOWNLOAD: 60k total file size net to exceed 100k

WMODE: "opaque" or translucent

AUDIO: user initiated only; must have prominent close button

DEADLINE: 72 hours before start date

*Flash ads and 3rd party expandable ads have additional requirements. Please ask your advertising rep for more information.

Specs for additional rich media types will be provided on an as-needed basis. In order to enhance user experience, SF Weekly does not accept pop-ups, pop-unders, or floating ads.

NEWSLETTER SPONSORSHIP

NEWSLETTER LEADERBOARD

20k max file size. (gif or jpg only). No rich media or 3rd party tags.

PROMOTIONAL NEWSLETTER CONTENT

Image (no larger than 150 x 150 pixels, 72 dpi), links and event information required no later than 1 week prior to newsletter send date. 100 word maximum for text.

DINING NEWSLETTER SPONSORSHIP

Image (no larger than 150 x 150 pixels, 72 dpi) and url required no later than 1 week prior to newsletter send date.

EXCLUSIVE COG BLAST:

Images, text and prize are due 1 week prior to send date. 100 word maximum for text. Top image: 728 x 155 pixels, Bottom image: 728 x 90 pixels, Left image: 383 x 495 pixels.



SPOTLIGHT 300X100 (2)

MEDIUM RECTANGLE 300X250

PENCIL 975X30



TOP LEADERBOARD 728X90



HALF PAGE 300X600



BOTTOM LEADERBOARD 728X90

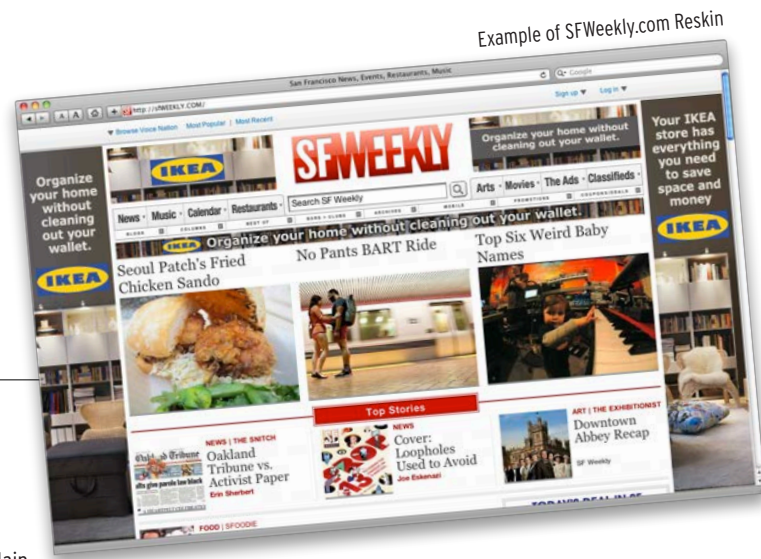


SPECIALTY UNITS

HIGH IMPACT ADVERTISING

SPECIALTY UNITS ON SFWEEKLY.COM

SF Weekly offers high impact digital advertising options. These specialty units are a great way to captivate our online readership and each package includes banner advertising on sfweekly.com.



SPecs

RESKIN: JPG OR GIF image. PENCIL: 975x30 pixels. SPOTLIGHTS (2): 300x100 pixels. LEFT & RIGHT IMAGES: 140x750 pixels. Must be less than 50k (per image). Cannot animate. TIPS: 140x800 is visible for the most common screen resolutions (1380x1024). However the left and right images can be wider and taller to accommodate larger screens (e.g. 180x900). Main images and text should be contained within the 140x750 area.

PENCIL BAR: JPG, GIF, SWF or HTML file 975x30 pixels. File not more than 50K. *Deadline:* 72 hrs before start date.

SLIDING BILLBOARD: HTML file 975x300 pixels. File not more than 100K. *Deadline:* 72 hrs before start date.

CORNER PEEL: *Teaser:* HTML file 150x150 pixels. File not more than 40K.

Peel Back: 975x800. File not more than 100K. *Deadline:* 1 week before start date.

TYPE	1 DAY	3 DAYS	7 DAYS
RESKIN	\$3,000	\$7,500	\$15,000
PENCIL BAR	\$950	\$2,000	\$4,000
SLIDING BILLBOARD	\$1,150	\$2,400	\$4,800
CORNER PEEL	\$1,150	\$2,400	\$4,800

INCLUDED BANNER IMPRESSIONS ON SFWEEKLY.COM:

RESKIN	100,000	200,000	350,000
PENCIL BAR	50,000	100,000	200,000
SLIDING BILLBOARD	50,000	100,000	200,000
CORNER PEEL	50,000	100,000	200,000



SECTION RESKINS

HIGH IMPACT

WEB ADVERTISING FOR PRODUCTS & EVENTS

Reskins are now available on a section targeted basis. Targeted reskins include a pencil ad and banner impressions.

SECTIONS AVAILABLE

Prices are per day

INCLUDES 7,500 ROS BANNER IMPRESSIONS

ARTS.....	\$300
BEST OF.....	\$300
CALENDAR.....	\$300
MOVIES.....	\$300
PROMOTIONS.....	\$300
MUSIC (INCLUDES BARS & CLUBS PAGES).....	\$500
RESTAURANTS.....	\$400

INCLUDES 15,000 ROS BANNER IMPRESSIONS

HOME (INCLUDES SPOTLIGHT ADS).....	\$550
NEWS.....	\$550
ROS.....	\$1000

NOTE: Reskins will not appear on slideshow pages. Maximum 3 consecutive days for any section.

ADDITIONS

FIXED LEADERBOARD.....	ADD \$250
PENCILBAR PUSHDOWN.....	ADD \$500

SPECS

PENCIL.....	975x30
SPOTLIGHTS.....	300x100 (2)
(ONLY AVAILABLE FOR HOME PAGE RESKIN)	
LEFT & RIGHT IMAGES.....	140x750 (2)
(LEFT AND RIGHT CREATIVES CAN BE DIFFERENT)	

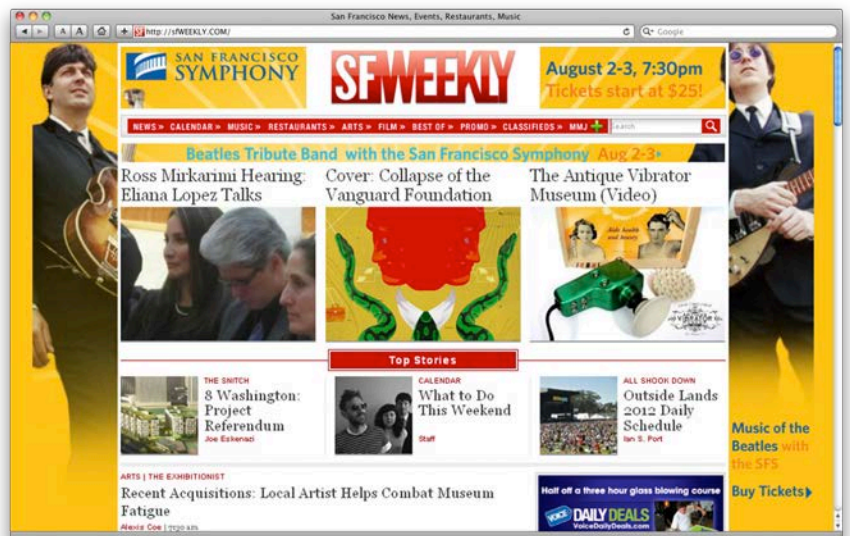
TYPES: GIF, JPEG | **SIZE:** Must be less than 40k (per image) | **ANIMATION, FRAMES & LOOPING:** Not Allowed

SCREEN RESOLUTION TIPS: 140x800 is visible for the most common screen resolutions (1380x1024). However the left and right images can be wider and taller to accommodate larger screens (e.g. 180x900). Main images and text should be contained within the 140x750 area.

RECOMMENDED BACKGROUND: White or solid color



EXAMPLE OF MUSIC RESKIN



EXAMPLE OF HOMEPAGE RESKIN



SF WEEKLY MOBILE WEBSITE

TARGET READERS ON THE GO

Condensed version of SFWeekly.com accessible on all web enabled phones through the internet browser.

PAGEVIEWS: 662,368

SECTIONS

News: News & News Blogs

Arts: Arts & Arts Blogs

Events: Calendar

Food: Restaurants & Food Blog

Music: Music & Music Blog

Slideshows: Slideshows

Movies: Movies

Home: Home

Best Of: Best Of San Francisco

RATES

TOP LEADERBOARD	\$125
BOTTOM LEADERBOARD	\$75
BOTH TOP AND BOTTOM.....	\$175
INTERSTITIAL (50% SOV).....	\$150

SPECS:

Leaderboards: 15K max. JPEG or GIF,

No animation or looping

Interstitial: 40K max. Javascript tags ONLY. 72 DPI. :10 max animation. 24 FPS. No Looping.

Due one week before start date.

TOP LEADERBOARD (320X50)

INTERSTITIAL (320X480)

DINE ABOUT TOWN 2013
JANUARY 15-31
\$18.95 two- or three-course lunch
\$36.95 three-course dinner
Make Reservations Now

BOTTOM LEADERBOARD (320X50)



HAPPY HOURS APP



PAGE VIEWS: 99,790

- Check out the new map view - just rotate the happy hour list to map your results.
- Shake Update: Shake your phone while viewing happy hour details to have a random happy hour selected for you.

SF Weekly's Happy Hours mobile app locates all of the food and drink specials going on near you. View details such as photos, specials, menus, location, amenities and even what other people have to say. **SF Weekly's Happy Hours** is the nation's premier Happy Hour guide in over 100 cities. And it's free to download on the iPhone, Android and Blackberry.

MAIN SPONSOR

\$850/mo



OPENING SPLASHPAGE
320x50 pixels
Appears for 2-5 seconds while the application loads.
(images not clickable)

RESULTS TOP LOGO
84x44 pixels



FEATURED VENUES

1-2: \$500/mo | 3: \$400/mo



OPENING SPLASHPAGE
115x30 pixels
Appears for 2-5 seconds while the application loads (not clickable).

RESULTS PAGE

Appears at the top of the search results page (three positions available).



INTERSTITIAL

\$400/mo



INTERSTITIAL
300x250 pixels
This clickable ad appears for 2-5 seconds while a detail page loads (50% share of voice)

RESULTS BANNER

1: \$500/mo | 2: \$300/mo

RESULTS BANNER
320x50 pixels

This clickable banner will appear within the Happy Hour results list once per page.
Spot 1: 100% share of voice.
Spot 2: 33% share of voice (3 banners rotating)



DETAIL PAGE

\$500/mo

DETAIL BANNER
320x50 pixels

Banner will appear on all Happy Hour & Place Details pages.



LATE NIGHT DINING/TAXI SPONSORSHIP

\$500/mo

LATE NIGHT DINING BANNER
320x50 pixels

Custom "late night dining" banner appears on all detail pages. This is an exclusive opportunity available to only one restaurant or car service at a time.

Optional feature: Banners can link to phone number so users can call your business directly.





SF WEEKLY APP



TARGET READERS ON THE GO

The SF Weekly free App provides geo-targeted results without having to open a web browser.

DOWNLOADS: 43,524

SECTIONS

- Calendar
- Concerts
- Restaurants
- Slide Shows
- Last Night
- Clubs & Bars
- Music

RATES

TOP LEADERBOARD (SOV).....	\$100
CONCERT INTERSTITIAL (33% SOV).....	\$75
CONCERT FEATURED VENUE*	\$50
CONCERT FEATURED EVENT*	\$75
SLIDESHOW INTERSTITIAL	\$75
TARGETED OR SOV INTERSTITIAL	\$100

*ONLY 2 SPOTS AVAILABLE

SPECS:

- Leaderboard:** 15K max. JPEG or GIF, No animation or looping
- Interstitial:** 40K max. Javascript tags ONLY. 72 DPI. :10 max animation. 24 FPS. No Looping. Due one week before start date.

REVISED 1/1/14

LEADERBOARD (320X50)



FEATURED VENUE/CONCERT

SLIDESHOW INTERSTITIAL (320X480)



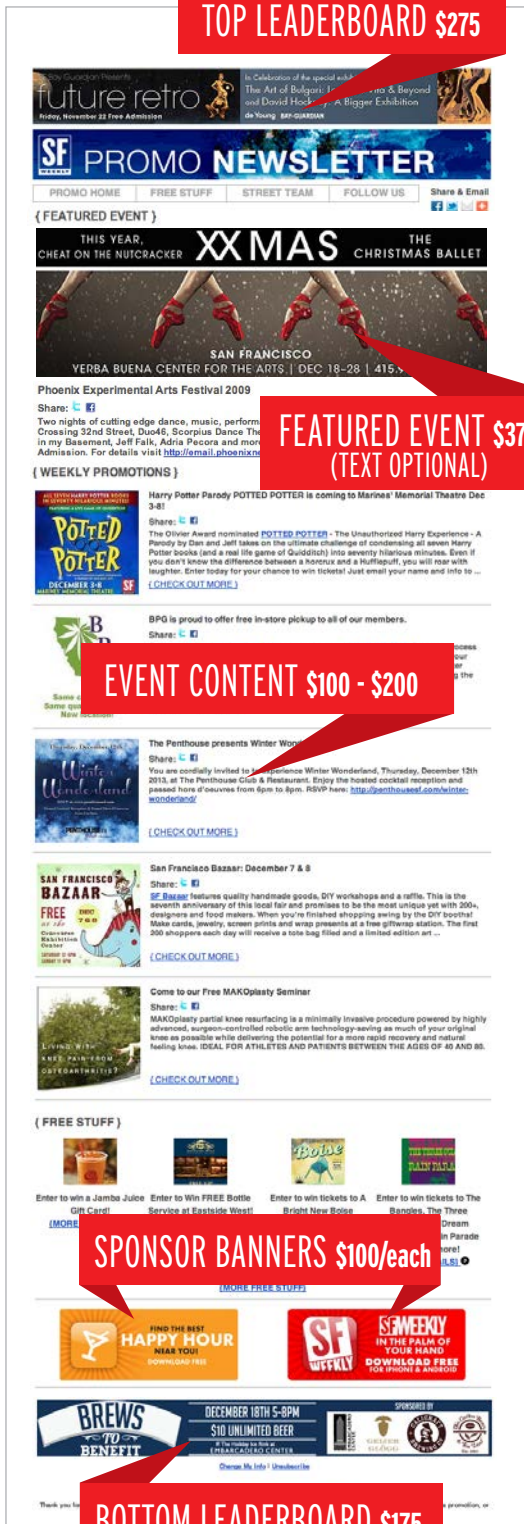
TARGET/CONCERT INTERSTITIAL (320X50)

MOBILE



PROMOTIONS NEWSLETTER

TOP LEADERBOARD \$275



FEATURED EVENT \$375 (TEXT OPTIONAL)

EVENT CONTENT \$100 - \$200

SPONSOR BANNERS \$100/each

BOTTOM LEADERBOARD \$175

BANNER ADS \$275 + \$175

- 20k max file size (gif or jpg only)
- No rich media or 3rd party tags
- 728 x 90 pixels-includes web link, click-thru report available
- **TOP LEADERBOARD \$275, BOTTOM LEADERBOARD \$175**

FEATURED EVENT \$375

- IMAGE ONLY: 640x210 pixels, 72 DPI
- OR IMAGE/TEXT: Image (150 x 150 pixels, 72 DPI)
- Links and event information required no later than 1 week prior to newsletter send date
- 75-word maximum for text
- Includes web link

EVENT (CONTENT) \$100 - \$200

- Image (150 x 150 pixels, 72 DPI)
- 75-word maximum for text
- Includes web link
- **TOP CONTENT \$200 (3 available)**
- **MIDDLE CONTENT \$150 (6 available)**
- **LOWER CONTENT \$100 (5 available)**

12th annual O'Reilly's Oysterfest
 Get ready to shuck and suck at the 12th annual O'Reilly's Oysterfest on May 14 at the Great Meadow at Fort Mason. This year's event focuses on the pairing of oysters and stout featuring oysters from Drake's Bay Oyster Farm and smooth, creamy Guinness. In addition to the good eats and refreshing beverages, the event also features performances by Rodrigo Y Gabriela, Gustar, Pepper, Tea Leaf Green and The Silent Comedy. If that's not enough ...



Share:

{CHECK OUT MORE}

EVENT CONTENT EXAMPLE

SPONSOR BANNER \$100

- 250 x 100 pixels, 72 dpi
- Includes web link

DEADLINE

Images, links and event information required one week prior to Wednesday (9 AM) send date.

Note: Responsive layout may adjust to fit screen size



EDITORIAL NEWSLETTER

FROM PRINT

TO YOUR EMAIL

Our weekly feature stories, movie reviews, calendar picks and more - minus the newsprint and sent directly to your inbox.

OUR EDITORIAL NEWSLETTER HITS THE IN-BOXES OF **8,922+** SUBSCRIBERS EVERY THURSDAY

RATES

TOP LEADERBOARD	\$225
MEDIUM RECTANGLE	\$175
BOTTOM LEADERBOARD	\$100
COUPONS.....	\$25 each

SPECS

- TYPES: GIF, JPEG
- SIZE: Less than 20k
- ANIMATION: Not Allowed

DEADLINE

Images, links and event information required one week prior to Thursday (9PM) send date.

The screenshot shows the SF Weekly website interface. At the top, there's a navigation bar with 'News', 'Music', 'Movies', 'Arts', 'Food', and 'Events'. Below that, there's a 'Express Yourself' section with a link to 'UC Berkeley Extension'. The main content area is divided into sections: 'Week of Sep 15', 'News >>', 'National News | Blogs', 'Calendar >>', 'Music >>', 'Restaurants >>', 'Movies >>', and 'Blogs >>'. A red callout box labeled 'TOP LEADERBOARD 728X90' points to a large article about a teacher. Another red callout box labeled 'MEDIUM RECTANGLE 300X250' points to a music article. A third red callout box labeled 'COUPONS (3)' points to a 'Sushi Hunter' coupon. At the bottom, there's a 'Classifieds >>' section and a footer for 'Ayadi Pizza'.



MUSIC NEWSLETTER

THE MUSIC SCENE

EVERYTHING LOCAL

SF Weekly sends out a music email blast once a week on Thursdays to over 5,493 subscribers. Keep your thumb on the local music scene with music features, additional online music listings and show picks. The Music Newsletter will include original content from our All Shook Down music blog and twitter feed, concert information, promotions and events, and much more.

RATES

TOP LEADERBOARD	\$325
CONTENT RECTANGLE	\$275
MEDIUM RECTANGLE	\$225
BOTTOM LEADERBOARD	\$175

SPECS

- TYPES: GIF, JPEG
- SIZE: Less than 20k
- ANIMATION: Not Allowed

DEADLINE

Images, links and event information required one week prior to Thursday (1PM) send date.

TOP LEADERBOARD 728X90

Trouble viewing this email? [Click here.](#) You are subscribed to this newsletter as:

THE NEW PARISH
579 18TH STREET
(AT SAN PABLO)
OAKLAND, CA 94612



THURSDAY 10/27
THEE OH SEES WITH MIKAL CRONIN
AND TOTAL CONTROL

SAN FRANCISCO'S WEEKLY MUSIC NEWSLETTER



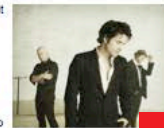


MUSIC HOME
TOP PICKS
CONCERT CALENDAR
SUBMIT EVENT
ENTERTAINMENT ADS

Week of SEP 14

Derail the Train: On the Biggest S.F. Band of the Decade

You know the song. You'd recognize it from the gently rolling piano chords that start it off, or the opening lyric — "Now that she's back in the atmosphere/ With drops of Jupiter in her hair," sung in Pat Monahan's signature nasal whine — or certainly the chorus, where Monahan seems to squat before preparing for an anthemic leap: "Well tell me..." That song is "Drops of Jupiter," and 10 years ago, it launched a local rock trio by the name of Train into what you would call infamy &... [Read More >>](#)



Connect

SHARE

Follow Apps Alerts Email

Upcoming Shows

FRI **Victory & Associates, Sister**

MEDIUM RECTANGLE 300X250

BRICK & MORTAR MUSIC HALL 1710 MISSION ST. SAN FRANCISCO, CA 94103

FRIDAY 10/28	FRIDAY NO BUNNY WITH TY SEGAL
SATURDAY 10/28	THE MUMFLEYS, HE'S MY BROTHER SHE'S MY SISTER PLUS THE SOFT WHITE SIXTIES
SUNDAY 10/30	SOPHIE HUNGER

8pm at Fox Theater - Oakland

SUN 9/19 "SeaweedSway Showcase" at Make-Out Room 7:30pm

TWO DOOR CINEMA CLUB

WITH GROUPOLOVE & THE LONELY FOREST

FRI SEPT 23 THE WARFIELD

BUY TICKETS

CONTENT RECTANGLE 400X200

Music Blog: All Shook Down

In today's "file under disgusting", Dared by internet trolls earlier this year to consume two dozen chicken eggs, Steve Harwell — singer of a once-briefly-cared-about San Jose band called Smash Mo... [Read More >>](#)

Italian Duo Crookers Named Their Album While Tipsy

September 15, 2011

It's been awhile since we've heard from Italian duo Crookers, but this year they're back with the non-Hunter Thompson-related album Dr. Gonzo. Producing music together since 2003, Phra and Bot may be ... [Read More >>](#)

R.I.P. DJ Mehdi

September 14, 2011

DJ Mehdi, one of the leading figures in French hip-hop and electronic music over the past decade, died tragically on Tuesday at age 34. According to reports, he was on the roof of his house in Paris w... [Read More >>](#)

Kesha's Top 10 Best Outfits Ever

September 14, 2011

Ke\$ha plays Oakland's Fox Theater tonight, and if it's anything like her show at the Warfield earlier this year, everyone is in for a massive, glittery, fantastically chaotic treat. Aside from everyth... [Read More >>](#)

Featured Events

SUN 09/21 4:30am **SUNDAY - Sunday Funday Summer Series at Manor West Day Club** (EC TWINS, DJ VICE, SCOOTER & LAVELLE and more) at Manor West

SAT 10/01 4:30am **SNEAK FIRST SATURDAYS at LOT 46** at Lot 46

FURTHER BOB WEIR PHIL BESH

FRI SEPT 23RD, SAT SEPT 24TH & SUN SEPT 25TH 7PM - ALL AGES - CUTHBERT AMPHITHEATER EUGENE, OREGON

[Change My Info](#) | [Unsubscribe](#) | [Send to a Friend](#)

BOTTOM LEADERBOARD 728X90



THE WEEKLY FIX

BEST THINGS

TO DO IN SF THIS WEEK

Be an exclusive sponsor of our Weekly Fix. Its a great way to feature your event, concert, CD release, movie premiere, grand opening or happy hour specials... the possibilities are endless!

OUR WEEKLY FIX HITS THE IN-BOXES OF **5,506+ SUBSCRIBERS EVERY WEDNESDAY**

BUY OUT
ALL FIVE SPOTS + EXCLUSIVE SMS TEXT: \$700

DEADLINE

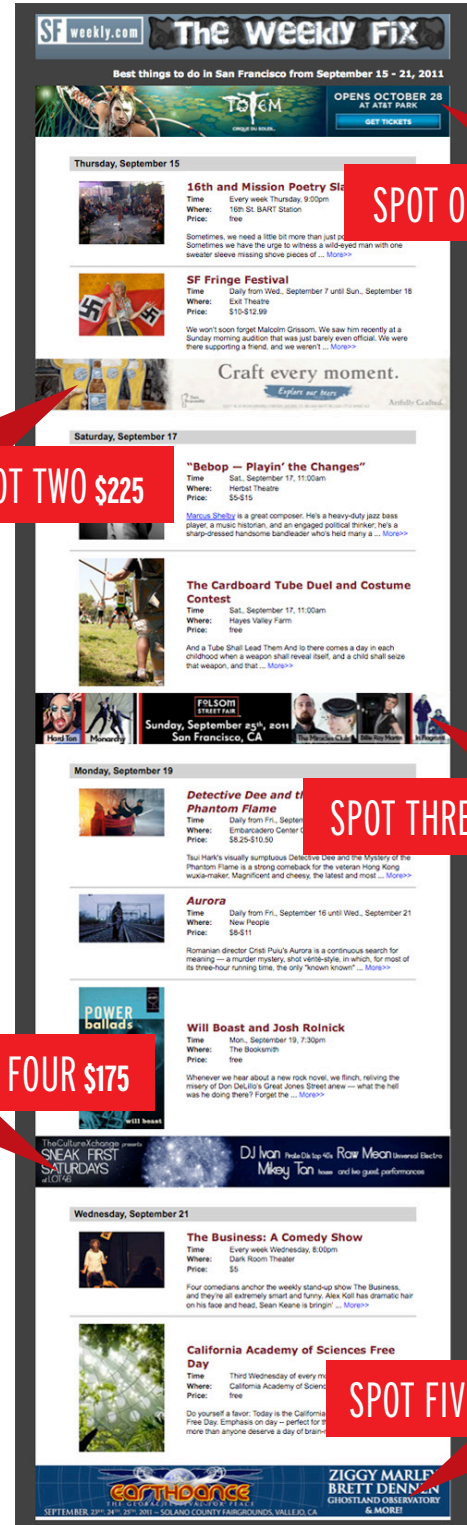
Images, links and event information required one week prior to Wednesday (9AM) send date.

SPECS

TYPES: GIF, JPEG

SIZE: 728x90 pixels (must be less than 20k)

ANIMATION: Not Allowed





EXCLUSIVE EMAIL BLASTS

PROMOTE YOUR BUSINESS

WITH AN EXCLUSIVE EMAIL TO ONE OF OUR TARGETED LISTS

EVENTS

\$450

SUBSCRIBERS 4,257

SEND DATES FRIDAY-MONDAY 9AM

DINING

\$450

SUBSCRIBERS 3,937

SEND DATES FRIDAY-MONDAY 1PM

MUSIC

\$550

SUBSCRIBERS 5,493

SEND DATES SATURDAY-TUESDAY 1PM

OPTIONS

- Single Image
- Image with 200 words of text
- Entry form (for contests only)

SPECS

TYPES: GIF, JPEG

SIZE: 500x650 pixels (must be less than 50k)

ANIMATION: Not Allowed





DEDICATED EMAIL BLAST

SHARE THE LOVE

FORWARD TO A FRIEND

SF Weekly email blasts are a targeted way to generate brand interest. These emails are created in HTML graphic format, and are sent to readers interested in what YOU have to offer. They exclusively market your product, event or service without distraction from competitors.

BENEFITS

- Stylized blast sent to 11,524+ subscribers
- Single graphic image that links to website (SFW approval needed)
- A unique marketing element that captures the technologically savvy customer
- Three unique options to best suit your needs: single image, image with text, or an entry form (for contests only)

RATE

\$1,300

SPECS

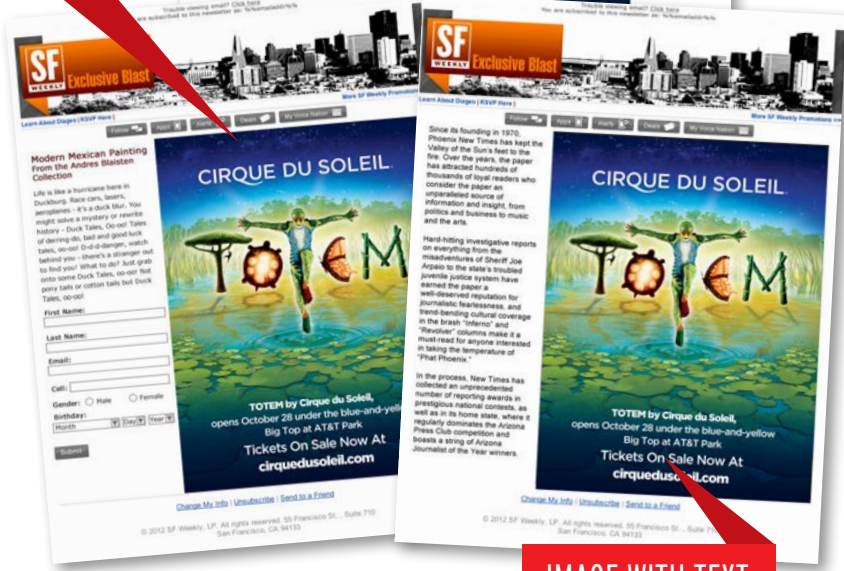
TYPES: GIF, JPEG **SIZE:** 500x650 pixels (must be less than 50k) **ANIMATION:** Not Allowed
•200 words of copy
•Subjectline under 35 characters

DEADLINE

Images, links and event information required one week prior to Friday-Monday (9am) send date

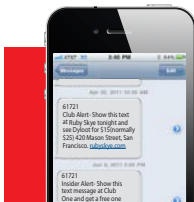


SINGLE IMAGE



ENTRY FORM

IMAGE WITH TEXT



EXCLUSIVE SMS TEXT INCLUDED FREE WITH YOUR DEDICATED EMAIL BLAST