



# MEDIA KIT [2015]



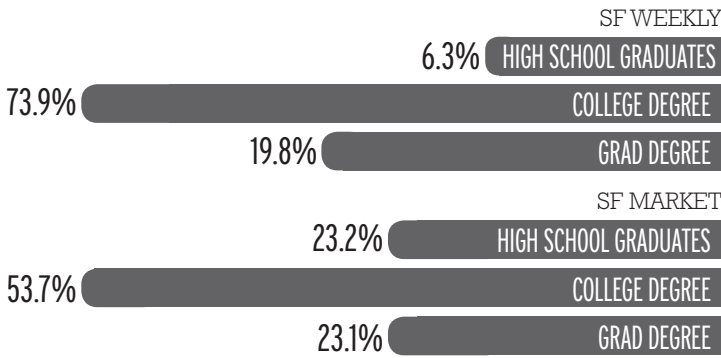


# READER PROFILE

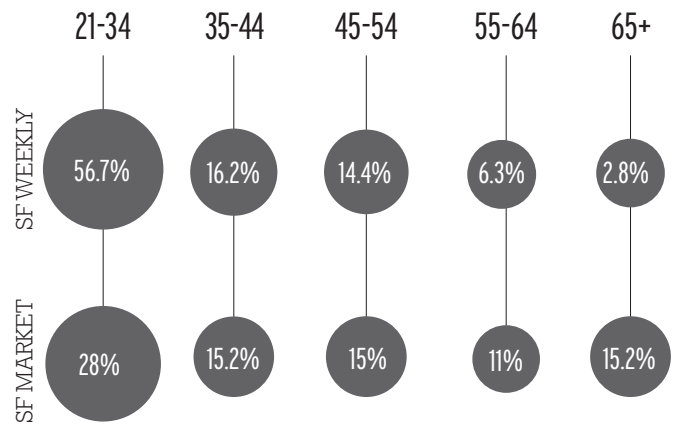
# WHO'S LOOKING?

Source: 7/2014 Media Audit

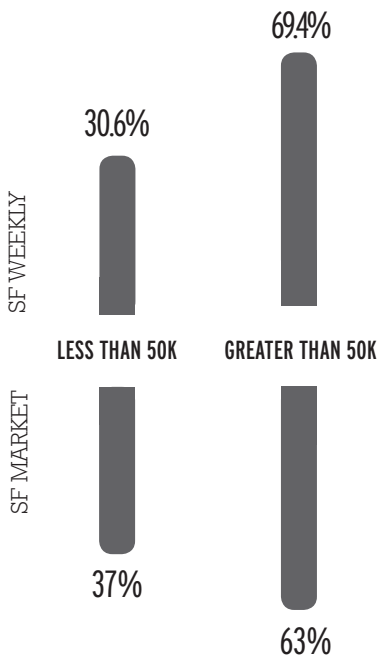
## EDUCATION



## AGE GROUP



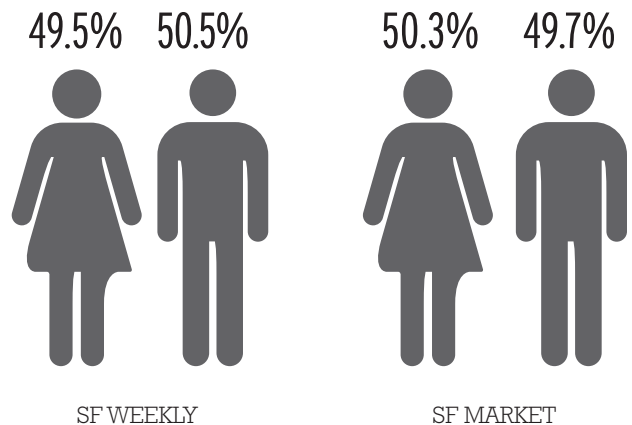
## HOUSEHOLD INCOME



## MARITAL STATUS



## DEMOGRAPHIC GENDER





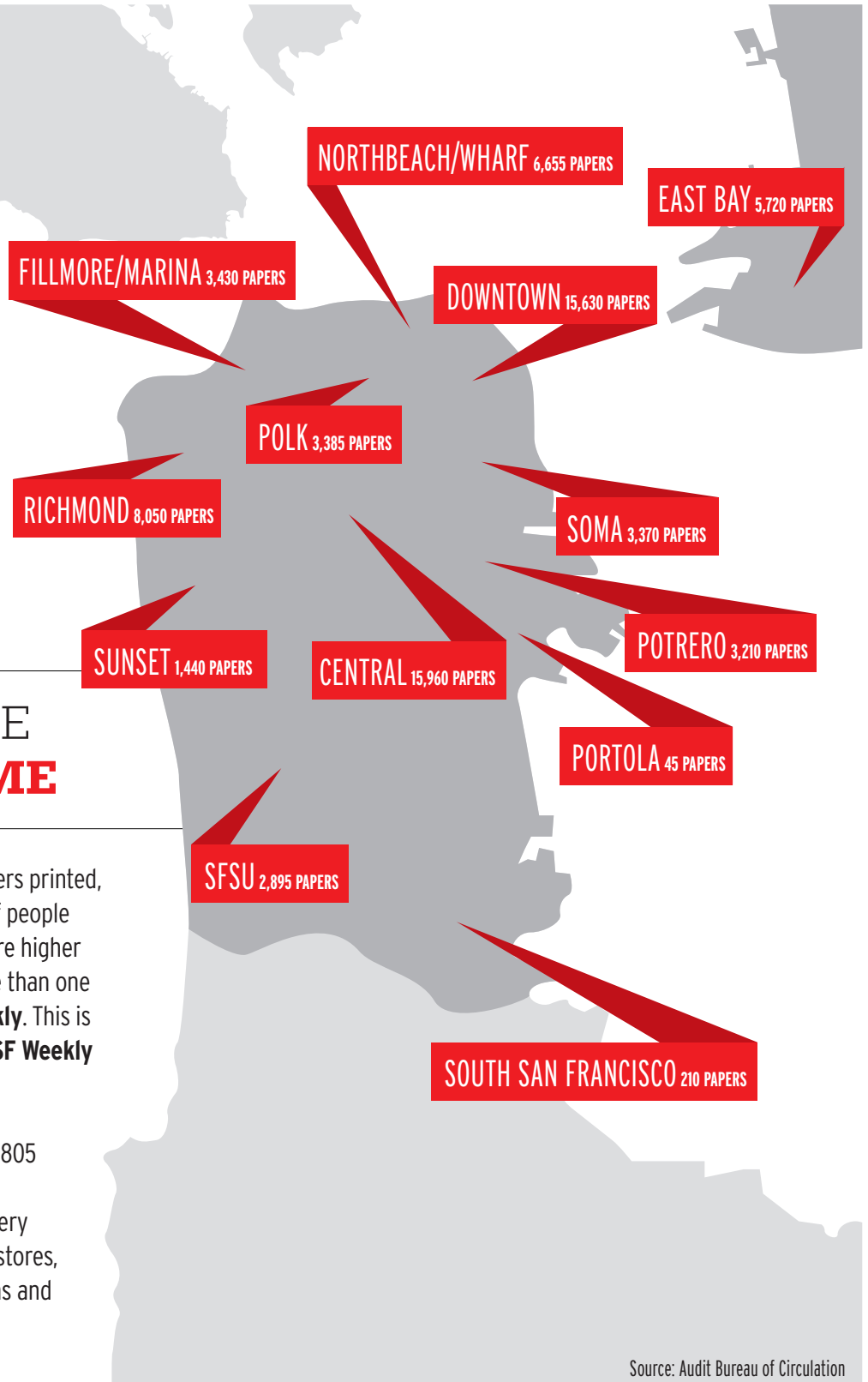
# CIRCULATION

## TOTAL CIRCULATION 70,000

### THE RIGHT PLACE THE RIGHT TIME

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

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



Source: Audit Bureau of Circulation



# RETAIL RATES

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

All rates are per week

## CAMERA READY ART

5MB or less: email your account representative.

Larger than 5MB: send via YouSendIt, Drop Box, or similar service

## CAMERA READY REQUIREMENTS

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

## ACCEPTABLE FILE FORMATS

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

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

## NAMING YOUR FILE

Name files with your account name, the issue run date of the ad and the publication(s) it will run in. For Example: *YourAccountName\_1-6-13\_SF.W.pdf*

## SENDING YOUR FILE

**SF WEEKLY** 415-536-8121

5MB or less: Email your Account Representative

Larger than 5MB: Send via Dropbox, Yousendit or similar service

## PREMIUM AD SIZES (Inquire with Account Representative)

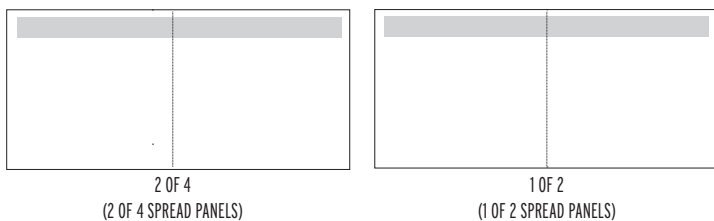
Pop-Up: 10.125" x 1.125" (x4-individual panels)  
or 21" x 1.125" (x2-spread panels)

Front Page Strip, Inside Cover Strip: 10.125" x 1.75"

4 Page Wrap: front-10.125" x 9.5", back-10.125" x 10.25", spread-21" x 10.25"

Front Page Ear: 2.330" x 1.684"

Front Page Side Strip: 1.89" x 10.5"



POP-UP



FRONT PAGE  
SIDE STRIP

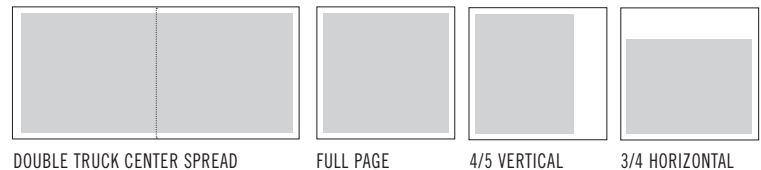
FRONT PAGE EAR

BOTTOM STRIP  
(FRONT OR  
INSIDE COVER)

## AD SIZE

## DIMENSIONS (W x H)

DOUBLE TRUCK (10col x 10.25")	21" x 10.25"
FULL PAGE (5col x 10.25")	10.125" x 10.25"
3/4 HORIZONTAL (5col x 7.646")	10.125" x 7.646"
JUNIOR PAGE (4col x 7.646")	8.067" x 7.646"
3/5 VERTICAL (3col x 10.25")	6.01" x 10.25"
2/5 VERTICAL (2col x 10.25")	3.95" x 10.25"
1/2 VERTICAL (3col x 7.646")	6.01" x 7.646"
1/2 HORIZONTAL (5col x 5.042")	10.125" x 5.042"
3/10 VERTICAL (2col x 7.646")	3.95" x 7.646"
3/10 HORIZONTAL (3col x 5.042")	6.01" x 5.042"
1/5 VERTICAL (2col x 5.042")	3.95" x 5.042"
1/4 HORIZONTAL (5col x 2.437")	10.125" x 2.437"
1/5 HORIZONTAL (4col x 2.437")	8.067" x 2.437"
1/7 HORIZONTAL (3col x 2.437")	6.01" x 2.437"
1/10 HORIZONTAL (2col x 2.437")	3.95" x 2.437"
FULL COLUMN (1col x 10.25")	1.89" x 10.25"
1/7 VERTICAL (1col x 7.646")	1.89" x 7.646"
1/10 VERTICAL (1col x 5.042")	1.89" x 5.042"
1/15 VERTICAL (1col x 3.739")	1.89" x 3.739"
1/20 VERTICAL (1col x 2.437")	1.89" x 2.437"

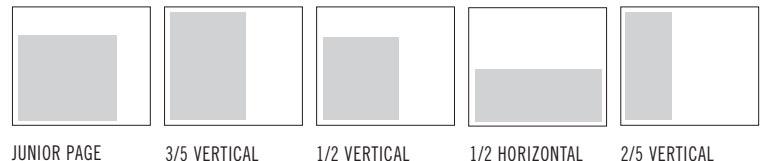


DOUBLE TRUCK CENTER SPREAD

FULL PAGE

4/5 VERTICAL

3/4 HORIZONTAL



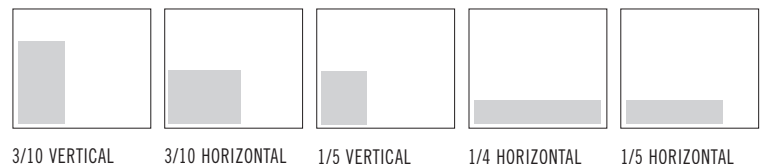
JUNIOR PAGE

3/5 VERTICAL

1/2 VERTICAL

1/2 HORIZONTAL

2/5 VERTICAL



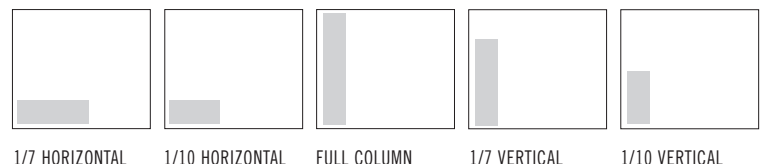
3/10 VERTICAL

3/10 HORIZONTAL

1/5 VERTICAL

1/4 HORIZONTAL

1/5 HORIZONTAL



1/7 HORIZONTAL

1/10 HORIZONTAL

FULL COLUMN

1/7 VERTICAL

1/10 VERTICAL

1 column.....	1.89"
2 column.....	3.95"
3 column.....	6.01"
4 column.....	8.067"
5 column.....	10.125"



# HIGH IMPACT WRAP

# MAXIMUM EXPOSURE

ON THE COVER AND BACK OF SF WEEKLY ...  
PLUS A DOUBLETRUCK!

Improve your product's image in the minds of consumers with a high impact wrap on the cover of SF Weekly. This is a guarantee way that every reader will see you.

### YOUR BENEFITS:

- Dominate coverage of your local market
- Innovate ways to focus attention on your product/service
- Display detailed images
- Create the buzz you need!

### RATE

**\$15,000**

REVISED 1/1/15

1/2H PAGE ON COVER



FULL PAGE ON BACK



DOUBLETRUCK ON CENTER OF WRAP





# INSERT RATES

QUANTITY	OPEN	3-6	7-9	10+
20,000 - 29,999	\$65	\$58	\$53	\$49
30,000 - 39,999	\$64	\$57	\$52	\$48
40,000 - 49,999	\$62	\$55	\$50	\$46
50,000+	\$59	\$52	\$47	\$43

\*Rates per thousand, single page. All rates are net to paper and non-commissionable.

## DELIVERY INSTRUCTIONS

Inserts should be shipped to:

1201 EVANS AVE  
SAN FRANCISCO, CA 94124  
MON-FRI 6AM TO 3PM (415) 850-6151

- Deadline is noon, Friday prior to the week of publication (Pacific Time)
- Inserts should be packaged in uniform bundles containing equal quantities, or on skids in uniform turns
- The load and skid should not exceed 54" in height, including pallet
- Packages should be clearly labeled indicating the following:
  - Inserts for SF Weekly, including issue date
  - Quantity of inserts contained per package
  - Quantity of packages (i.e., 1 of X, 2 of X, 3 of X)
  - Description of material

**There will be a \$5 per thousand additional charge if specifications are not met.**

## ZONES

- Minimum delivery of 26,000 papers. See circulation zone map for geographic breakdowns
- For maximum efficiency, please include an additional 2% of your total number of inserts
- SF Weekly is a controlled circulation newspaper limited to one copy per reader. Circulation figures for a given area are approximate. Billing will reflect actual circulation for that area in a given week

## RESERVATION DEADLINES

Payment is accepted in advance up to 6 months.

## SPECIFICATIONS

### BIND-IN INSERT

(Insert binded and/or folded saddle)

- 3.5" x 5" - minimum size (flat size 3.5" x 8.5" folded to 3.5" x 5")
- 10.375" x 12.625" - 4 pages maximum (flat size 21.5" x 13" includes .1875" head, foot and face trim)
- Must contain 3.5" binding lap (minimum)

### BLOW-IN INSERT

(Insert not binded to paper)

- 3.5" x 3.5" - minimum size
- 6" x 6" - maximum size

### WEIGHT OF PAPER

Minimum 6pt (70lb uncoated or 100lb coated gloss)  
Maximum 12 pt

Insertions will be placed randomly within each paper. SF Weekly reserves the right to accept or reject any circular, flier, catalog or product sample submitted for delivery. Any additional cost incurred by SF Weekly for special handling, late arrival, damaged shipments, etc. will be the responsibility of the advertiser, notification of such to be made to the advertiser if time allows. To guarantee 100% insertion, SF Weekly requests a 3% overage allowance of insert materials.



# 2015 MEDIA CALENDAR

## JANUARY

Winter Arts	1/8
Careers & Education	1/8
Comedy Issue	1/22
SF Ballet Guide	1/22

## FEBRUARY

Valentine's Day Guide	2/5
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## MARCH

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

## APRIL

Careers & Education	4/2
Music Issue	4/16

## MAY

Best of San Francisco	5/7
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## JUNE

Summer Guide	6/4
Stern Grove Festival: Official Season Guide	6/18
Pride Issue	6/25

## JULY

Pilgrimage Issue	7/16
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## AUGUST

Careers & Education	8/6
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## SEPTEMBER

Fall Arts	9/3
Savor the City Restaurant Issue	9/24

## OCTOBER

Election Issue	10/1
Halloween Guide	10/15 + 10/22

## DECEMBER

New Year's Eve Guide	12/10
Year In Review	12/24

