

There's always something special going on...

at the **San Francisco Chronicle** and **SFGate.com**.

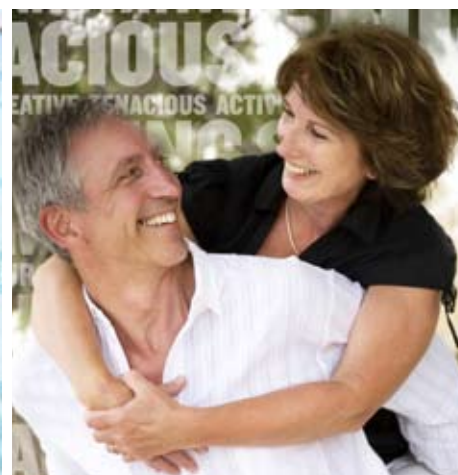
Our readers really look forward to the informative, timely and often fun-filled special sections that match their eclectic interests and diverse lifestyles.

These special sections are the perfect platform to connect with these highly targeted, appreciative audiences.

There's something for everyone — especially you.

Our expanded issues of Business, Travel and Chronicle Magazine provide extra helpings of the material readers enjoy. A large selection of sports sections, from NFL Super Bowl Preview to our annual NCAA March Madness Guides, grab the attention of fans throughout the Bay Area and beyond. Stand-alone sections like the San Francisco Chronicle Wine Competition and the International Auto Show deliver broad reach. And zoned sections such as the Our Community section and Holiday Gift Guides focus on smaller, more well-defined areas with targeted demographics.

No matter what your marketing strategy is or whom you want to reach, The Chronicle and SFGate.com offer special sections that deliver your message in an engaging environment to your prime audience.



Due to early publication of this calendar, some dates are subject to change. For more information, please contact your sales representative.

81910

San Francisco Chronicle | SFGate.com

Your Audience Delivered

SAN FRANCISCO CHRONICLE CONTACT DIRECTORY

2010 ADVERTISING FEATURES CALENDAR

ADVERTISING

Senior Vice President, Advertising
Jeff Bergin

(415) 777-7272 jbergin@sfchronicle.com

RETAIL

Executive Director

Michael Schott

(415) 777-7244 mschott@sfchronicle.com

Director of Local Advertising

John Estalilla

(415) 777-7181 jestalilla@sfgate.com

Director of New Business Development

Julie Strong

(415) 777-7252 jstrong@sfchronicle.com

Major Accounts Manager

Fred Ellison

(415) 777-6434 fellison@sfchronicle.com

Retail Local Sales Manager

Andre Erne

(415) 777-7483 aerne@sfchronicle.com

Retail Key Accounts Sales Manager

David Leal

(415) 777-7281 dleal@sfchronicle.com

North Bay Sales Manager

Jose del Castillo

(415) 777-7728 jdelcastillo@sfchronicle.com

East Bay Sales Manager

Jessica Mead

(415) 777-7267 jmead@sfchronicle.com

Peninsula Sales Manager

Barbara Belanyi

(415) 777-7790 bbelanyi@sfchronicle.com

Tele-Sales Manager

Lancie Sperry

(415) 777-8707 lsperry@sfchronicle.com

NATIONAL

National Sales Manager

Sue Taylor

(415) 777-7723 staylor@sfchronicle.com

CLASSIFIED

Real Estate Advertising Director

Steve Schneiderman

(415) 777-6226 sschneiderman@sfchronicle.com

Classified Real Estate and Recruitment Manager

Joyce Garmon

(415) 777-7340 jgarmon@sfchronicle.com

Classified Automotive Director

Cheryl Price

(415) 777-7981 cprice@sfchronicle.com

SALES OFFICES

East Bay Sales Office

1025 Atlantic Ave., Ste. 101
Alameda, CA 94501

(415) 777-6827

FAX: (510) 655-6401

Novato Sales Office

35 Leveroni Court, Ste. 150
Novato, CA 94949

(415) 777-7381

FAX: (415) 536-4286

Peninsula Sales Office

610 Quarry Road
San Carlos, CA 94070

(415) 777-7109

FAX: (650) 486-5450

ADVERTISING DEPARTMENT

901 Mission St.

San Francisco CA 94103

(415) 777-1111

FAX: (415) 896-6410



JANUARY

Themed Content	Appears in	Content is	Space	Camera	2010 Date
Health & Fitness	Chron Mag	Editorial	12/15	12/18	1/3
Looking Forward	Pink	Editorial	12/25	12/30	1/3
SFiS	Stand Alone	Editorial	1/4	1/8	1/28
Cruises	Travel	Editorial	1/5	1/7	1/10
Napa Valley Mustard Festival	Pink	Advertorial	1/8	1/13	1/17

FEBRUARY

Themed Content	Appears in	Content is	Space	Camera	2010 Date
Spring Home Design	Chron Mag	Editorial	1/20	1/26	2/7
SFiS	Specialty Pub	Editorial	2/1	2/5	2/25
NFL Super bowl Preview	Sports	Editorial	2/2	2/4	2/5
British Columbia	Travel	Editorial	2/2	2/4	2/7
Olympic Preview	Stand Alone	Editorial	2/3	2/5	2/7
Chronicle Wine Awards (Comp)	Stand Alone	Advertorial	2/3	2/5	2/12
AT&T Pebble Beach Preview	Sports	Editorial	2/5	2/9	2/10
Lunar New Year	96 Hours	Editorial	2/8	2/9	2/11
Arizona Spring Training	Travel	Editorial	2/16	2/18	2/21
Oscar Preview	Pink	Editorial	2/19	2/24	2/28
Summer Camps	96 Hours Family Page	Editorial	2/22	2/23	2/25
Explore Hawaii	Travel	Editorial	2/23	2/25	2/28

JANUARY ◀

S	M	T	W	TH	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	TH	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						



Due to early publication of this calendar, some dates are subject to change. For more information, please contact your sales representative.

81910

MARCH

Themed Content	Appears in	Content is	Space	Camera	2010 Date
Spring Travel	ChronMag	Editorial	2/17	2/23	3/7
Oscar Ballot	Pink	Editorial	2/26	3/2	3/7
SFIS	Specialty Pub	Editorial	3/1	3/5	3/25
Explore Hawaii	Travel	Advertorial	3/2	3/4	3/7
Food & Wine Rising Stars	Food & Wine	Editorial	3/2	3/4	3/7
NCAA March Madness 1	Sports	Editorial	3/11	3/12	3/15
Explore Hawaii	Travel	Advertorial	3/16	3/18	3/21
NCAA March Madness 2	Sports	Editorial	3/17	3/19	3/20
NCAA March Madness 3	Sports	Editorial	3/18	3/19	3/22
Summer Camps	96 Hours Family Page	Editorial	3/22	3/23	3/25
NCAA March Madness 4	Sports	Editorial	3/24	3/26	3/27
NCAA March Madness 5	Sports	Editorial	3/25	3/26	3/29

APRIL

Themed Content	Appears in	Content is	Space	Camera	2010 Date
Top 100 Restaurants	Chron Mag	Editorial	3/17	3/23	4/4
Education Resource Guide	Stand Alone	Advertorial	3/29	4/1	4/7
Cruises	Travel	Editorial	3/30	4/1	4/4
March Madness 6	Sports	Editorial	3/31	4/2	4/4
Baseball 2010 Preview	Sports	Editorial	3/31	4/2	4/4
March Madness 7	Sports	Editorial	4/1	4/2	4/5
March Madness 8	Sports	Editorial	4/1	4/5	4/6
SFIS	Specialty Pub	Editorial	4/5	4/9	4/29
Canada & Alaska	Travel	Advertorial	4/6	4/8	4/11
SF Film Festival	Pink	Editorial	4/9	4/14	4/18
National Pet Week	Stand Alone	Advertorial	4/16	4/21	4/30
Summer Camps	96 Hours Family Page	Editorial	4/19	4/20	4/22
Mexico	Travel	Editorial	4/20	4/22	4/25
Summer Camps	96 Hours Family Page	Editorial	4/26	4/27	4/29

MARCH

S	M	T	W	TH	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	TH	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	



Due to early publication of this calendar, some dates are subject to change. For more information, please contact your sales representative.

81910

MAY

Themed Content	Appears in	Content is	Space	Camera	2010 Date
Summer Fun and Adventure	Chron Mag	Editorial	4/14	4/20	5/2
Spa Destinations	Travel	Editorial	4/27	4/29	5/2
Summer Movies	Pink	Editorial	4/30	5/5	5/9
SFiS	Specialty Pub	Editorial	5/3	5/7	5/27
Museum Preview	Datebook	Editorial	5/7	5/12	5/16
Summer Camps	96 Hours Family	Editorial	5/10	5/11	5/13
Children's Books	Books	Editorial	5/19	5/21	5/23

JUNE

Themed Content	Appears in	Content is	Space	Camera	2010 Date
Weddings	Chron Mag	Editorial	5/19	5/25	6/6
SFiS	Specialty Pub	Editorial	5/28	6/4	6/24
U.S. Open	Sports	Editorial	6/9	6/11	6/13
Big Gay Issue	Pink	Editorial	6/11	6/16	6/20
NASCAR	Sports	Editorial	6/14	6/16	6/17
Mexico	Travel	Editorial	6/22	6/24	6/27

MAY ◀

S	M	T	W	TH	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	TH	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			



Due to early publication of this calendar, some dates are subject to change. For more information, please contact your sales representative.

81910

JULY

Themed Content	Appears in	Content is	Space	Camera	2010 Date
Summer Home Design	Chron Mag	Editorial	6/16	6/22	7/4
SFiS	Specialty Pub	Editorial	7/2	7/9	7/29
Sonoma Wine Country	Specialty Pub	Editorial	7/16	7/22	7/25

AUGUST

Themed Content	Appears in	Content is	Space	Camera	2010 Date
Back To School	Chron Mag	Editorial	7/14	7/20	8/1
SFiS	Specialty Pub	Editorial	8/2	8/6	8/26
Cruises	Travel	Editorial	8/3	8/5	8/8
Napa Wine Country	Specialty Pub	Editorial	8/13	8/19	8/22
Mexico	Travel	Editorial	8/17	8/19	8/22
Fall Arts & Entertainment Guide	Pink	Editorial	8/20	8/25	8/29
College Football	Sports	Editorial	8/23	8/25	8/26
Fall Books	Books	Editorial	8/25	8/27	8/29

JULY ◀

S	M	T	W	TH	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	TH	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				



Due to early publication of this calendar, some dates are subject to change. For more information, please contact your sales representative.

81910

SEPTEMBER

Themed Content	Appears in	Content is	Space	Camera	2010 Date
Fall Home & Design	Chron Mag	Editorial	8/18	8/24	9/5
Movie Preview	Pink	Editorial	8/27	9/1	9/5
Explore Hawaii	Travel	Editorial	9/7	9/9	9/12
NFL Preview	Sports	Editorial	9/1	9/3	9/5
SFIS	Specialty Pub	Editorial	9/3	9/10	9/30
Fall TV	Pink	Editorial	9/3	9/8	9/12
Monterey/Carmel Wine Country	Specialty Pub	Editorial	9/10	9/16	9/19
Hardly Strictly Blue Grass	Pink	Editorial	9/17	9/22	9/26
Bargain Bites	96Hours	Editorial	9/20	9/21	9/23

OCTOBER

Themed Content	Appears in	Content is	Space	Camera	2010 Date
SF Jazz Festival	Pink	Editorial	9/29	9/24	10/3
Fall Travel	Chron Mag	Editorial	9/15	9/21	10/3
SFIS	Specialty Pub	Editorial	10/4	10/8	10/28
Santa Rosa Wine Country	Specialty Pub	Editorial	10/8	10/14	10/17
Halloween	Pink	Editorial	10/15	10/20	10/24
NBA Preview	Sports	Editorial	TBD	TBD	TBD

SEPTEMBER

S	M	T	W	TH	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	TH	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

Themed Content	Appears in	Content is	Space	Camera	2010 Date
Home for the Holidays	ChronMag	Editorial	10/20	10/26	11/7
SFIS	Specialty Pub	Editorial	11/1	11/5	11/24
Skiing	Travel	Editorial	11/2	11/4	11/7
Holiday Dance, Theatre & Music	Pink	Editorial	11/5	11/10	11/14
International Auto Show	Specialty Pub	Advertorial	11/5	11/19	11/14
Thanksgiving Food	Food & Wine	Editorial	11/9	11/11	11/14
St. Helena Wine Country	Specialty Pub	Editorial	11/12	11/18	11/21
Holiday Films	Pink	Editorial	11/12	11/17	11/21
Thanksgiving Desserts	Food & Wine	Editorial	11/16	11/18	11/21
Holiday Books	Books	Editorial	11/17	11/19	11/21

DECEMBER

Themed Content	Appears in	Content is	Space	Camera	2010 Date
Top 100 Wines	ChronMag	Editorial	11/16	11/19	12/5
SFIS	Specialty Pub	Editorial	11/29	12/3	12/23
Holiday Home	Home & Garden	Editorial	11/30	12/2	12/5
Holiday Food & Wines	Food & Wine	Editorial	11/30	12/2	12/5
Christmas Activity Book	Pink	Editorial	12/10	12/15	12/19
Yountville/Oakdale Wine Country	Specialty Pub	Editorial	12/10	12/16	12/19
Year End Wrap	Pink	Editorial	12/17	12/22	12/26
Holiday Gift Guide	Specialty Pub	Editorial	TBD	TBD	12/1

NOVEMBER ◀

S	M	T	W	TH	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	TH	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	



Due to early publication of this calendar, some dates are subject to change. For more information, please contact your sales representative.

81910

ONGOING

Themed Content	Appears in	Content is	Appears on
NFL Mondays	Sports	Editorial	Sept.-Dec.
New Homes Saturday	New Homes Saturday	Advertorial	Every Saturday
Football Fridays	Sports	Editorial	Sept.-Dec.
Winter Sports	Sports	Editorial	Nov.-Feb.
Golf	Sports	Editorial	Mar.-Oct.
Travel	Datebook	Editorial	Every Sunday
Yahoo! HotJobs	Jobs	Advertorial	Every Sunday
Prime Life	Bay Area	Advertorial	First Monday of each month
CARS	Stand Alone	Advertorial	Friday and Sunday



JANUARY

S	M	T	W	TH	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	TH	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	TH	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	TH	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	TH	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	TH	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	TH	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	TH	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	TH	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	TH	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	TH	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	TH	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	

Due to early publication of this calendar, some dates are subject to change. For more information, please contact your sales representative.

81910