

Welcome!

Thank you for your interest in the *San Francisco Bay Times*. Founded in 1978, the *Bay Times* was the first LGBT publication in California and among the first in the world, to be jointly and equally created by gay men and lesbians. The goal of fostering unity and balance in the Bay Area's LGBT community continues today as a key part of our mission. We value our community's heritage and the role that the *Bay Times* has played for more than 35 years.

The *Bay Times* is proud to be the oldest and largest paper for our community in the San Francisco Bay Area that has been, and always will be, 100% funded and owned by LGBT individuals.

Our Audience

Bay Times readers are leaders, thinkers, movers and shakers. Our audience is comprised overwhelmingly of professionals, entrepreneurs and individual business owners who are educated and who value content that is both informative and thought provoking.

Our audience is interested in connecting with like-minded LGBT community members for social, business and recreational purposes. *Bay Times* readers are interested in politics, business, finance, health & fitness, travel, arts & culture, cuisine and sports. They read, both online and in print, our articles, editorials and commentary, as well as our famous calendar section known as "Coming Up!"

Followers of the *Bay Times* are also avid readers of advertising. They find within our pages LGBT community members and allies who offer services, products and events.

On a daily basis, the *Bay Times* reaches 30,000 - 35,000 LGBT individuals in San Francisco, the greater Bay Area and beyond through our print, online, e-mail and social media messaging. The print run of the *Bay Times* varies from 10,000 - 25,000 per issue based on the season and thematic content addressed by the particular issue. Our circulation is verified by an independent agency. Based on the findings of Community Marketing Inc, *Bay Times* readers are 60% gay men and 40% lesbians. Additionally, we reach more lesbians than any other newspaper in Northern California.

Our Content

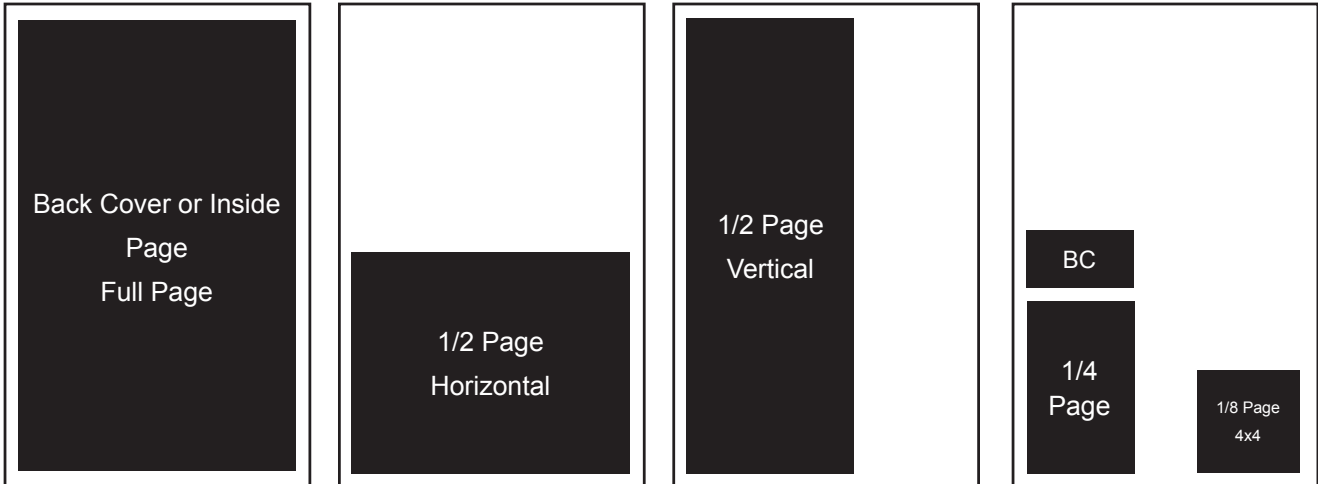
Our staff includes award-winning professionals who bring to the *Bay Times* their experience earned at Pulitzer Prize-winning publications and media outlets at the highest levels of the industry.

The *Bay Times* online, sfbaytimes.com, and related social media provide lightning fast updates on breaking news stories, local events and so much more. With updates often happening by the minute, our team utilizes the latest news sharing technologies to match today's high-paced lifestyle and expectations. Our Facebook page, as of this writing, has the highest level of public engagement of any LGBT publication nationwide, based on Facebook's own insight data.



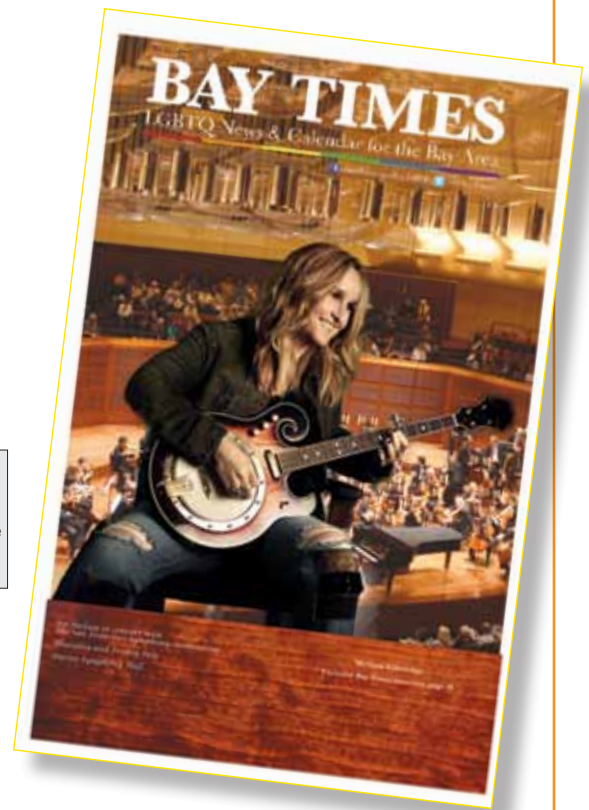
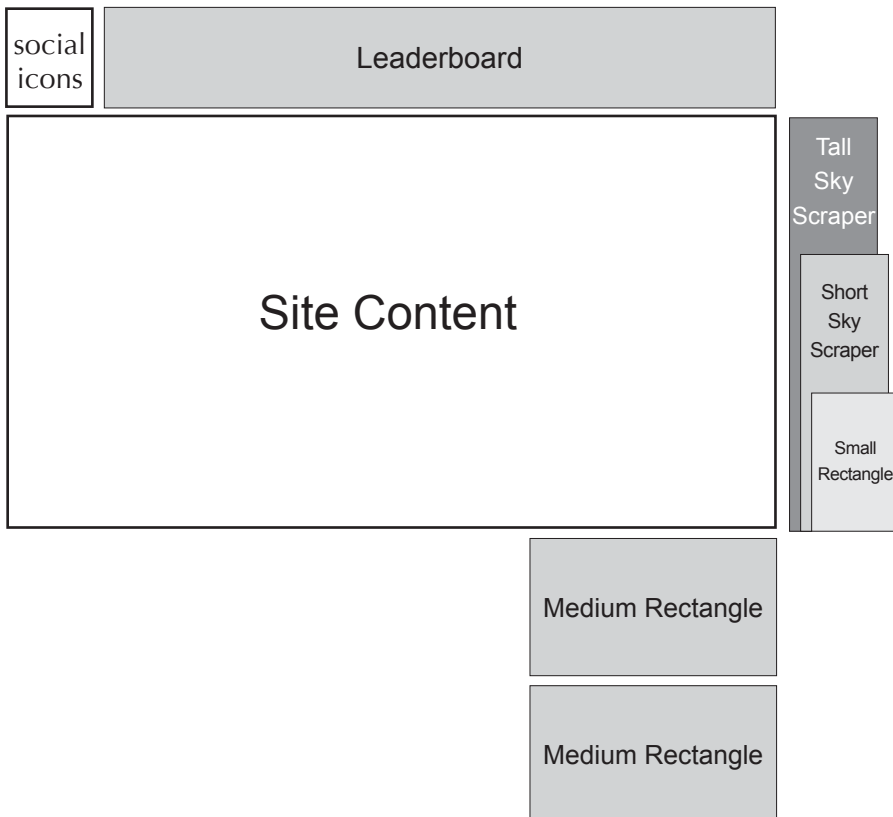
Print Ad Layout

Note: Interested in customized ad sizes?
 Please inquire to Publisher@sfbaytimes.com



* Not to Scale

Web Ad Layout



Print Advertising Rates

Based on a 5-column design

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

Web Advertising Rates

www.sfbaytimes.com

Rates are 1 Month Display Advertising

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



E-blasts and Social Media Sharing

We use the latest technologies to deliver our E-blasts (“Betty’s List” and Bay Times List) and Social Media Sharing services (Facebook and Twitter: SF Bay Times). Adding the E-blast and Social Media sharings can double the reach of your message quickly and efficiently by 15,000 - 30,000 contacts, depending on the campaign and its topic.

Rates:

- \$500 (“Betty’s List”) or \$350 (Bay Times List) per E-blast message (standard rates)
- Non-profit and small business discounts are available. Please inquire.

Mechanical Requirements

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

Print Technical Requirements:

- No bleeds are permitted.
- All fonts should be outlined.
- Color ads should be saved as CMYK color format.
- Please do not create 4-color blacks; it uses more ink.
- Black and White ads should be saved in grayscale format.
- We prefer print-ready ads as TIFF files. We also accept PDF, EPS, and JPEG files – however, the resolution for these must be at least 300 dpi. If sending a JPEG, please save at the maximum quality setting.

Email artwork to co-publisher Betty Sullivan at both ads@sfbaytimes.com and bettsynie@gmail.com. Please compress all artwork to press quality. Direct email to Betty can be sent to Bettsynie@aol.com.

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

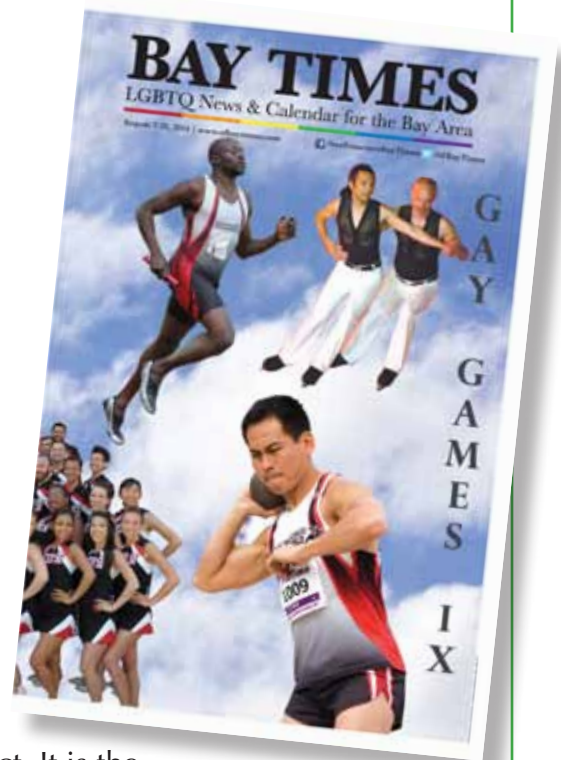
Agency Discounts Please request an agency rate card for special rates.

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

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

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

National Advertising Contact Rivendell Media, Mountainside, New Jersey, 908-232-2021.



Publication Date	Ad Space Reservation Deadline	Art Due Deadline
Thursday, January 8	Friday, January 2	Monday, January 5
Thursday, January 22	Friday, January 16	Monday, January 19
Thursday, February 5*	Friday, January 31	Monday, February 3
Thursday, February 19	Friday, February 20	Monday, February 23
Thursday, March 5*	Friday, March 6	Monday, March 9
Thursday, March 19	Friday, March 13	Monday, March 16
Thursday, April 2	Friday, March 27	Monday, March 30
Thursday, April 16	Friday, April 10	Monday, April 13
Thursday, April 30*	Friday, April 24	Monday, April 27
Thursday, May 14	Friday, May 8	Monday, May 11
Thursday, May 28	Friday, May 22	Monday, May 25
Thursday, June 11*	Friday, June 5	Monday, June 8
Thursday, June 25*	Friday, June 19	Monday, June 22
Thursday, July 9	Friday, July 3	Monday, July 6
Thursday, July 23	Friday, July 17	Monday, July 20
Thursday, August 6	Friday, July 31	Monday, August 3
Thursday, August 20	Friday, August 14	Monday, August 17
Thursday, September 3	Friday, August 28	Monday, August 31
Thursday, September 17*	Friday, September 11	Monday, September 14
Thursday, October 1*	Friday, September 25	Monday, September 28
Thursday, October 15	Friday, October 9	Monday, October 12
Thursday, October 29*	Friday, October 23	Monday, October 26
Thursday, November 12	Friday, November 6	Monday, November 9
Thursday, November 26*	Friday, November 20	Monday, November 23
Thursday, December 3*	Friday, November 27	Monday, November 30
Thursday, December 17*	Friday, December 11	Monday, December 14



*** Special Issues**

- Valentine's Day: Feb. 5
- Small Business Week: April 30
- International Women's Day: March 5
- Pride for both June issues: 11, 25
- Castro Street Fair: October 1
- Halloween: Oct. 29
- Giving Thanks and World AIDS Day: November 26
- Holiday for both December issues: 3, 17

* The Thursday December 3rd publication date is an "adjustment date" in the Bay Times schedule in order that two issues can be published in December prior to December 25th.