

GENERAL RATE BOOK | Run of Section

Run of Section: will appear in the section of your choice • Effective June 29, 2009



TOP OF THE NEWS

World/Nation

- Haiti speaks: The U.S. suspends medical evacuations of injured Haitians in a dispute over payment for their care. A2
- Rio Lucha taps: The al Qaeda leader focuses on an unexpected topic: global warming. A3
- Artist not convicted: An accusation appeared in guilty of murdering a doctor who of food late-term abortions. A4
- Health news: Some health plans will soon be required to cover mental health treatment in the same way they cover physical ailments. A7

Sporting Green

- Warriors: Stephen Jackson, Jason, returns to the game, but he's heard reluctantly as Warriors lose to the 49ers. B4
- Golf: Phil Mickelson says he's not cheating, and the PGA Tour backs him up. B8

Bay Area

- Reservations unveiled: The revamped Sausalito High School opens today. C1
- Heat madness: Orange health care plans to cut transit service and raise prices. C1

Business

- All talk: World Chevrolet finally pulls the plug on its Richmond refinery. D1
- Pedal fix: Toyota began shipping gas pedal parts to its dealers for use in fixing millions of vehicles with accelerator that could stick. D4

Databook

- The battle: Company C and Amy Johnson produce a victory bid. E2
- "Blood Water": Teachers writing manual about new classroom project that won't work. E3
- "Ford Cuts": Plan about dysfunctional family gets far more than just laughs. E4

San Francisco Chronicle

SFGate.com | PHOTOS BY MICHAEL HEATON

FERRY BUILDING

SUNDAY PROFILE
Neal Beavers

SFMOMA a canvas of potential to director

By Julian Guthrie
CHRONICLE STAFF WRITER

Neal Beavers was 10 years old when he was stopped in his tracks by a large black, yellow and white painting hanging in the San Francisco Museum of Art. He looked at the painting by Clyfford Still. He read the title: "Self Portrait." He looked at the painting again.

That's how you know you've found a great painting to put in a museum. When you see it, you know it's a great painting. It's not just a painting. It's a work of art. It's a work of art that's been around for a long time. It's a work of art that's been around for a long time.

TO THE GROUND OF THE GROUND



San Francisco Chronicle | SFGate.com

Your Audience Delivered

The San Francisco Chronicle and SFGate.com • 901 Mission Street, San Francisco, CA 94103 • Tel 415.777.1111 • www.SFGate.com/chronicleadinfo

Rev. 02/05/10
Effective 06/29/09

General Information	3-4	Index to Instructions and Requirements.....	27
Modular Sizes (Broadsheet)	5-6	Guidelines, Instructions, Shipping and Requirements.....	28-35
Modular Sizes (Tabloid)	7-8	Standard Terms and Conditions.....	36-39
Dollar Volume Portfolio Rates	9-11		
Co-Op Advertising Rates	12-13		
Chronicle Magazine	14-15		
SFiS	16-17		
Color Comics and Spadea Rates	18-19		
Advertising Premium Space	20-21		
Preprints	22		
Front-Page Flags	23		
Specialty Insert Products.....	24		
Deadlines & Reservations	25-26		

KEY PERSONNEL

NATIONAL SALES MANAGER

Sue Taylor
(415) 777-7723
staylor@sfchronicle.com

FOR INFORMATION:

(415) 777-6582
Toll-free: 866-SFChron (866)732-4766
Fax (415) 243-0362

Other rates and advertiser information can be viewed at www.SFGate.com/chronicleadinfo.

GENERAL ADVERTISING POLICY

The General Advertising Rate of the San Francisco Chronicle is the basic rate of the newspaper. This is the rate charged to advertisers that, on the whole, can use each segment or portion of circulation on an equal basis. The General Advertising rates apply to the following: manufacturers, distributors and wholesalers of products or services; financial services companies; public policy makers; magazine, newspaper or book publishers; public utilities; food, drug and liquor companies; TV, radio and communication companies; telecommunications companies; transportation companies (airlines, cruise lines, railroads, bus lines); national insurance companies and their agents; prepaid health plans/HMOs; Internet providers and services; e-commerce companies; advertising agencies; clubs and associations; fraternal organizations; trade unions; general contractors and engineers; transitory or financial seminars, lectures and conventions; trade shows; business announcements; political; employment display advertising not published within the classified pages; any classification deemed by the publisher to be general in nature.

AGENCY RECOGNITION AND COMMISSION

Commission of 15% will be granted to recognized advertising agencies. A signed credit application is required for agency recognition.

CONTRACTS

A signed contract is required to earn any rate other than open rate. With a signed contract, advertisers can earn lower rates with increased levels of commitment.

HOLIDAY RATES

Sunday circulation applies. Sunday rates will be charged on Thanksgiving Day and Christmas Day.

POLICY TERMS AND CONDITIONS

Advertising insertions previously ordered and scheduled but then subsequently cancelled by the Advertiser after San Francisco Chronicle deadlines will be billed at the corresponding rate. Refer to published deadlines and Terms & Conditions. For complete info, please go to SFGate.com/chronicleadinfo or call your account executive with any questions.

San Francisco Chronicle | **SFGate.com**

Your Audience Delivered

DAILY SECTIONS — (B): BROADSHEET (T): TABLOID

Main News (B)	Datebook* (B)
Bay Area/Business (B)	Mon: Health
Sporting Green (B)	Tues: General Coverage
	Wed: Home & Garden
	Thurs: Restaurants
	Fri: The Great Outdoors

*Subject to change

WEEKLY SECTIONS — (B): BROADSHEET (T): TABLOID

96 Hours (Thurs.) (T)	New Homes (Sat.) (B)
Cars (Fri. & Sun.) (B)	Tech and Business (Mon.) (B)
Movies (Fri.) (B)	

SUNDAY SECTIONS — (B): BROADSHEET (T): TABLOID

Main News (B)	Home & Garden* (B)
Bay Area (B)	Open Homes (T)
Insight + Books* (T)	Real Estate (T)
Business (B)	Sporting Green (B)
Cars (B)	Style* (B)
Comics (B)	Travel (B)
Datebook (Pink Section) (T)	TV Week (T)
Food & Wine* (B)	Yahoo! HotJobs (B)

*Feature Section rates apply

MONTHLY SECTIONS

Chronicle Magazine (Monthly) (First Sun.)	SFiS (Monthly) (First Thurs.)
Green (Bi-Monthly) (Fri.)	

READERSHIP

DMA READERSHIP	ADULTS
Sunday	1,092,600
Daily	895,600

WEEKDAY ZONED READERSHIP	ADULTS
San Francisco	263,000
Peninsula	205,000
North Bay	127,700
East Bay	293,600

Source: Scarborough Research, July 2008

BROADSHEET

Modular Size	Shape	Width (Inches)	Depth (Inches)	Tab Equivalent*
Double Truck		20.75	20	
Page		9.75	20	
3/4		9.75	14.58	
Junior Page		8.097	16.83	
2/3		8.097	15.83	
2/3	Horizontal	9.75	13.08	
1/2	Horizontal	9.75	9.83	Page
1/2	Vertical	4.792	20	
1/3	Horizontal	9.75	6.46	2/3 Horizontal
1/3	Vertical	6.444	9.83	2/3 Vertical
1/3	R	4.792	12.96	
1/4	Horizontal	9.75	4.75	1/2 Horizontal
1/4	Vertical	4.792	9.83	1/2 Vertical
1/6		4.792	6.33	
1/6	Vertical	1.486	20	
1/6	Horizontal	3.139	9.83	1/3 Horizontal
1/8		4.792	4.75	1/4 Vertical
1/8	Horizontal	6.444	3.58	
1/8	Vertical	3.139	7.33	
1/9		4.792	4.33	
1/9	Vertical	3.139	6.33	
1/13	Vertical	3.139	4.75	
1/16	Horizontal	6.444	1.58	1/8 Vertical
1/16	Vertical	3.139	3.58	
1/32		3.139	1.83	1/16 Horizontal
1/32	Horizontal	6.444	1	

Broadsheet rates only eligible for Broadsheet-sized products.

BROADSHEET SPECIFICATIONS

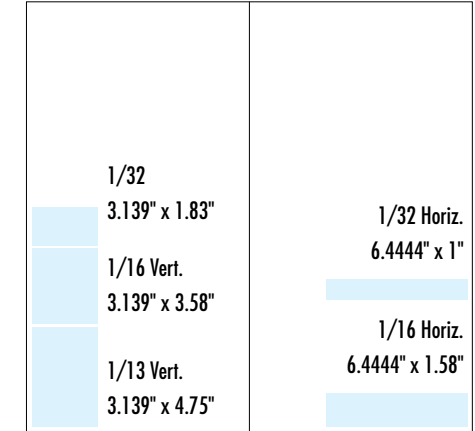
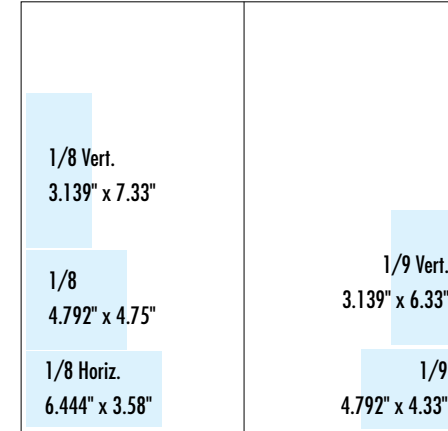
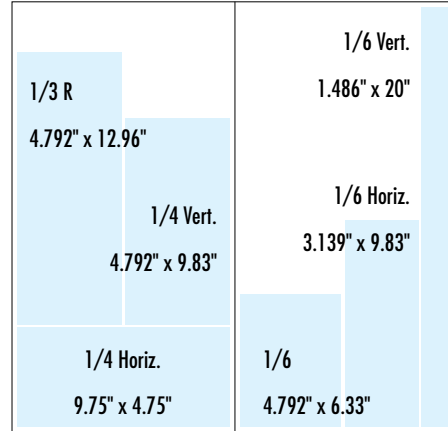
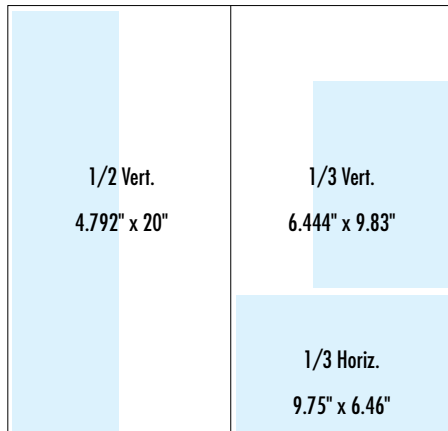
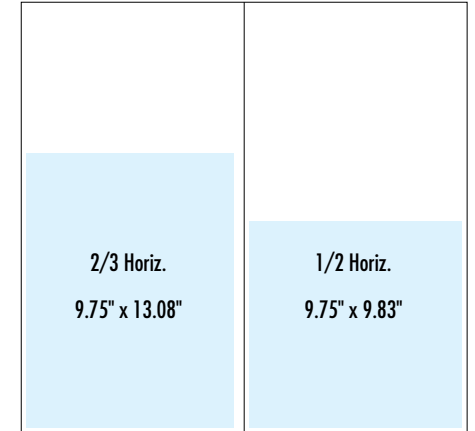
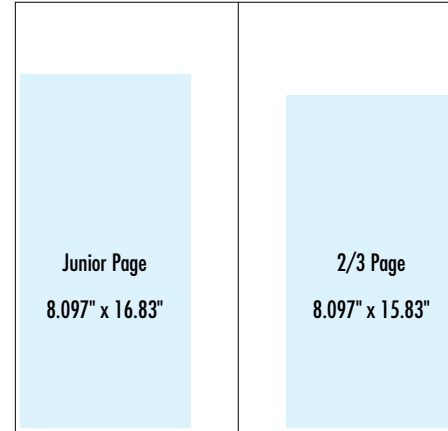
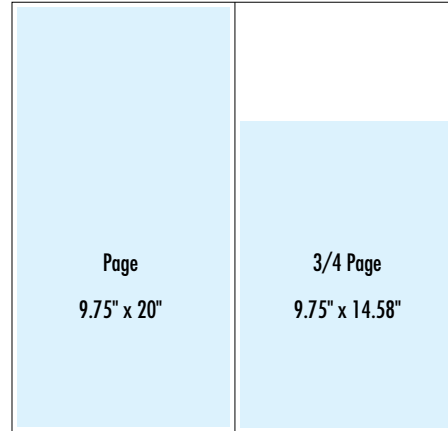
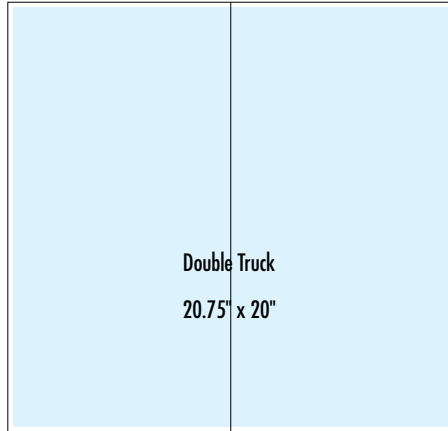
Sheet Area: 66P x 126P (11" x 21")

Left/Right margins: 3P9 (.625")

Top/Bottom margins: 2P3 (.375")

Column gutter width: 1P (.167")

Maximum ad height: 20"



TABLOID

Modular Size	Shape	Width (Inches)	Depth (Inches)	Broadsheet Equivalent
Double Truck		20.25	9.83	
Page		9.75	9.83	1/2 Horizontal
2/3	Vertical	6.444	9.83	1/3 Vertical
2/3	Horizontal	9.75	6.46	1/3 Horizontal
1/2	Vertical	4.792	9.83	1/4 Vertical
1/2	Horizontal	9.75	4.75	1/4 Horizontal
1/3	Vertical	3.139	9.83	1/6 Horizontal
1/3	Horizontal	9.75	3.08	
1/4	Vertical	4.792	4.75	1/8
1/4	Horizontal	9.75	2.33	
1/8	Vertical	3.139	3.58	1/16 Vertical
1/8	Horizontal	4.792	2.33	
1/16	Vertical	1.486	3.58	1/32
1/16	Horizontal	3.139	1.83	

Tab rates only eligible for tab-sized products.

TABLOID SPECIFICATIONS

Sheet Area: 63P x 66P (10.5" x 11")

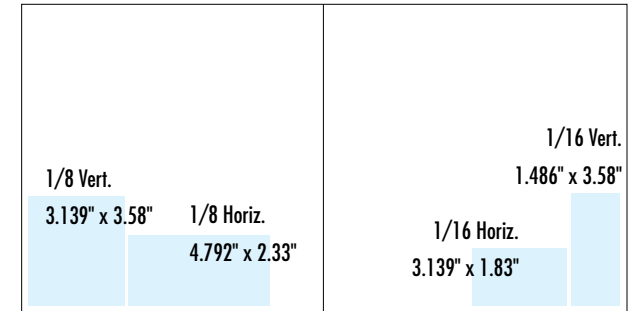
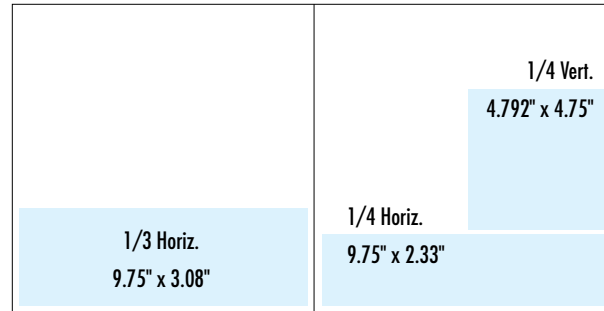
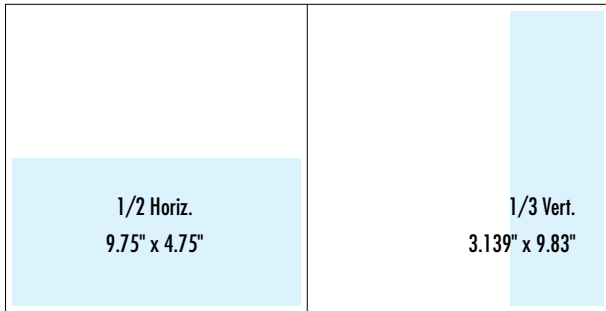
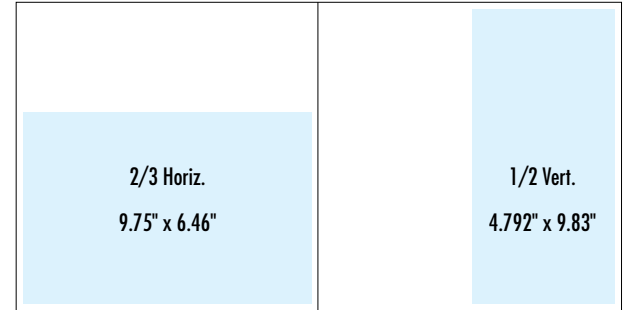
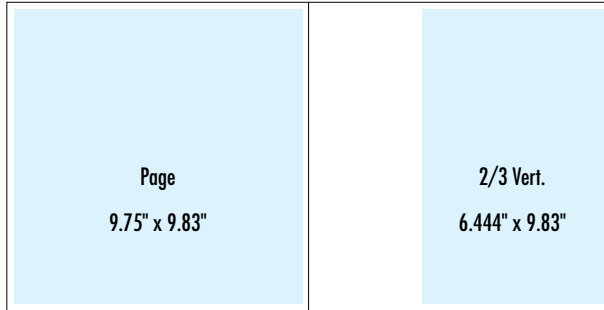
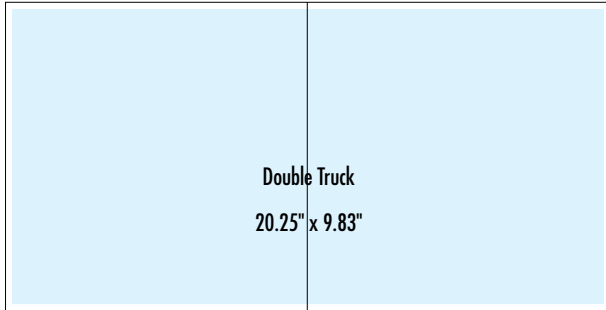
Image Area: 58P6 x 60P6 (9.75" x 10.08") (Includes .25" for folio)

Left/Right margins: 2P3 (.375")

Top/Bottom margins: 2P9 (.458")

Column gutter width: 1P (.167")

Maximum ad height: 9.83



DOLLAR VOLUME PORTFOLIO AGREEMENT GUIDELINES:

1. A signed, annual Dollar Volume Portfolio Agreement is required to earn other than open rates.
2. Minimum size ROP advertisement for the Dollar Volume Agreement is 1/32 of a page.
3. All San Francisco Chronicle General spending, including ROP, zones, color, Chronicle Magazine, SFiS, preprints, Color Comics, Direct Marketing, SFGate and other media products, count toward this Dollar Volume Agreement, except postal cost for direct mail.
4. Performance is evaluated on net spending amounts.

RATE STRUCTURE

Run of Section: will appear in the section of your choice

Run of Paper (may appear in any section) = 15% discount

Guaranteed Position = 33% premium

Glossy Position = 40% premium (space and color)

PICKUP DISCOUNTS

NO. OF INSERTIONS	% DISCOUNT
1st	Full Price
2nd	20%
3rd	30%
4th-7th	40%

- Certain restrictions apply. Contact your Chronicle account executive.
- First ad full rate. Sunday is never discounted.
- Discounts apply to ads run within a seven day window.
- No copy changes allowed.

Open Rates

<p>100% page ownership</p> <p>Daily \$179,900.18</p> <p>Sunday \$201,323.85</p> <p>Double Truck 20.75" x 20"</p>	<p>100% page ownership</p> <p>Daily \$83,030.85</p> <p>Sunday \$92,918.70</p> <p>Page 9.75" x 20"</p>	<p>75% page ownership</p> <p>Daily \$60,824.93</p> <p>Sunday \$68,068.35</p> <p>3/4 9.75" x 14.58"</p>	<p>70% page ownership</p> <p>Daily \$57,928.50</p> <p>Sunday \$64,827.00</p> <p>Junior Page 8.097" x 16.83"</p>	<p>66% page ownership</p> <p>Daily \$54,066.60</p> <p>Sunday \$60,505.20</p> <p>2/3 8.097" x 15.83"</p>	<p>66% page ownership</p> <p>Daily \$54,066.60</p> <p>Sunday \$60,505.20</p> <p>2/3 Horizontal 9.75" x 13.08"</p>	<p>50% page ownership</p> <p>Daily \$40,549.95</p> <p>Sunday \$45,378.90</p> <p>1/2 Horizontal 9.75" x 9.83"</p>	<p>50% page ownership</p> <p>Daily \$40,549.95</p> <p>Sunday \$45,378.90</p> <p>1/2 Vertical 4.792" x 20"</p>	<p>33% page ownership</p> <p>Daily \$27,033.30</p> <p>Sunday \$30,252.60</p> <p>1/3 Horizontal 9.75" x 6.46"</p>	<p>33% page ownership</p> <p>Daily \$27,033.30</p> <p>Sunday \$30,252.60</p> <p>1/3 Vertical 6.444" x 9.83"</p>	<p>33% page ownership</p> <p>Daily \$27,033.30</p> <p>Sunday \$30,252.60</p> <p>1/3 R 4.792" x 12.96"</p>
<p>25% page ownership</p> <p>Daily \$20,274.98</p> <p>Sunday \$22,689.45</p> <p>1/4 Horizontal 9.75" x 4.75"</p>	<p>25% page ownership</p> <p>Daily \$20,274.98</p> <p>Sunday \$22,689.45</p> <p>1/4 Vertical 4.792" x 9.83"</p>	<p>16% page ownership</p> <p>Daily \$13,516.65</p> <p>Sunday \$15,126.30</p> <p>1/6 4.792" x 6.33"</p>	<p>16% page ownership</p> <p>Daily \$13,516.65</p> <p>Sunday \$15,126.30</p> <p>1/6 Vertical 1.486" x 20"</p>	<p>16% page ownership</p> <p>Daily \$13,516.65</p> <p>Sunday \$15,126.30</p> <p>1/6 Horizontal 3.139" x 9.83"</p>	<p>12% page ownership</p> <p>Daily \$10,298.40</p> <p>Sunday \$11,524.80</p> <p>1/8 4.792" x 4.75"</p>	<p>12% page ownership</p> <p>Daily \$10,298.40</p> <p>Sunday \$11,524.80</p> <p>1/8 Horizontal 6.444" x 3.58"</p>	<p>12% page ownership</p> <p>Daily \$10,298.40</p> <p>Sunday \$11,524.80</p> <p>1/8 Vertical 3.139" x 7.33"</p>	<p>11% page ownership</p> <p>Daily \$9,011.10</p> <p>Sunday \$10,084.20</p> <p>1/9 4.792" x 4.33"</p>	<p>11% page ownership</p> <p>Daily \$9,011.10</p> <p>Sunday \$10,084.20</p> <p>1/9 Vertical 3.139" x 6.33"</p>	<p>7% page ownership</p> <p>Daily \$6,436.50</p> <p>Sunday \$7,203.00</p> <p>1/13 Vertical 3.139" x 4.75"</p>
<p>6% page ownership</p> <p>Daily \$5,149.20</p> <p>Sunday \$5,762.40</p> <p>1/16 Horizontal 6.444" x 1.58"</p>	<p>6% page ownership</p> <p>Daily \$5,149.20</p> <p>Sunday \$5,762.40</p> <p>1/16 Vertical 3.139" x 3.58"</p>	<p>3% page ownership</p> <p>Daily \$2,574.60</p> <p>Sunday \$2,881.20</p> <p>1/32 3.139" x 1.83"</p>	<p>3% page ownership</p> <p>Daily \$2,574.60</p> <p>Sunday \$2,881.20</p> <p>1/32 Horizontal 6.444" x 1"</p>							

Dollar Volume Contracts

Level	Discount*
\$100,000	17.25%
\$200,000	20.25%
\$300,000	21.50%
\$500,000	23.75%
\$600,000	24.75%
\$850,000	26.25%
\$1,000,000	26.75%
\$1,250,000	27.50%
\$1,500,000	28.50%

* Discount percentages are approximate; see your San Francisco account executive for details

Run of Section: will appear in the section of your choice

Run of Paper (may appear in any section) = 15% discount

Guaranteed Position = 33% premium

Glossy Position = 40% premium (space and color)

Color Rates	Daily	Sunday
4-Color Process	\$4,900	\$5,150

- Color is charged for each page of double trucks or married pages.
- Color material is required two days in advance of space deadline.
- Refer to mechanical specifications when submitting color material.
- No discounts apply to color

All Rates are Commissionable.

Broadsheet rates only eligible for broadsheet-sized products.

A variety of additional digital media advertising opportunities are available on SFGate.com. Please ask your account executive.

Open Rates

100% page ownership	
Daily \$81,421.73	
Sunday \$91,117.95	

Double Truck
20.25" x 9.83"

100% page ownership	
Daily \$40,549.95	
Sunday \$45,378.90	

Page
9.75" x 9.83"

66% page ownership	
Daily \$27,033.30	
Sunday \$30,252.60	

2/3 Vert.
6.444" x 9.83"

66% page ownership	
Daily \$27,033.30	
Sunday \$30,252.60	

2/3 Horiz.
9.75" x 6.46"

50% page ownership	
Daily \$20,274.98	
Sunday \$22,689.45	

1/2 Vert.
4.792" x 9.83"

50% page ownership	
Daily \$20,274.98	
Sunday \$22,689.45	

1/2 Horiz.
9.75" x 4.75"

33% page ownership	
Daily \$13,516.65	
Sunday \$15,126.30	

1/3 Vert.
3.139" x 9.83"

33% page ownership	
Daily \$13,516.65	
Sunday \$15,126.30	

1/3 Horiz.
9.75" x 3.08"

25% page ownership	
Daily \$10,298.40	
Sunday \$11,524.80	

1/4 Vert.
4.792" x 4.75"

25% page ownership	
Daily \$10,298.40	
Sunday \$11,524.80	

1/4 Horiz.
9.75" x 2.33"

12% page ownership	
Daily \$5,149.20	
Sunday \$5,762.40	

1/8 Vert.
3.139" x 3.58"

12% page ownership	
Daily \$5,149.20	
Sunday \$5,762.40	

1/8 Horiz.
4.792" x 2.33"

6% page ownership	
Daily \$2,574.60	
Sunday \$2,881.20	

1/16 Horiz.
3.139" x 1.83"

6% page ownership	
Daily \$2,574.60	
Sunday \$2,881.20	

1/16 Vert.
1.486" x 3.58"

Dollar Volume Contracts

Level	Discount*
\$100,000	17.25%
\$200,000	20.25%
\$300,000	21.50%
\$500,000	23.75%
\$600,000	24.75%
\$850,000	26.25%
\$1,000,000	26.75%
\$1,250,000	27.50%
\$1,500,000	28.50%

* Discount percentages are approximate; see your San Francisco account executive for details

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Guaranteed Position = 33% premium

Glossy Position = 40% premium (space and color)

Color Rates	Daily	Sunday
4-Color Process	\$4,900	\$5,150

- Color is charged for each page of double trucks or married pages.
- Color material is required two days in advance of space deadline.
- Refer to mechanical specifications when submitting color material.
- No discounts apply to color

All Rates are Commissionable.

Tabloid rates only eligible for tab-sized products.

A variety of additional digital media advertising opportunities are available on SFGate.com. Please ask your account executive.

Open Rates

<p>100% page ownership</p> <p>Daily \$134,998.50</p> <p>Sunday \$151,139.63</p>	<p>100% page ownership</p> <p>Daily \$62,307.00</p> <p>Sunday \$69,756.75</p>	<p>75% page ownership</p> <p>Daily \$45,643.50</p> <p>Sunday \$51,100.88</p>	<p>70% page ownership</p> <p>Daily \$43,470.00</p> <p>Sunday \$48,667.50</p>	<p>66% page ownership</p> <p>Daily \$40,572.00</p> <p>Sunday \$45,423.00</p>	<p>66% page ownership</p> <p>Daily 40,572.00</p> <p>Sunday \$45,423.00</p>	<p>50% page ownership</p> <p>Daily \$30,429.00</p> <p>Sunday \$34,067.25</p>	<p>50% page ownership</p> <p>Daily \$30,429.00</p> <p>Sunday \$34,067.25</p>	<p>33% page ownership</p> <p>Daily \$20,286.00</p> <p>Sunday \$22,711.50</p>	<p>33% page ownership</p> <p>Daily \$20,286.00</p> <p>Sunday \$22,711.50</p>	<p>33% page ownership</p> <p>Daily \$20,286.00</p> <p>Sunday \$22,711.50</p>
Double Truck 20.75" x 20"	Page 9.75" x 20"	3/4 9.75" x 14.58"	Junior Page 8.097" x 16.83"	2/3 8.097" x 15.83"	2/3 Horizontal 9.75" x 13.08"	1/2 Horizontal 9.75" x 9.83"	1/2 Vertical 4.792" x 20"	1/3 Horizontal 9.75" x 6.46"	1/3 Vertical 6.444" x 9.83"	1/3 R 4.792" x 12.96"

<p>25% page ownership</p> <p>Daily \$15,214.50</p> <p>Sunday \$17,033.63</p>	<p>25% page ownership</p> <p>Daily \$15,214.50</p> <p>Sunday \$17,033.63</p>	<p>16% page ownership</p> <p>Daily \$10,143.00</p> <p>Sunday \$11,355.75</p>	<p>16% page ownership</p> <p>Daily \$10,143.00</p> <p>Sunday \$11,355.75</p>	<p>16% page ownership</p> <p>Daily \$10,143.00</p> <p>Sunday \$11,355.75</p>	<p>12% page ownership</p> <p>Daily \$7,728.00</p> <p>Sunday \$8,652.00</p>	<p>12% page ownership</p> <p>Daily \$7,728.00</p> <p>Sunday \$8,652.00</p>	<p>12% page ownership</p> <p>Daily \$7,728.00</p> <p>Sunday \$8,652.00</p>	<p>11% page ownership</p> <p>Daily \$6,762.00</p> <p>Sunday \$7,570.50</p>	<p>11% page ownership</p> <p>Daily \$6,762.00</p> <p>Sunday \$7,570.50</p>	<p>7% page ownership</p> <p>Daily \$4,830.00</p> <p>Sunday \$5,407.50</p>
1/4 Horizontal 9.75" x 4.75"	1/4 Vertical 4.792" x 9.83"	1/6 4.792" x 6.33"	1/6 Vertical 1.486" x 20"	1/6 Horizontal 3.139" x 9.83"	1/8 4.792" x 4.75"	1/8 Horizontal 6.444" x 3.58"	1/8 Vertical 3.139" x 7.33"	1/9 4.792" x 4.33"	1/9 Vertical 3.139" x 6.33"	1/13 Vertical 3.139" x 4.75"

<p>6% page ownership</p> <p>Daily \$3,864.00</p> <p>Sunday \$4,326.00</p>	<p>6% page ownership</p> <p>Daily \$3,864.00</p> <p>Sunday \$4,326.00</p>	<p>3% page ownership</p> <p>Daily \$1,932.00</p> <p>Sunday \$2,163.00</p>	<p>3% page ownership</p> <p>Daily \$1,932.00</p> <p>Sunday \$2,163.00</p>
1/16 Horizontal 6.444" x 1.58"	1/16 Vertical 3.139" x 3.58"	1/32 3.139" x 1.83"	1/32 Horizontal 6.444" x 1"

Dollar Volume Contracts

Level	Discount*
\$100,000	17.25%
\$200,000	20.25%
\$300,000	21.50%
\$500,000	23.75%
\$600,000	24.75%
\$850,000	26.25%
\$1,000,000	26.75%
\$1,250,000	27.50%
\$1,500,000	28.50%

* Discount percentages are approximate; see your San Francisco account executive for details

Run of Section: will appear in the section of your choice

Run of Paper (may appear in any section) = 15% discount

Guaranteed Position = 33% premium

Glossy Position = 40% premium (space and color)

Color Rates	Daily	Sunday
4-Color Process	\$4,900	\$5,150

- Color is charged for each page of double trucks or married pages.
- Color material is required two days in advance of space deadline.
- Refer to mechanical specifications when submitting color material.
- No discounts apply to color

All Rates are Commissionable.

Broadsheet rates only eligible for broadsheet-sized products.

A variety of additional digital media advertising opportunities are available on SFGate.com. Please ask your account executive.

Open Rates

100% page ownership	
Daily	\$61,099.50
Sunday	\$68,404.88

Double Truck
20.25" x 9.83"

100% page ownership	
Daily	\$30,429.00
Sunday	\$34,067.25

Page
9.75" x 9.83"

66% page ownership	
Daily	\$20,286.00
Sunday	\$22,711.50

2/3 Vert.
6.444" x 9.83"

66% page ownership	
Daily	\$20,286.00
Sunday	\$22,711.50

2/3 Horiz.
9.75" x 6.46"

50% page ownership	
Daily	\$15,214.50
Sunday	\$17,033.63

1/2 Vert.
4.792" x 9.83"

50% page ownership	
Daily	\$15,214.50
Sunday	\$17,033.63

1/2 Horiz.
9.75" x 4.75"

33% page ownership	
Daily	\$10,143.00
Sunday	\$11,355.75

1/3 Vert.
3.139" x 9.83"

33% page ownership	
Daily	\$10,143.00
Sunday	\$11,355.75

1/3 Horiz.
9.75" x 3.08"

25% page ownership	
Daily	\$7,728.00
Sunday	\$8,652.00

1/4 Vert.
4.792" x 4.75"

25% page ownership	
Daily	\$7,728.00
Sunday	\$8,652.00

1/4 Horiz.
9.75" x 2.33"

12% page ownership	
Daily	\$3,864.00
Sunday	\$4,326.00

1/8 Vert.
3.139" x 3.58"

12% page ownership	
Daily	\$3,864.00
Sunday	\$4,326.00

1/8 Horiz.
4.792" x 2.33"

6% page ownership	
Daily	\$1,932.00
Sunday	\$2,163.00

1/16 Horiz.
3.139" x 1.83"

6% page ownership	
Daily	\$1,932.00
Sunday	\$2,163.00

1/16 Vert.
1.486" x 3.58"

Dollar Volume Contracts

Level	Discount*
\$100,000	17.25%
\$200,000	20.25%
\$300,000	21.50%
\$500,000	23.75%
\$600,000	24.75%
\$850,000	26.25%
\$1,000,000	26.75%
\$1,250,000	27.50%
\$1,500,000	28.50%

* Discount percentages are approximate; see your San Francisco account executive for details

Run of Section: will appear in the section of your choice

Run of Paper (may appear in any section) = 15% discount

Guaranteed Position = 33% premium

Glossy Position = 40% premium (space and color)

Color Rates	Daily	Sunday
4-Color Process	\$4,900	\$5,150

- Color is charged for each page of double trucks or married pages.
- Color material is required two days in advance of space deadline.
- Refer to mechanical specifications when submitting color material.
- No discounts apply to color

All Rates are Commissionable.

Tabloid rates only eligible for tab-sized products.

A variety of additional digital media advertising opportunities are available on SFGate.com. Please ask your account executive.

CHRONICLE MAGAZINE MODULAR SIZES



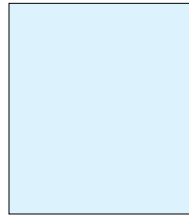
Two-Page Spread

Live Image:
18" x 10"

Bleed:
19" x 11"

.25" Total Gutter Safety

Dimensions include .5" inside gutter for two-page spread

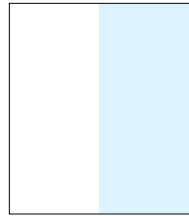


Full Page

Live Image:
8.75" x 10"

Bleed:
9.75" x 11"

.25" Trim

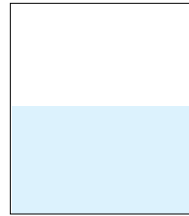


1/2 Page Vert.

Live Image:
4.25" x 10"

Bleed:
5.25" x 11"

.25" Trim



1/2 Page Horiz.

Live Image:
8.75" x 4.875"

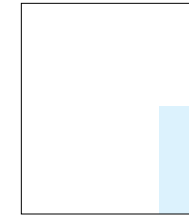
Bleed:
9.75" x 5.875"

.25" Trim



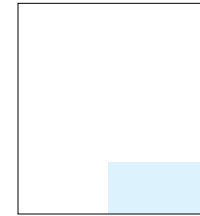
1/4 Page

Live Image:
4.25" x 4.875"



1/8 Page Vert.

Live Image:
2.125" x 4.875"



1/8 Page Horiz.

Live Image:
4.25" x 2.3"

NOTE: Magazine trim size is 9.25" x 10.5". For ease in ad placement, all bleed dimensions are given to bleed on all four sides. All live copy (copy that MUST print) should be kept .5" in on ALL sides of bleed dimensions.

For additional size information, please see pages 5-8 or contact your Account Executive.



San Francisco Chronicle | **SFGate.com**

Your Audience Delivered

The San Francisco Chronicle and SFGate.com • 901 Mission Street, San Francisco, CA 94103 • Tel 415.777.1111 • www.SFGate.com/chronicleadinfo

Rev. 02/05/10
Effective 06/29/09

CHRONICLE MAGAZINE

Features to help you connect with customers.

San Francisco Chronicle Magazine is the perfect forum for your products and services — the content will provide you with the opportunity to direct your message to our readers and their specific interests.

- **Feature Stories** — Chronicle Magazine’s cover story addresses issues of primary interest to an active, engaged Bay Area audience. Whether the topic of the month is related to travel, dining or home design, the magazine delivers information that inspires its readers to go out and seek new experiences — such as the products and services you provide.
- **Think About It** — The magazine begins with a look at the most significant events of the month ahead. Readers can plan for the festivals, programs and happenings that reinforce their connection to their communities.
- **Profile** — Chronicle Magazine sits down for a Q&A session with a notable individual to discuss topics related to the issue’s particular theme.
- **Status Quo** — Bay Area readers take a strong interest in their personal finances, and this section provides plenty of financial food for thought. You’ll reach a high-income audience ready to invest wisely.
- **Good Stuff** — This eye-catching page spotlights products connected to the issue’s specific theme. Readers can see the consumer goods that will add style and utility to their daily lives.
- **Six of a Kind** — Chronicle Magazine now spotlights a half dozen similarly themed restaurants in each issue, complete with recipes from top chefs. There’s no better way to reach an audience with discerning palates.

CHRONICLE MAGAZINE RATES — COMMISSIONABLE

	Open	3x	6x	12x
Two-Page Spreads	\$17,350	\$15,000	\$12,650	\$10,600
Full Page (*Premium)	\$16,000	\$13,250	\$11,475	\$9,700
Full Page	\$10,600	\$9,000	\$7,650	\$6,500
1/2 Page	\$6,300	\$5,400	\$4,600	\$3,900
1/4 Page	\$2,100	\$1,750	\$1,500	\$1,275
1/8 Page	\$2,100	\$1,750	\$1,500	\$1,275

*Premium Positions consist of inside front cover, pages 1 - 6, back cover and inside back cover

EDITORIAL CALENDAR

- January — Health & Fitness
- February — Spring Home Design
- March — Spring Travel
- April — Top 100 Restaurants
- May — Summer Fun & Adventure
- June — Weddings
- July — Summer Home Design
- August — Back to School
- September — Fall Home & Design
- October — Fall Travel
- November — Home for the Holidays
- December — Top 100 Wines

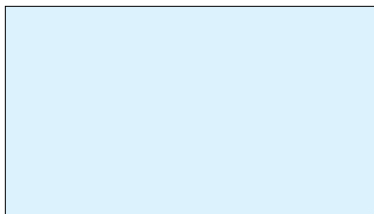
San Francisco Chronicle | SFGate.com

Your Audience Delivered

The San Francisco Chronicle and SFGate.com • 901 Mission Street, San Francisco, CA 94103 • Tel 415.777.1111 • www.SFGate.com/chronicleadinfo

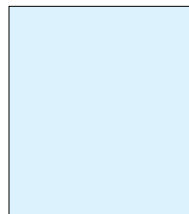
Rev. 02/05/10
Effective 06/29/09

SFiS MODULAR SIZES



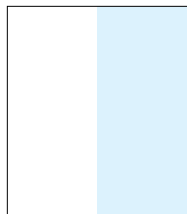
Two-Page Spread

24.5" x 19.75"



Full Page

12" x 19.75"



1/2 Page Vert.

5.875" x 19.75"



1/2 Page Horiz.

12" x 9.75"



1/4 Page

5.875" x 9.75"



1/8 Page Horiz.

5.875" x 4.75"

NOTE: There is no bleed on this product. All sizes are Live Image Area.



SFIS REACHES A COLLECTION OF A-LIST PROSPECTS

Distribution to the Right Audience

Targeted distribution to over 293,000 readers in affluent neighborhoods such as:

- | | | |
|------------------|---------------------|------------------------------|
| Nob Hill | Russian Hill | Pacific Heights |
| Sea Cliff | Hillsborough | Atherton, Menlo Park, |
| Palo Alto | Belvedere | Tiburon |
| Sausalito | Ross | |

Ten thousand copies are **available in four-star hotels, high-end boutiques and select, upscale shopping destinations** in Union Square and throughout San Francisco. SFiS is also archived on SFGate.com, **the Bay Area's No. 1. local media site** that ranks among the **top 10 newspaper sites in the nation.**

Over 293,000 targeted readers who consistently out-earn, out-spend and out-perform the rest of this already affluent market.

\$250,000+ Household Incomes

42% of SFiS readers
6% of the Bay Area

Shop Union Square*

42% of SFiS readers
17% of the Bay Area

Live in Million-Dollar Homes

52% of SFiS readers
13% of the Bay Area

Own an Imported Luxury Car

38% of SFiS readers
17% of the Bay Area

Have College Degrees

67% of SFiS readers
35% of the Bay Area

Frequent Overseas Travelers**

49% of SFiS readers
24% of the Bay Area

*Past three months

**Three+ trips outside the continental U.S. in the past three years

Source: Scarborough Research, July 2007; Target SFiS reader is the daily Chronicle reader in the SFiS distribution area with household incomes of \$150,000 or more

SFIS RATES — RATE PER RUN — COMMISSIONABLE

Ad Size	1x	3x	6x	12x
Full page	\$11,030	\$8,875	\$8,000	\$6,750
1/2 page	\$6,459	\$5,000	\$4,563	\$3,750
1/4 page	\$3,459	\$2,688	\$2,406	\$2,000
1/8 page	\$2,088	\$1,613	\$1,450	\$1,219
Double Truck	\$22,080	\$17,625	\$15,875	\$13,500

PREMIUM POSITION RATES

Back page of section/sections:	+15%
Inside cover:	+10%
Table of contents adjacency:	+10%
Inside back cover:	+10%
All other positions requests:	+10%

EDITORIAL CALENDAR

Available upon request.

COLOR COMICS RATES

Level	1/4 Page	1/3 Page	1/2 Page	3/4 Page	Full-Page	2 Pages	4 Pages
Open Rate	\$7,180	\$9,160	\$11,960	\$17,070	\$20,740	\$37,330	\$68,850
\$15,000	\$7,000	\$8,930	\$11,397	\$16,642	\$20,219	\$36,393	\$67,122
\$25,000	\$6,893	\$8,794	\$11,222	\$16,387	\$19,910	\$35,837	\$66,096
\$50,000	\$6,778	\$8,647	\$11,035	\$16,114	\$19,579	\$35,240	\$64,994
\$100,000	\$6,692	\$8,537	\$10,895	\$15,909	\$19,330	\$34,792	\$64,168
\$200,000	\$6,616	\$8,441	\$10,772	\$15,730	\$19,112	\$34,400	\$63,445
\$300,000	\$6,573	\$8,386	\$10,702	\$15,628	\$18,987	\$34,176	\$63,032
\$500,000	\$6,519	\$8,317	\$10,615	\$15,500	\$18,832	\$33,896	\$62,516
\$600,000	\$6,498	\$8,290	\$10,579	\$15,448	\$18,770	\$33,784	\$62,309
\$850,000	\$6,455	\$8,235	\$10,509	\$15,346	\$18,645	\$33,560	\$61,896
\$1,000,000	\$6,433	\$8,207	\$10,474	\$15,295	\$18,583	\$33,448	\$61,690
\$1,250,000	\$6,421	\$8,180	\$10,439	\$15,244	\$18,521	\$33,336	\$61,483
\$1,500,000	\$6,390	\$8,152	\$10,404	\$15,192	\$18,459	\$33,224	\$61,277

- All ads placed in the San Francisco Chronicle automatically appear online at SFGate.com/PersonalShopper and are searchable for seven days. A variety of additional digital media advertising opportunities are available on SFGate.com. Please ask your account executive.
- All rates are commissionable.

SIZE	WIDTH	HEIGHT
Full-page	10 1/4"	20"
3/4 page	10 1/4"	15"
1/2 page	10 1/4"	9 3/4"
1/3 page	10 1/4"	6 1/2"
1/4 page	10 1/4"	4 1/4"
1/6 page	10 1/4"	3"

SPADEA RATES

Level	Spadea	2-Spadea
Open Rate	\$37,330	\$42,930
\$15,000	\$36,393	\$41,852
\$25,000	\$35,837	\$41,213
\$50,000	\$35,240	\$40,526
\$100,000	\$34,792	\$40,011
\$200,000	\$34,400	\$39,560
\$300,000	\$34,176	\$39,302
\$500,000	\$33,896	\$38,980
\$600,000	\$33,784	\$38,852
\$850,000	\$33,560	\$38,594
\$1,000,000	\$33,448	\$38,465
\$1,250,000	\$33,336	\$38,336
\$1,500,000	\$33,224	\$38,208

1/2 Page Vert.
 Print Area, Image Size:
 4.25" x 20"

- Spadea is a free-standing broadsheet, folded vertically and wrapped around comics.
- Rates are rounded to the nearest dollar.
- Special production charges may apply.
- All rates are commissionable.

FRONT PAGE/SECTION FRONT ADS

Showcase your ad on the front page of The Chronicle, the Bay Area's No. 1 newspaper.

Premium placement and full color increase the visibility of your ad and ensure that it is seen by the customers you want to specifically target on any section of The Chronicle every day of the week.

Main News Front Page Strip: 9.75" x 2"
 All other Broadsheet Section Front: 9.75" x 2.79"

Skybox: 1.486" x 1.25"



SPADEAS

Gain extra attention in a premium position.

Printed on both sides, covering half of a section's front page and all of the back, a full-color, full-size spadea delivers your branding message with flair, to any section any day of the week. Extend the possibilities even further, employing fun, visually interesting designs to capture readers' attention.

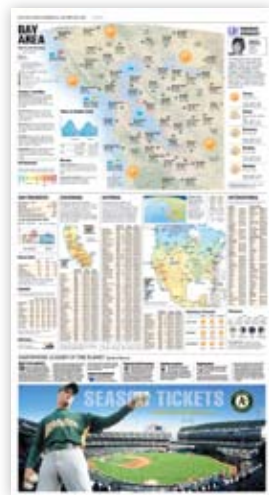


WEATHER PAGE

Don't pass up this outstanding opportunity to showcase your ad on The Chronicle's Weather Page.

Premium placement and full color* increase the visibility of your ad and ensure that it is seen by the customers you want to specifically target.

*No additional charge for color when available



UNIQUE AD POSITIONS

Grab attention with creative shapes.

Think well outside the box of standard ad shapes. Give your message maximum visibility with a layout that's truly memorable. Take advantage of the "Rapid Easy Buy" program and quickly plan a unique national ad campaign.

Head-turning Adscape formats include:

- U-Shape L-Shape Bookends Widget
- Skybox Shadow Stairstep Checkerboard
- Upside Down T-Shape and more!



PULL-OUT (AVAILABLE SUMMER 2009)

Colorful sections with an extended shelf life.

Readers love pull-out sections that are easily portable and can be saved for future reference. Tell your marketing story in eye-catching, vibrant sections that offer a greater range of formats and page counts than ever before.

Extended pull-outs – Give yourself the space to tell your marketing story in four broadsheet pages.

Extra-wide ROP page – Stand out from the pack with an oversized broadsheet page that's perfect for your extended message.

Vertical banner – Put your message on the tab that extends from the newspaper and immediately catches the reader's eye.



EXTENDED PULL-OUTS

Give yourself the space to tell your marketing story in four broadsheet pages.

The Overhang:

1" x 20" (non-bleed)
 Print Area, Image Size:
 10" x 20"

ADDITIONAL INFORMATION

Contact your San Francisco Chronicle account executive for more information on any of these exciting products.

Cost Per Thousand

DISTRIBUTION QUANTITY	50,000 - 174,000		174,100 - 300,000		300,100+	
	DAILY	SUNDAY*	DAILY	SUNDAY*	DAILY	SUNDAY*
TAB PAGES						
SINGLE SHEET	91	95	81	85	72	76
2 PG FLEXIE	93	97	83	87	74	78
4	95	99	85	89	76	80
6	98	102	88	92	79	83
8	101	105	91	95	82	86
10	104	108	94	98	85	89
12	107	111	97	101	88	92
14	110	114	100	104	91	95
16	113	117	103	107	94	98
18	116	120	106	110	97	101
20	119	123	109	113	100	104
22	122	126	112	116	103	107
24	125	129	115	119	106	110
26	128	132	118	122	109	113
28	131	135	121	125	112	116
30	134	138	124	128	115	119
32	137	141	127	131	118	122
34	140	144	130	134	121	125
36	143	147	133	137	124	128
38	146	150	136	140	127	131
40	149	153	139	143	130	134
42	152	156	142	146	133	137
44	155	159	145	149	136	140
46	158	162	148	152	139	143
48	161	165	151	155	142	146
50	164	168	154	158	145	149
52	167	171	157	161	148	152
54	170	174	160	164	151	155
56	173	177	163	167	154	158
58	176	180	166	170	157	161
60	179	183	169	173	160	164
62	182	186	172	176	163	167
64	185	189	175	179	166	170

* All rates are commissionable.
Rates are determined by page count and distribution quantity.

DOLLAR VOLUME DISCOUNTS

NET ANNUAL COMMITMENT	DISCOUNT
\$100,000	9.0%
\$200,000	10.1%
\$300,000	11.1%
\$500,000	11.9%
\$600,000	12.5%
\$850,000	13.1%
\$1,000,000	13.4%
\$1,250,000	13.8%
\$1,500,000	14.2%

INSERT DATA

- Over 64 tab pages, add \$3 for each additional two pages.
 - Two tab page flexie folds once, measuring 11" x 10.5" flat.
 - Other FLEXIE sizes are considered 1/2 tab page.
 - One standard page is considered 2 tab pages.
 - Preprints distributed Monday - Sunday; some restrictions apply.
 - Distribution available by zip code.
 - Distribution map available at: www.SFGate.com/chronicle/advertise.
 - Minimum distribution quantity: 50,000 daily, 100,000 Sunday.
 - Additional charges for stitched insert or reply card.
 - Complete production and delivery information available at www.SFGate.com/chronicle/advertise.
 - Sunday rates apply to Thanksgiving Day and Christmas Day.
 - Rates apply to in-paper distribution only.
- Contact your Account Executive for more information.**

ACCEPTED SIZES (IMPRINT AREA)

Accepted	Imprint Area
3" x 3"	2 5/8" x 2 9/16"
3" X 4"	2 9/16" x 3 5/8"

- Other sizes available including die cuts.
- Contact your advertising account executive for details.

PRINT AND DISTRIBUTION

Size	Quantity	1-Color	2-Color	Full-Color
3" x 3"	35,000-74,999	\$62	\$71	\$132
	75,000-124,999	\$57	\$59	\$95
	125,000-249,000	\$52	\$57	\$82
	250,000+	\$50	\$53	\$71

3" x 4"	35,000-74,999	\$58	\$69	\$85
	75,000-124,999	\$52	\$56	\$64
	125,000-249,000	\$48	\$53	\$59
	250,000+	\$44	\$50	\$53

- Minimum print run: 35,000
- Minimum distribution quantity per day: 20,000 (No partial ZIP codes allowed)
- Billed quantity: distribution plus 10% for spoilage
- Available Monday - Saturday. Home distribution only
- Not available for Sundays, holidays or in single-copy or sponsored papers
- One Front-Page Flag order accepted per day
- Sample or prototype required prior to acceptance
- Custom paper colors and creative concepts available; please contact your Account Executive for quote

DEADLINES

One proof service: 30 days prior to distribution rate
 Camera-ready art: 28 days prior to distribution rate

DISTRIBUTION OF ADVERTISER SUPPLIED FLAGS

CPM
\$71

- Billed quantity: Distribution only (add 2% for spoilage, but do not bill)
- Minimum billing quantity: 35,000.
- Flags required in pads of 25 sheets per pad; shrinkwrapped 10 pads to a pack.
- Sample or prototype required prior to acceptance of advertiser supplied flags.

PRODUCTION INFORMATION

Complete deadline, mechanical specifications and production information available at SFGate.com/chronicleleadinfo.

ADDITIONAL CHARGES

- Add 15% for specialty paper colors
- Add \$10 CPM for plate changes
- Second side printing: Please contact your account executive for a quote.

PRINT & DELIVERY INSERTS

The Chronicle offers a complete turnkey printing and distribution program for single sheet ad inserts.

POLYBAGS

Put your message around The Chronicle with a custom polybag.

Print yourself or allow us to print for you.

DIRECT MAIL

Our direct mail program includes creative design and layout, paper and printing, list rental, mailing source and postage.

Allow our direct mail experts to help you customize your direct mail campaign to your target audience.

STREET TEAM SPONSORED NEWSPAPERS

Create awareness of your products or sources through the street team newspaper program. Readers receive a complimentary paper distributed at locations of your choice, complete with a glossy full-color wrap carrying your message.

CHRONICLE DIRECT

The San Francisco Chronicle offers a wide variety of custom printing. The Chronicle can print your advertising message to household specific delivery. Each Chronicle Direct program is designed to help you reach your best customers and prospects.

			One-Proof Service		Final Material Deadline
Publication Day	Section	Space Reservation	Complete Art/Copy Due for PROOF SERVICE	Proof To Sales	
Monday	Datebook (ROP)	Friday, 4:30 p.m.	Thursday, 10 a.m.	Friday, 8 a.m.	Camera Ready, Final Proof Corrections, Pubset 'Pick-Up' w/No Change & Electronic Transmission Friday, 5 p.m.
	Main News, Sports, Business	Friday, 4:30 p.m.	Thursday, 10 a.m.	Friday, 8 a.m.	Friday, 5 p.m.
Tuesday	Datebook (ROP)	Friday, 5 p.m.	Thursday, 5 p.m.	Friday, 3 p.m.	Friday, 7 p.m.
	Main News, Sports, Business	Monday, 10 a.m.	Thursday, 5 p.m.	Friday, 3 p.m.	Monday, 2 p.m.
Wednesday	Bay Area (Zones)	Monday, 5 p.m.	Monday, 10 a.m.	Monday, 5 p.m.	Tuesday, 10 a.m.
	Datebook (ROP)	Monday, 5 p.m.	Friday, 5 p.m.	Monday, 8 a.m.	Tuesday, 10 a.m.
	Home (Zones) Inside Datebook	Friday, 5 p.m.	Friday, 5 p.m.	Monday, 8 a.m.	Tuesday, 10 a.m.
	Main News, Sports, Business	Monday, 5 p.m.	Friday, 5 p.m.	Monday, 5 p.m.	Tuesday, 2 p.m.
Thursday	Bay Area (Zones)	Tuesday, 5 p.m.	Tuesday, 10 a.m.	Tuesday, 5 p.m.	Wednesday, 10 a.m.
	Datebook, Ovation (ROP)	Tuesday, 5 p.m.	Monday, 5 p.m.	Tuesday, 10 a.m.	Tuesday, 7 p.m.
	96 Hours	Monday, 5 p.m.	Monday, 5 p.m.	Tuesday, 10 a.m.	Tuesday, 5 p.m.
	Main News, Sports, Business	Tuesday, 5 p.m.	Monday, 5 p.m.	Tuesday, 10 a.m.	Wednesday, 2 p.m.
Friday	Bay Area (Zones)	Wednesday, 5 p.m.	Wednesday, 10 a.m.	Wednesday, 5 p.m.	Thursday, 10 a.m.
	Datebook, Business (ROP)	Wednesday, 5 p.m.	Tuesday, 10 a.m.	Wednesday, 10 a.m.	Thursday, 10 a.m.
	Main News, Sports	Wednesday, 5 p.m.	Tuesday, 10 a.m.	Wednesday, 10 a.m.	Thursday, 2 p.m.
Saturday	Datebook (ROP)	Thursday, 5 p.m.	Tuesday, 5 p.m.	Wednesday, 5 p.m.	Thursday, 7 p.m.
	Main News, Sports, Business	Thursday, 5 p.m.	Wednesday, 10 a.m.	Thursday, 10 a.m.	Friday, 2 p.m.
	New Homes	Monday, 5 p.m.	2nd Friday, Preceding 5 p.m.	Tuesday, 10 a.m.	Wednesday, noon
Sunday	Main News, Sports, Insight, Books	Thursday, 10 a.m.	Wednesday, 10 a.m.	Thursday, 10 a.m.	Friday, 2 p.m.
	Real Estate, Business	Thursday, 10 a.m.	Wednesday, 10 a.m.	Thursday, 10 a.m.	Friday, noon
	Food & Wine (ROP)	Tuesday, 5 p.m.	Tuesday, 5 p.m.	Wednesday, 5 p.m.	Thursday, 5 p.m.
	Datebook, TV	2nd Friday, Preceding 5 p.m.	2nd Friday, Preceding 5 p.m.	Tuesday, 8 a.m.	Wednesday, noon
	Travel, Home & Garden, Style	Wednesday, 10 a.m.	Tuesday, 5 p.m.	Thursday, 10 a.m.	Thursday, 5 p.m.
	The Wrap (Peninsula)	Thursday, 10 days in advance, 5 p.m.	Thursday, 10 days in advance, 5 p.m.	Friday, 9 days in advance, 10 a.m.	Friday, 9 days in advance, 5 p.m.
	Spadea/Comics	Monday, 20 days in advance, 5 p.m.	Monday, 20 days in advance, 5 p.m.	Wednesday, 18 days in advance, 5 p.m.	Friday, 16 days in advance, 5 p.m.

General Holiday:

All deadlines advance ONE DAY for publication date during the week in which a holiday occurs.

4-color Ad Material Deadlines:

MATERIAL deadlines advance TWO (2) DAYS for all four-color ads.

Effective May 3, 2010

*Subject to change

	One-Proof Service		Final Material Deadline
Space Reservation	Complete Art/Copy Due for Proof Service	Proof To Sales	Camera Ready, Final Proof Corrections, Pubset 'Pick-Up' w/No Change & Electronic Transmission
Wednesday, 18 days in advance, 5 p.m.	Thursday, 17 days in advance, 5 p.m.	Friday, 16 days in advance 5 p.m.	Tuesday, 12 days in advance 5 p.m.

General Holiday:

All deadlines advance ONE DAY for publication date during the week in which a holiday occurs.

Shipping and Materials Instructions28-29

Production Requirements
Preparing PDF Files 30
Mechanical Information 31

Color Requirements for Print Ads 32

Mechanical Requirements
Preprints33-34

Production Requirements
Chronicle Magazine..... 35

Standard Terms and Conditions36-39

SHIPPING INSTRUCTIONS FOR ART MATERIAL

Please include a printout of the ad. For color ads, provide an accurate color printout, as well as separation printouts.

San Francisco Chronicle
Attention: (Account Executive), Advertising Department
100 Fifth St.
San Francisco, CA 94103

For art materials to be returned, please attach full instructions with COMPLETE ADDRESS on submitted artwork. Materials will be returned two weeks after the ad publication date.

SHIPPING INSTRUCTIONS FOR PREPRINTS (EFFECTIVE JUNE 20, 2009)

All inserts should be delivered to:

Transcontinental Northern California
47540 Kato Road
Fremont, California, 94538

The 1 to 3 receiving docks are accessible Monday to Saturday from 7 a.m. to 7 p.m. Report to receiving door. Appointments are mandatory. To schedule an appointment or for directions call (510) 440-0111.

DEADLINES (based on calendar days)

Publication day Advertising Reservation Delivery at Transcontinental

Monday to Friday
5 p.m., 14 days prior 7 days prior to publication day

Saturday 5 p.m. on Monday,
7 days prior 12 days prior

Sunday 5 p.m. on Monday,
On Friday, 9 days prior 13 days prior

Notes: **Inserts should not be delivered before 14 days prior to publication day.** Delivery could be required ahead of time, because of legal holidays. In such cases, the advertising representative will notify the advertiser.

For additional information contact the San Francisco Chronicle Preprint Department (415) 777-7429.

GUIDELINES FOR SENDING DIGITAL ADVERTISING

AD TRANSIT: Send us your PDF files over the Internet — FREE!

Deliver your ad easily through your browser of choice — the same tools you use to surf for information can bring your ad to the San Francisco Chronicle. Some services are free or cost less than postage. These systems offer secure transfer of your files, prompt notification that your ad was received and support personnel who can help with problems. No e-mail to get lost. No e-mail client to corrupt your attachments. No unread mailboxes.

AdTransit is Web-based Ad Transfer, notification, confirmation and tracking system used by the San Francisco Chronicle — www.adtransit.com. Anyone can register to use this service to send ads to us. There is no cost for ads sent to the San Francisco Chronicle. You may be charged for ads you send to other newspapers. The San Francisco Chronicle pays the AdTransit fee for ads sent to the San Francisco Chronicle.

The ad is uploaded via the Internet and stored on the AdTransit server, which then passes the file to the San Francisco Chronicle. This means that even if our server malfunctions, we can receive your ad. You receive immediate confirmation that your ad has been uploaded via AdTransit, and an e-mail confirmation that it has reached the San Francisco Chronicle. AdTransit provides technical support directly to you — a service we have arranged for you at no cost.

Go to www.adtransit.com/sfchronicle for instructions. It will take you about 10 minutes to complete the registration. If you need help, you can call the AdTransit support line, your Account Executive, the Prepress department at the San Francisco Chronicle, 415-777-7542, or you can read more about it on our website at SFGate.com/c/advertise/guidelines.

Removable Media
Diskette, CD, DVD

File Formats
Preferred format is Adobe Acrobat 4 PDF or higher file with all fonts embedded. Please refer to page 30 for Acrobat 4 Distiller Job Option Settings.

DIGITAL AD TRANSMISSION SERVICES

AD TRANSIT

- Advertisers and agencies can send ads free to the San Francisco Chronicle through the Internet
- Users must establish an AdTransit account before transmission at www.adtransit.com
- Support issues: Email: support@adtransit.com Phone: 800-254-6533

ADSEND

- This is a low cost, straightforward and managed ad delivery system
- Advertisers pay a fee for each ad that is sent through the system
- It is available 24 hours a day, seven days a week
- Users must establish an AdSend account before transmission www.adsend.com Click the REGISTER NOW WITH THE NEW ADSEND button and follow the instructions.
- Support issues: Email: adsendsupport@adsend.com Phone: 800-823-7363

For more information on any of these digital ad delivery options, please contact the San Francisco Chronicle Digital File Operations at 415-777-7542

FTP DIGITAL MATERIALS

1. All ads and other digital material received through FTP must be accompanied by an e-mail message to eads@sfchronicle.com containing the following information:

- | | |
|------------------------|--|
| • Advertiser name | • Publication date |
| • Contact name | • Size |
| • Contact phone number | • Caption |
| • PDF file format | • ADMARC or Ad Manager work order number |

The SFChronicle work order number should be used as the file name. However, if it isn't used, please limit the file name to no more than 15 characters. It should not contain any spaces, underscores or other non-alphanumeric characters.

2. If the material received is to replace previously sent material, it must be noted as "REPLACEMENT."

3. The information for the FTP site is:
HOST: [ftp.sfchron.com](ftp://ftp.sfchron.com)
Ignore PERMISSION DENIED warning and drag and drop file into the window.

PREPARING ADOBE ACROBAT 4.0 OR HIGHER PDF FILES

Selecting a print driver and PPD:

Using the Acrobat Distiller Printer Description (PPD) file with your LaserWriter of choice is recommended. Otherwise be sure to use a color PPD with color files or a black and white PPD for black and white files.

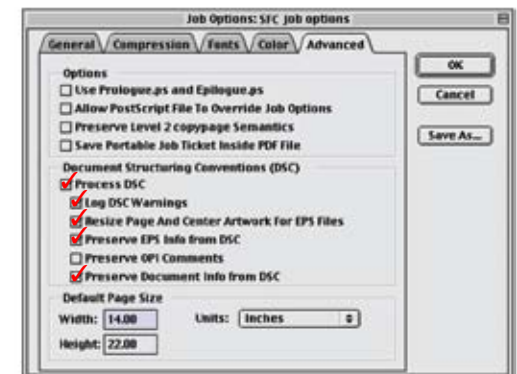
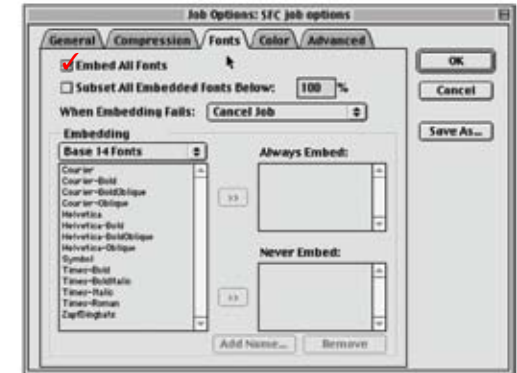
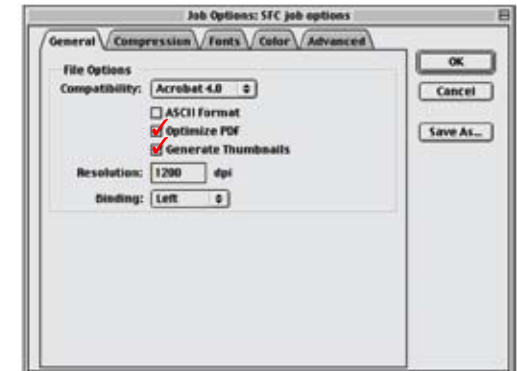
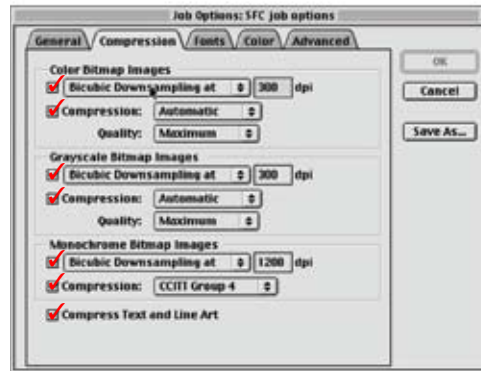
Color Handling:

Convert all RGB and indexed color images and text to CMYK before distilling your file.

Fonts:

Be sure to embed all fonts.

When saving your files, selecting these Job Options can help produce an optimized file. Please feel free to contact the Digital Department for assistance at 415-777-7542.



WEB OFFSET PRINTING

1. Minimum size ad — 1/32 of a page.
2. Advertising must be as many inches deep as columns wide in general news sections. Strip advertising available in Main News, Sports, Travel, Datebook (except Sunday in the Pink Datebook) and Business sections only.
3. Highlights should not be less than 5% printing dot; shadow dots should not exceed 85 percent (15 percent non-printing dot). Line art should not be less than 1 pt. in thickness. For contrast and readability, reverse type should not be positioned within screened areas containing less than a 60% screen on any one, two, three, or four colors.
4. All ad material must contain crop marks adjacent to image area.

ELECTRONIC MATERIALS - Preparing Digital ads using Macintosh:

1. Size must be accurate, no shrinking factor.
2. We do not accept True Type or Open Type fonts.
3. An Acrobat 7 PDF or higher is preferred for all pagination/press-ready ads. When submitting Acrobat 4 PDFs, please refer to page X for Acrobat 4 Distiller Job Option Settings.
4. A Multi-Ad Creator 7 or higher document with placed Photoshop files is preferred for all non-pagination/press-ready ads. All postscript fonts and graphics must be included with ad at time of submission.
 - a. Photoshop files should be 240 dpi, line art files should be 600 dpi.
 - b. Art should be placed in document at 100% size.
5. Other acceptable software programs are Photoshop 7 & Illustrator 10, although it will have to be resaved to Illustrator 8.
 - a. When submitting ads prepared in Photoshop 7, we recommend using the Save As Photoshop PDF function. In the PDF Options Dialog box, choose: Encoding: Quality — 12 — Maximum; (x) Include Vector Data; and (x) Embed Fonts. This will ensure your fonts will print at the full resolution of the typesetter.
 - b. When submitting ads prepared in Illustrator 10, convert all fonts to outlines. Postscript fonts and graphics must be included with ad at time of submission.
6. Material can be submitted on CDs. Please provide a disk directory printout of the content on the disk provided.
7. A printout of the ad is required. For color ads, provide an accurate color printout. Match-Print is the preferred proofing process; progressive press proofs are acceptable.
8. All ad material must contain crop marks adjacent to image area.
9. Centerspread (doubletruck) ads must be submitted in one piece.
10. Line art should not be less than 1 pt. in thickness.

MECHANICAL MEASUREMENTS

All sizes listed are before processing.

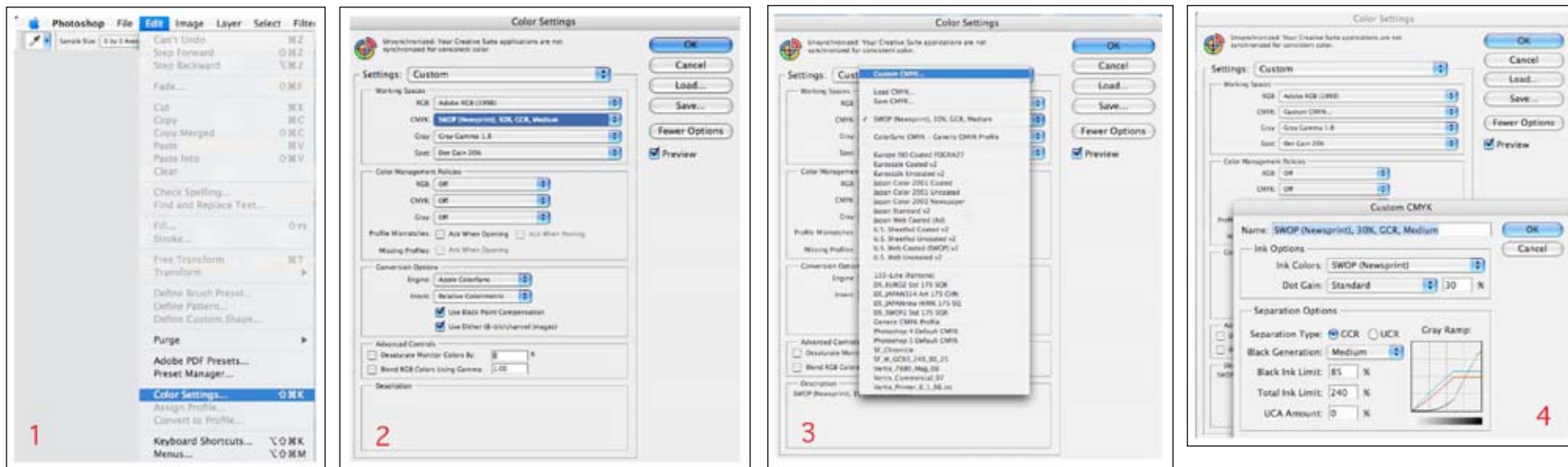
1. Standard Size Sections
 - a. Type page size: 9.75" x 20".
 - b. Double truck size: 20.75" x 20"
 - c. Space must be ordered in modular sizes listed on pg 5. Advertisements over 18" in depth will be charged full column depth of 20".
2. ROP Column Widths

1 column	1.486"
2 column	3.139"
3 column	4.792"
4 column	6.444"
5 column	8.097"
6 column	9.75"
3. Tabloid Size Sections
 - a. Type page size: 9.75" x 9.83", 6 columns to page.
 - b. Double truck size: 20.25" x 9.83".
 - c. Space must be ordered in modular sizes listed on pg 7. Tabloid Ads with depth greater than 6.833" are billed at full depth of 9.8333"

ADS BUILT BY CHRONICLE

1. We prefer all art and copy to be submitted digitally.
2. Line screens are as follows:
 - The San Francisco Chronicle newspaper: 120-line screen
 - Chronicle Magazine, color: 133-line screen
 - Chronicle Magazine, black and white: 110-line screen
 - SFiS Magazine, color: 150-line screen
 - Line screens other than listed above are unacceptable.
3. Our Creative Services Department or Marketing Design Group can assist you with comprehensive layouts, camera-ready art, illustrations and complete processing of materials for publication in all the products of the San Francisco Chronicle. A fee of \$100.00 per hour will be charged for illustrations. Photography services are also available. Call your San Francisco Chronicle account executive for complete illustration and photography charges. Standard Size Sections

Below are Photoshop Color Settings required to achieve 240% total CMYK ink density limit for darkest parts of all photos in display ads. After entering these figures, convert images from RGB to CMYK for proper ink density required for newsprint.



COLOR REQUIREMENTS

1. Printing materials requested for color should be submitted digitally in Process Color (CMYK) only. No spot colors please.
2. Highlights should not be less than 5%.
3. Type smaller than 12 points should not be reversed on a single color background. Type should not be reversed on a yellow or other light-colored background.
4. Maximum overprint density of 4-color should not exceed 240%. SNAP specs are acceptable. See instructions above.
5. Four-color black is unacceptable for type and rules. Color can shift and misregistration becomes more visible. No 4-color black tint boxes with reversed white type.
6. Rules that are 4 points or thinner or type smaller than 7 points should be reproduced as one color only. (100% black is recommended.)
7. Image trap should be 0.005 inches or higher.

For more mechanical information, contact The Chronicle's Creative Services Department at 415-777-6308.

GENERAL INFORMATION

- Rates are shown for tabloid-sized pages. One standard page is considered two tabloid pages. Additional “Flexie” rates available on request.
- Preprinted sections are accepted at the San Francisco Chronicle's option after submission of samples for copy and mechanical acceptability.
- All pages that resemble editorial matter must be marked “Advertisement.”
- Preprints cancelled after deadline, arriving early or late, or improperly skidded, folded or trimmed will be charged additional handling and storage costs, based on expenses incurred by the San Francisco Chronicle.
- The San Francisco Chronicle will not be liable for printing or other preprint costs due to incomplete distribution.
- Product sample rates quoted on request. Rates shown do not apply; partial pages will be subject to additional charges.
- Information on additional charges incurred when General Advertising appears in a Retail Preprint available upon request.
- Additional charges for stitched insert or reply card.
- Sunday rates apply to Thanksgiving Day and Christmas Day.

PREPRINTS (IN-PAPER DISTRIBUTION)

Home delivery (Monday - Saturday, Sunday)

Home-delivered circulation Monday through Sunday; geographically distributed by ZIP code to Chronicle subscribers Monday through Sunday in six Bay Area counties of San Francisco, San Mateo, Santa Clara, Alameda, Contra Costa, and Marin, plus portions of Sonoma, Napa counties and the Vallejo/Benicia area.

NOTE: Circulation overlaps across ZIP code boundaries due to the structure of carrier routes.

MINIMUM INSERTION AMOUNT: 50,000

Single copy (Wednesday - Friday, Sunday)

Single-copy circulation is available Wednesday, Thursday, Friday and Sunday; geographically distributed by a Metro Zone Cluster Wednesday through Friday, while Sunday uses the Preprint Zone Cluster (no individual ZIP-code distribution offered).

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The San Francisco Chronicle and SFGate.com • 901 Mission Street, San Francisco, CA 94103 • Tel 415.777.1111 • www.SFGate.com/chronicleadinfo

Rev. 02/05/10
Effective 06/29/09

Preprint sizes

- Minimum size accepted: 5 3/4" x 3 1/2".
- Flexie: 5 3/4" x 3 1/2" through 7" x 11". (8" x 10" does not qualify.)
- Tabloid supplements: Minimum 7" x 11"; maximum 11" x 10 1/2".
- Standard (full page) supplements — folded no larger than 11" x 10 1/2".
- The leading edge of a standard size insert should be 3/4" higher than the tail edge. Dummies provided upon request.

Paper Weight

- Single sheet — 5 3/4" x 3 1/2" = 104 lb. stock, up to 11" x 8 1/2" = 70 lb. stock, bigger than 11" x 8 1/2" = 50 lb. stock
- Four-page regular tabloid — 40 lb. stock.
- Four-page 5 3/4" x 3 1/2" — approximately 40 lb. stock.

Paper thickness

- Minimum thickness .005 (13 mm).

PACKING INSTRUCTIONS

Daily Bundle Requirements

- Preprints must be in bundles of equal count per bundle and skids should contain equal amounts of bundles.

BUNDLE SIZE

Bundles must be sized as follows:

Tab Pages	4	8	12	16	20	24	28	32	36	40	44-56	56+
Standard	2	4	6	8	10	12	14	16	18	20	22-28	28+
Turns	50	50	50	50	50	50	50	50	50	50	25	25
Newsprint	1,000	500	400	300	300	250	200	150	150	100	100	50
Glossy	500	250	200	150	150	150	100	100	100	50	50	25 or 50

- Single sheet without fold must have a flag protruding a minimum of 2" from the bundle at each 50 count.
- Glossy sections up to 56 pages must be stacked in turns of 25. Catalogs over 56 pages must be in turns of 25.

Sunday Turn Requirements

- Preprints must be delivered in a consistent number per turn, as follows:
- Unstitched and 56 tabloid pages or smaller — minimum 75 per turn, maximum 125 per turn.
- Stitched or larger than 56 tabloid pages — 50 per turn.

CHRONICLE MAGAZINE ART & COPY PREPARATION

1. The San Francisco Chronicle requests that all material be supplied in digital format. This applies to color as well as black & white material. Macintosh platform preferred.
2. Size must be accurate, no shrinking factor.
3. An Acrobat 4 PDF is preferred for all pagination/press-ready ads.
 - a. When submitting Acrobat 4 PDFs, please refer to page 30 for Acrobat 4 Distiller Job Option Settings.
 - b. We do not accept True Type or Open Type fonts.
4. A Quark 4 or Multi-Ad Creator 7 document with placed Photoshop files is preferred for all non-pagination/press-ready ads. All postscript fonts and graphics must be included with ad at time of submission.
 - a. Photoshop files should be 300 dpi, line art files should be 600 dpi. Line art should not be less than 1/2 pt. in thickness.
 - b. Art should be placed in document at 100% size.
 - c. We do not accept True Type or Open Type fonts.
 - d. Quark Hyphenation and Justification settings should be as follows (Use of any other H&J settings will be overridden upon importation with page):
Auto Hyphenation – ON, Smallest Word: 4,
Minimum before: 2, Minimum after: 2
Break Capitalized Words: ON
Hyphens in a Row: Unlimited, Hyphenation Zone: 0"
Justification Method – Space: Min.: 85%, Opt.: 95%,
Max.: 100%, Char: Min.: -1%, Opt.: 0%, Max: 5%,
Flush Zone: 0", Single Word Justify: ON
5. Other acceptable software programs are Photoshop 7 and Illustrator 10, although it will have to be resaved to Illustrator 8.
 - a. We do not accept True Type or Open Type fonts.
 - b. When submitting ads prepared in Photoshop 7, we recommend using the Save As Photoshop PDF function. In the PDF Options Dialog box, choose: Encoding: Quality — 12 — Maximum; (x) Include Vector Data; and (x) Embed Fonts. This will ensure your fonts will print at the full resolution of the typesetter.
 - c. When submitting ads prepared in Illustrator 10, convert all fonts to outlines. Postscript fonts and graphics must be included with ad at time of submission.
6. Highlights should not be less than 5%. Shadow dots should not exceed 85 percent (15 percent non-printing dot).
7. All ad material must contain crop marks adjacent to image area.
8. Centerspread (doubletruck) ads must be submitted in one piece.
9. Material can be submitted on CDs. Please provide a disk directory printout of the content on the disk provided.
10. For more mechanical information, contact The Chronicle's Creative Services Department at 415-777-6308.
11. Having The Chronicle prepare your ad:
 - a. The Chronicle's Creative Services Department can assist you with comprehensive layouts, camera-ready art, illustrations and complete processing of materials. A fee of \$100.00 per hour will be charged for illustrations. Photography services are also available. Call your Chronicle account executive for complete illustration and photography charges.
12. When having The Chronicle prepare your ad, if applicable to your particular ad please provide:
 - a. Detailed layout with typed instructions.
 - b. Approved typed copy with headline, subhead, text, price, etc., clearly marked.
 - c. Color-corrected digital art.
 - d. Continuous-tone prints – black & white, or color.
 - e. Logos, line art, etc.

COLOR REQUIREMENTS

1. Printing materials requested for color should be submitted digitally in Process Color (CMYK).
2. Spot color inks should be identified by ANPA Ad/Litho/Ad Book #9. Subject to conversion to process inks.
3. Maximum overprint density of 4-color should not exceed 280%. SNAP specs are acceptable.
4. 4-color black is unacceptable for type and rules. Color can shift and misregistration becomes more visible. For type that is at least 8 points and larger, the San Francisco Chronicle recommends using 20% cyan behind black to boost color as needed.
5. Type should not be reversed on a yellow or other light-colored background.

SHIPPING INSTRUCTIONS

1. See Shipping and Materials Instructions for details.
2. If Macintosh disk varies from required specifications, please contact The Chronicle's Creative Services Department at 415-777-6308 or The Chronicle's Production Department at 415-777-7298.

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Rev. 02/05/10
Effective 06/29/09

These standard terms and conditions are hereby made part of the attached Contract/Agreement (the "Advertising Agreement") by and between the San Francisco Chronicle, a division of Hearst Communications, Inc., ("Chronicle") and the Advertiser named therein and party thereto ("Advertising Party") and its advertising agency, if any ("Advertising Agency", and together with Advertising Party, "Advertiser"). Each such party acknowledges that the following additional terms and conditions are incorporated in and made a part of the Advertising Agreement.

A. ADVERTISING ACCEPTANCE/AGREEMENTS/RATES/COPY REGULATIONS

1. All advertising is accepted subject to Chronicle's approval. The Chronicle shall at all times have the right without liability to reject, in whole or in part, any advertisement scheduled to appear in the newspaper for any reason in Chronicle's sole discretion, even if such advertisement has previously been acknowledged or accepted.

2. All advertising spending during the agreement period contributes towards Dollar Volume Contract fulfillment. Columns, inches or Classified lines purchased during the agreement period contribute to Space Agreements. Contributions to Frequency Agreements are based upon qualifying insertion orders during the agreement period. Fulfillment will be cumulative from the start of the Advertising Agreement. Limitations and restrictions may apply to some advertising categories and separate space or line advertising agreements may be required.

3. General advertising rates are commissionable at 15% only to Advertising Agencies recognized by the Chronicle. Cash discounts are not available. Retail rates are net and non-commissionable and are not available to advertising agencies. No cash discounts are offered. All General advertising is commissionable. All Retail advertising is non-commissionable. General classified advertising in connection with automotive and recruitment is commissionable. All other Classified advertising is non-commissionable.

4. If an Advertising Agreement threshold is exceeded during the initial contract period, the Advertiser may elect to upgrade the commitment level to obtain a more favorable rate going forward. If an Advertiser does not fulfill the annual commitment in the specified time period, the Chronicle will adjust all advertising placed during the Advertising Agreement period to the actual rate earned.

5. It is a condition of this Advertising Agreement that the Chronicle reserves the right to revise (upward or downward) its advertising rates at any time. The revised rates will become effective on the announcement date for all Advertisers ("Effective Date") except for Advertisers who qualify for a guaranteed rate for the duration of a previously existing contract.

a. If the Chronicle revises rates, then Advertisers are allowed to continue the Advertising Agreement at the new rates or to cancel the existing Agreement without penalty before the Effective Date of the new rates, provided that advertising performance level at the time of cancellation, in Chronicle's sole judgment, is consistent with fulfilling the original Advertising Agreement at the earned rate, if applicable.

b. If Advertisers elect to take advantage of newly established rates or revise the existing Advertising Agreement performance level to a level with a more favorable rate, then upon proper written approval, the Advertisers affected may be allowed to terminate the existing Advertising Agreement without penalty, if Chronicle determines that the advertising performance level at the time of cancellation is consistent with fulfilling the original Advertising Agreement. A new Advertising Agreement will be signed at the new Advertising Agreement level rate, superseding the prior Advertising Agreement.

c. If an Advertiser decides to cancel the existing Advertising Agreement to take advantage of a new lower rate and has not performed at a level that, in Chronicle's sole judgment, would be sufficient to fulfill the existing Advertising Agreement, then the Advertiser will be billed the difference between the Advertising Agreement rate and the rate earned prior to cancellation in accordance with the rate schedule applicable prior to the revision.

6. Words such as "advertisement" will be placed with a minimum point size of 14 at the top of copy that, in Chronicle's opinion, resembles editorial matter.

7. Advertising policies, terms, conditions and general information in the Rate Card Standard Terms and Conditions are subject to change at any time by the Chronicle. Chronicle will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in its rate card or with its terms and conditions. Terms in advertising orders that do not conform to the rates or terms and conditions on the existing rate card(s) will be regarded as clerical errors. Copy accompanying such orders will be inserted for publication and charged at the applicable effective rate.

8. The Chronicle shall not be responsible for orders, cancellations, corrections or copy given over the telephone. Written confirmation of any of the above must be received within sufficient time (as may be determined by the Chronicle) to allow Chronicle implementation or the advertising will be billed as originally ordered at corresponding rates.

San Francisco Chronicle | SFGate.com

Your Audience Delivered

9. The Advertiser and/or Chronicle shall designate the width in columns and the exact depth in inches to the nearest half inch or Classified line. The Chronicle will bill the advertisement in exact space ordered.

a. The printed image size of ads may vary from the mechanical measurements as a result of production parameters and processing shrinkage.

b. All display advertisements are billed from cut off rule to cut off rule. For in column ads, there is a charge for one cut off rule per liner ad.

c. Standard size advertisements over 19.5 inches in depth and tabloid size advertisements over 11 inches in depth will be charged full column depth of 21.5 inches and 11.5 inches respectively.

10. Display advertisements will be positioned from the bottom of the page. No guarantee is made regarding positioning. Orders specifying positions are accepted only on a request basis, subject to the right of the Chronicle to determine actual positions in its sole discretion. In no event will adjustments, reruns or refunds be made because of the position in which an advertisement has been published.

11. Advertiser is responsible for checking advertising copy for corrections and providing the Chronicle with prompt written notice of errors or changes within the Chronicle's deadlines.

12. Clippings, checking copies or tear sheets must be ordered at the time the ad is placed and fees will be charged for these services.

13. All advertising copy must be accompanied by a layout and correctly marked for processing by Chronicle's composing room. If any changes are required by the Chronicle to conform advertising copy to Chronicle requirements, the time required to make these changes will be billed to the Advertiser at hourly rates currently in effect by the Chronicle.

14. Reasonable commercial effort will be made to return artwork and layouts furnished by Advertisers upon reasonable request, but the Chronicle shall not be held responsible in case of loss or damage.

15. All advertising set and not published within 30 days will be billed and charged production charges at the Chronicle's current rates plus any additional costs incurred by the Chronicle. Production charges are based upon the Chronicle's current production schedules that are available upon request. Claims for adjustment of production charges must be made within 30 days of publication.

16. All preprinted advertising inserts must conform to the printing, packing and shipping instructions of the Chronicle. Copies of current instructions are available upon request. Preprints, which fail to conform to these instructions, will be subject to applicable charges for labor and late delivery, and other costs incurred by the Chronicle. All preprint delivery complaints must be received at the Chronicle's offices within three (3)

days of distribution. The Chronicle cannot guarantee that all preprints will be inserted, or that every newspaper distributed will include a particular preprint. Advertiser understands and accepts that the Chronicle shall not have any liability for less than complete insertion of any preprints.

B. CREDIT AND BILLING POLICY

1. All rates are net, cash with order, unless credit has been approved in writing by the Chronicle credit department. The Chronicle may at any time and at its sole discretion (i) require cash with order in the form of cash, cashier's check or certified funds, (ii) require immediate payment in full of any outstanding balances, (iii) refuse to accept advertising until all past due payments are made, (iv) refuse to publish advertising, or (v) require all or any of the above.

2. All payments are to be made to The Chronicle's offices in San Francisco, California. Checks should be made payable to the San Francisco Chronicle in U.S. dollars. All advertising placed by Advertisers outside the United States must be prepaid in U.S. funds drawn on a U.S. bank.

3. Acceptance and publication of advertising does not constitute an extension of credit to the Advertiser or Advertising Agency. The Chronicle may, at its sole option, extend credit upon completion of an application for credit and/or personal guarantee, along with any other additional information, surety, and credit reference deemed necessary by the Chronicle.

4. Where credit is extended, monthly bills are due upon receipt and should be paid no later than twenty (20) days following presentation (billing date), and weekly bills are due upon receipt and should be paid no later than seven (7) days following presentation (billing date). Continuation of credit privileges and terms is dependent upon full and prompt payment.

5. Any invoice submitted to the Advertiser or its Advertising Agency shall be deemed conclusive as to the correctness of the items contained therein, and shall constitute an account stated unless Advertiser or its agent makes a written objection delivered to the Advertising Manager or Credit Manager within 30 days of such invoice. IF THERE ARE ANY DISPUTES OR DISCREPANCIES, ADVERTISER MUST PROMPTLY PAY ALL AMOUNTS NOT SUBJECT TO DISPUTE, and present to the Advertising Manager and Credit Manager, in writing, a complete and detailed explanation of any payment withheld and reasons therefore. Advertiser agrees to cooperate with the Chronicle in the prompt resolution of disputes. Failure to receive tear sheets or checking copies is NOT recognized as a valid reason to withhold payment or a material breach of the Advertising Agreement.

6. Advertising Agencies that sign Agreements or receive invoices on behalf of Retail and Classified Advertisers are acting as the agent of these Advertisers. Local rate Advertisers are at all times liable for payment of all account balances due and all other liabilities, unless Chronicle and Advertising Agency agree in writing that Advertising Agency accepts the obligation to pay local rate Advertiser's liabilities. Local rate Advertisers are deemed to receive refund payments, adjustments, notices and all other documents when the same are delivered to their agents. Any language in any Advertising Agency's insertion order or other documents to the contrary is void and without effect.

7. Notwithstanding to whom bills are rendered, General rate Advertiser and Advertising Agency, jointly and severally, shall remain obligated to pay to the Chronicle the amount of any bills rendered by the Chronicle within the time specified and until payment in full is received by the Chronicle. Payment by Advertiser to Advertising Agency or any third party shall not constitute payment to the Chronicle.

8. Advertising submitted with insertion orders or other forms, which deny liability for payment, will not be accepted unless the submitting Advertising Agency satisfies at least one of the following conditions:

- a. Signs a "Confirmation of Liability for Payment" form, which supersedes the denial of liability for payment in any and all insertion orders received from that agency; or,
- b. Prepays for the advertising submitted with such a denial of liability.
- c. Advertising agencies submitting agreements or orders limiting their sequential liability will be required to submit a Letter of Guaranteed Payment by their advertising client.

C. TERMINATION/CANCELLATION

1. Advertising Agreements can be canceled by either party upon giving thirty (30) days written notification. Cancellation does not relieve parties of liability for any existing obligations for advertising publicized pursuant to the applicable rate card. If the Advertising Agreement is terminated by the Chronicle for reasons other than non-payment and the cancellation does not permit the Advertiser an opportunity to fulfill the Advertising Agreement performance requirements, the amount due and payable will be the amount billed or the space actually used at rates consistent with fulfilling the Advertising Agreement.

2. Advertising Agreements are subject to immediate cancellation if bills are not paid by the due date and in cases where it is determined the Advertiser does not qualify for the Advertising Agreement rate. If cancellation is for non-payment of bills at due date, the entire amount receivable shall become due and payable and any existing agreement terminated at the option and discretion of the Chronicle without notice.

3. The Chronicle shall have the right to cancel an order at any time. In the event of termination, the Advertiser or its agent shall pay for the space actually used at the rate earned in accordance with the current rate structure.

D. REPRESENTATIONS AND WARRANTIES

1. Each of Advertising Party and Advertising Agency hereby represents and warrants to Chronicle that:

- a. Each has the right to authorize its publication and is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things, (ii) and trademarks, service marks, copyrighted, proprietary or otherwise private material, and (iii) any testimonials contained in any advertisement submitted by or on behalf of the Advertiser, and that such advertisement is not libelous, an invasion of privacy, violative of any third party's right, deceptive or otherwise unlawful;
- b. Each has complied with all federal, state and local laws and regulations of any kind, including but not limited to such laws that prohibit discrimination in employment, housing or other activities, or that regulate advertising in any form or manner; and further, each has relied on its own counsel on such matters and not on any advice express or implied by any Chronicle employee pertaining to the legality of any advertising or practice whatsoever;
- c. Each will promptly provide the Chronicle, upon its demand, proof of the truth of any statements made in advertisements, substantiation of any claims made in advertisements, and proof of the Advertiser's compliance with any federal, state or local law or regulation pertaining in any way to advertising;
- d. Each as part of the consideration and to induce the Chronicle to publish such advertisement, the Advertiser and its Advertising Agency agree(s), jointly and severally, to protect and indemnify the Chronicle, its parent, affiliates, subsidiaries, stockholders and the directors, officers and employees of the Chronicle in which the advertisement appears against any and all liability, damages, loss or expense of whatsoever nature, including attorneys' fees and costs, arising out of the copying, printing or publishing of such advertisement including, but not limited to, claims for libel, slander, deceptive statements, unfair trade practice, unfair competition, infringement of trademarks, copyrights, proprietary rights, trade names, or patents, and invasion or violation of rights of privacy resulting from publication of such advertisement;
- e. The Advertiser and its Agency agree to and do indemnify and save harmless the Chronicle from all loss, damage, and liability, growing out of the failure of any contest or sweepstakes inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the States or subdivisions thereof.

E. LIMITS OF LIABILITY

1. The Chronicle shall not be liable to the Advertiser for any errors in any advertisement, except for failure to correct errors clearly and unambiguously marked by the Advertiser on proofs returned to the Chronicle within the Chronicle's deadlines, and in no event shall any such liability exceed the rate per inch for that portion of the advertisement in error as published on one day. Liability of the Chronicle for the omission of any portion(s) of any issue(s) of the newspaper in which it is scheduled to appear shall be limited to the amount chargeable for the omitted portion(s) of the advertisement on one day at the applicable rate per column inch or line. The Chronicle makes no guarantee that every advertisement will be published on the date ordered, and will make no adjustment for advertisements not published on the date ordered, or at all. No rebate will be allowed for insertion of wrong key numbers.

2. The Chronicle shall not be liable for any consequential damages, whether or not foreseeable, which may occur because of an error in any advertisement, or any omission of a part or the whole of any advertisement. All error claims must be submitted within 30 days of publication.

F. MISCELLANEOUS

Advertiser agrees that no representations of any kind have been made to Advertiser by Publisher or by any of its agents and that no understanding has been made or agreement entered into other than as set forth herein.

This Agreement and the rights and obligations hereunder are personal to Advertiser and/or Advertising Agency and may not be assigned by any act of Advertiser and/or Advertising Agency or by operation of law, change of control of Advertiser and/or Advertising Agency or otherwise without the prior written consent of Chronicle, in its sole discretion.

If any provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other provision, and such invalid or unenforceable provision shall be deemed modified to the extent necessary to render it enforceable, preserving to the fullest extent permissible the intent of the parties set forth in this Agreement. To the full extent, however, that the provisions of any applicable law may be waived, they are hereby waived to the end of this Agreement and this modified Agreement shall be deemed a valid and binding agreement enforceable in accordance with its terms.

Advertiser agrees that the placement and publication of advertising is governed by the laws of the State of California and that the City and County of San Francisco is the location of the principal place of business of the Chronicle, and shall be the forum of any legal action between the Chronicle and Advertiser relating to advertising placed or published.

The Chronicle shall not be liable for failure to publish all or any portion of the advertising which is the subject hereof when such failure results directly or indirectly from fire, flood, earthquake, other acts of God, strikes, lockouts, other labor difficulties, acts of the public enemy, riots, insurrections, government regulations, or any other cause or event beyond their control.