

SAN FRANCISCO  
**BAY TIMES**  
LGBTQ News & Calendar for the Bay Area

**CELEBRATING FOUR DECADES** Est. 1978



# 2024 MEDIA KIT

The first LGBTQ newspaper jointly and equally produced by men and women



Raising visibility, building community, and celebrating diversity for over four decades

## Reasons for Pride

Thank you for your interest in the *San Francisco Bay Times*. Founded in 1978, the *Bay Times* was the first LGBTQ publication to be jointly and equally created by men and women. We value our community's heritage and the role that the *Bay Times* has played for over four decades.

The *Bay Times* is proud to be the first and only LGBTQ newspaper in San Francisco to be named a Legacy Business, recognizing that it is a longstanding, community-serving business that is a valuable cultural asset to the city.

You can take pride in the *Bay Times*, knowing that it is used as a teaching tool by educators in the San Francisco Unified School District, City College, San Francisco State University, and other local colleges and universities. Free of sexually explicit ads and content, the *Bay Times* is proudly displayed at businesses, community centers, schools, cafés, and more, as well as in newsstands in central Bay Area locations.

We are additionally proud to be a verified publication that is designated as a certified LGBT-owned business by the National LGBT Chamber of Commerce. We are members of the National Lesbian and Gay Journalist Association and the International Gay & Lesbian Travel Association.



CHLOE JACKMAN PHOTOGRAPHY

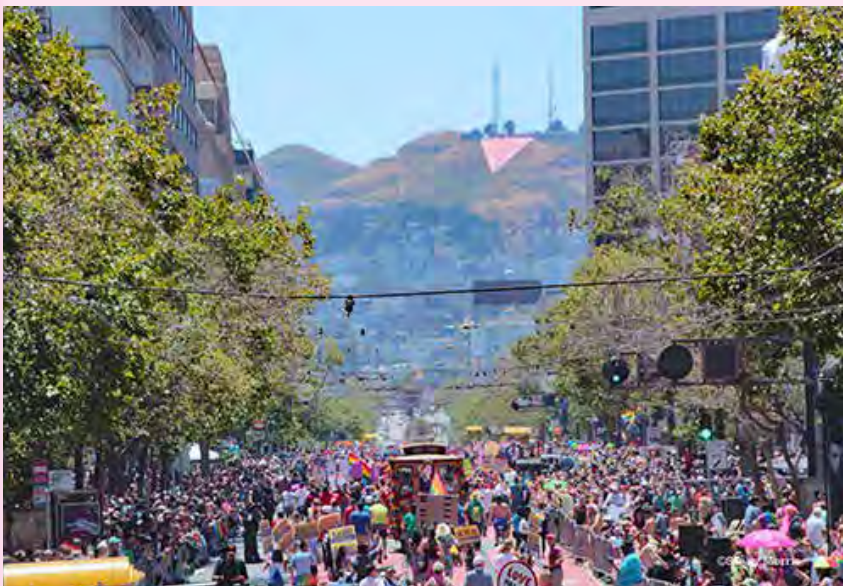


PHOTO BY SANDY MORRIS



CHLOE JACKMAN PHOTOGRAPHY



## Multimedia Innovators

In 1996, *San Francisco Bay Times* Co-Publisher Dr. Betty Sullivan founded “Betty’s List,” which preceded popular online services such as Craigslist. Even then, during the early years of modern digital networks and the growth of the global internet, she and Co-Publisher Jennifer Viegas recognized the power of digital media’s potential. The *San Francisco Bay Times* has since grown to become a multiplatform media company with local, national, and international reach.

### Website and Digital Archive

The San Francisco Public Library, deeming the *Bay Times* to be a valuable community resource of both historic and present significance, is currently working to digitize all issues of the paper dating back to 1978. A digital archive for the past decade is currently accessible at ISSUU and at the *Bay Times* website, which according to Google Analytics and comparable services has consistently high growth in monthly visits, visit duration, and other tracked performance metrics.

### Castro Street Cam

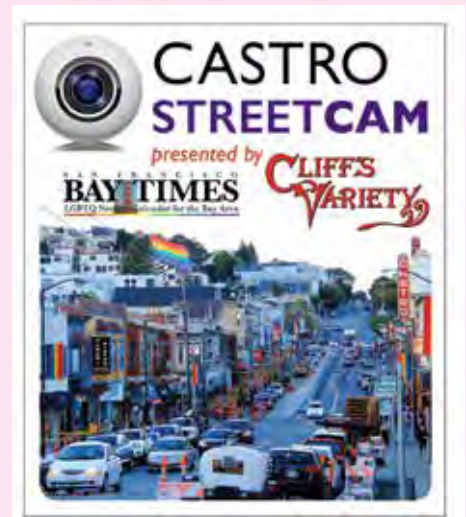
The live-streaming 24/7 Castro Street Cam—comprised of multiple cameras—offers anyone with an internet connection the ability to view Harvey Milk Plaza, Jane Warner Plaza, and Castro Street, capturing its rainbow flags, Rainbow Honor Walk, rainbow crosswalks, and many historic locations associated with renowned LGBT activists, artists, and others of the past and present. It is the first live-streaming media of its kind for the epicenter of the worldwide LGBTQ community.

### E-Blast System

Now comprised of not only “Betty’s List,” but also Harvey’s List for men and the Bay Times List, our E-blast system includes tens of thousands of subscribers who opt-in to receive our messages and are therefore inclined to open them, welcoming the information.

### Social Media

The *San Francisco Bay Times* for years has ranked either first or second for engagement at Facebook among all comparable LGBT media companies in the U.S. Engagement in 2020 frequently went over 181K, ranking the *Bay Times* over 5 times higher than the second listed company. Since our social media offerings are tied to the *Bay Times* website, content and advertising at the site are boosted.



San Francisco Bay Times Castro Street Cam



Homepage of <https://sfbaytimes.com/>



Full text of current and past issues is at <https://issuu.com/sfbt>



Bay Times List and Betty's List E-blasts



## A Personal Approach to Advertising

*San Francisco Bay Times* advertisers include some of the nation's largest companies as well as local landmark small businesses. Customized plans help to match and connect advertisers to consumers. Valued relationships within networks built over decades are essential.

You will rarely hear another media company say that they turn down advertising, but in our case that is true because we do not run sexually explicit ads and content. Distribution hubs are therefore potentially limitless.

Here are just some of our advertisers:



## Community Leaders

*San Francisco Bay Times* columnists and journalists bring more than 50 years of experience working for Pulitzer Prize-winning media outlets. They include some of the Bay Area's most respected and talented leaders who cover a wide array of topics including politics, finance, sports, entertainment, health and fitness, auto, books, philanthropy, food and wine, pets, and much more.



**Dr. Marcy Adelman:** The Co-Founder of the organization Openhouse, Dr. Adelman serves on the Alzheimer's Prevention and Preparedness Task Force, California Commission on Aging, the Board of the Alzheimer's Association of Northern California and Northern Nevada, and the San Francisco Dignity Fund Oversight and Advisory Committee.



**Derek Barnes:** Derek Barnes is CEO of the East Bay Rental Housing Association and a Co-Founder at g-dii Enterprises. He serves on the boards of the Horizons Foundation and Homebridge CA.



**John Chen:** Sports columnist John Chen has competed in, as well as coached, tennis, volleyball, softball, and football.



**Stuart Gaffney and John Lewis:** Together for over three decades, Stuart Gaffney and John Lewis were plaintiffs in the California case for equal marriage rights decided by the California Supreme Court in 2008. Their leadership in the grassroots organization Marriage Equality USA contributed in 2015 to making same-sex marriage legal nationwide.



**Beth Greene:** From directing photo shoots to designing print and web graphics, graphic designer Beth Greene has an extensive background in all aspects of art direction, design, layout, and production. Her clients have included museums, international clothing companies, and more. She brings her impressive experience and skills to the *San Francisco Bay Times*.



**Oakland Vice Mayor Rebecca Kaplan:** Elected in 2008 to serve as Oakland's citywide Councilmember, Rebecca Kaplan was re-elected in 2016 and 2020. She also serves on the Alameda County Transportation Commission.



**Kate Kendell:** The former Executive Director of the National Center for Lesbian Rights, Kate Kendell now works with Take Back the Court and the Southern Poverty Law Center.



**David Landis:** The Gay Gourmet," David Landis, is the former President of San Francisco-based Landis Communications, Inc. (LCI), named America's best Public Relations Firm (Small Firm) by Ragan's Ace Awards. LCI has 50 affiliate agency offices worldwide and is the winner of the Bulldog Award for social media and for public education.



**Dr. Bill Lipsky:** Noted historian Dr. Bill Lipsky is the author of *Gay and Lesbian San Francisco* (2006) and is a member of the Rainbow Honor Walk board of directors.



**Liam Mayclem:** Emmy Award-winning radio and television personality Liam Mayclem is regularly featured on KPIX as well as KCBS, where he is the popular Foodie Chap. Born in London, Mayclem is now at home in the Bay Area, where he lives with his husband, photographer Rick Camargo.



**Dennis McMillan aka Sister Dana:** Longtime contributor Dennis McMillan, also known as Sister Dana van Iquity, is familiar to most San Franciscans. A member of the Sisters of Perpetual Indulgence since June 1985, Sister Dana has emceed holiday events and much more.

## Community Leaders (continued)



**Eduardo Morales, PhD**, is one of the founders of the nonprofit AGUILAS, where he serves as Executive Director. He is also a Professor Emeritus and retired Distinguished Professor at Alliant International University and is the current Past President of the National Latinx Psychological Association.



**Rink:** Photographer Rink has been capturing iconic images related to San Francisco and the city's LGBT community for five decades. Admired by groundbreaking former San Francisco Supervisor and human rights leader Harvey Milk (1930–1978), Rink has taken historic images that are now known and displayed nationwide.



**Dr. Tim Seelig:** Dr. Seelig is the highly acclaimed Artistic Director of the San Francisco Gay Men's Chorus.



**Donna Sachet:** Renowned actor, singer, community activist, fundraiser and writer Donna Sachet was the first drag performer to sing the National Anthem at a Major League Baseball game. Sachet is a San Francisco legend whom former California State Senator Mark Leno has referred to as “the First Lady of the Castro.”



**Dr. Betty Sullivan:** *San Francisco Bay Times* Co-Publisher Dr. Betty Sullivan is the Founder of “Betty’s List,” the Co-Founder of the Use the News Foundation, and a founding member of the World Association of Newspapers’ Youth & Education Committee. She received the Distinguished Alumni Award in 2001 from Columbia University in New York. Dr. Sullivan brings more than 35 years of newspaper industry experience with *The New York Times*, *USA Today*, *New York Newsday*, *San Francisco Chronicle*, and others in the U.S. and abroad.



**Assemblymember Phil Ting:**

Assemblymember Ting represents the 19th Assembly District, which includes the West-side of San Francisco along with the communities of Broadmoor, Colma and Daly City.



**Jennifer Viegas:** As a founding member of the Discovery Channel News team, *San Francisco Bay Times* Co-Publisher Jennifer Viegas worked on iconic projects such as Shark Week, *Planet Earth* and *Blue Planet*. An award-winning senior journalist for the National Academy of Sciences, she wrote the world's first detailed reports linking climate change to environmental and human health effects.



**Jan Wahl:** Multiple Emmy Award-winner Jan Wahl is a Hollywood historian, film critic on various broadcast outlets, and has her own YouTube channel series, “Jan Wahl Showbiz.” She has earned numerous honors for her longtime work on behalf of film buffs and the LGBTQ community.



COURTESY OF SAN FRANCISCO PRIDE



PHOTO BY SANDY MORRIS



PHOTO BY JANE HIGGINS

## Audience

Gender Identity: 40% Female, 60% Male

Relationship Status:\* 40% Single, 30% Married

Median Age: 45

Bachelor's Degree or Higher: 74%

Income Greater than \$75,000: 48%

Homeowners: 49%

Children or Grandchildren: 26%

\* 30% other or no response.

## Seasonal Events Marketing

The *San Francisco Bay Times* has a long tradition of supporting annual Pride festivals and benefit events of Bay Area LGBTQ organizations. Specific issues of the paper are planned with related content, often including Front Page treatments. Our advertisers work with us so that their visibility is maximized on a brand specific basis.

Here are just some of these events:

### Winter

San Francisco Gay Men's Chorus Holiday Shows  
Bay Area American Two Spirits Pow-Wow  
Women's March  
Bayard Rustin Birthday Celebration  
Krewe de Kinque Mardi Gras Ball  
Academy of Friends  
Dance-Along Nutcracker  
Songs of the Season

### Spring

GGBA Power Lunch and Monthly Make Contacts  
Openhouse Spring Fling  
Maitri Gala  
National Center for Lesbian Rights Gala  
Oakland A's Pride Night  
SF Giants LGBT Night  
Frameline  
Sonoma International Film Festival  
MARCUM Food & Beverage Summit



PHOTO BY ALI BIGGS



PHOTO BY ALI BIGGS



PHOTO BY PAUL MARGOLIS

### Summer

Black Brothers Esteem Gala  
Pink Triangle Ceremony  
Annual Pride Brunch  
San Francisco Pride Festival & Parade  
San Francisco Jewish Film Festival  
Silicon Valley Pride  
Oakland Pride

### Fall

HRC-SF Annual Gala  
Golden State Warriors Night Out  
Celebrity Soirée on the Bay  
Castro Street Fair  
Horizons Foundation Gala  
REAF (Richmond/Ermet Aid Foundation)  
Help Is on the Way  
Castro Merchants Association  
Annual Tree Lighting Ceremony  
SF Lesbian/Gay Freedom Band - Dance-Along  
Nutcracker

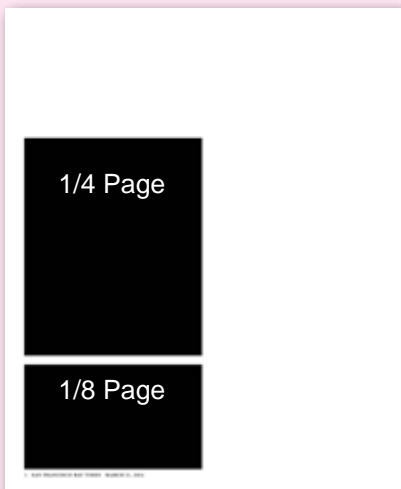
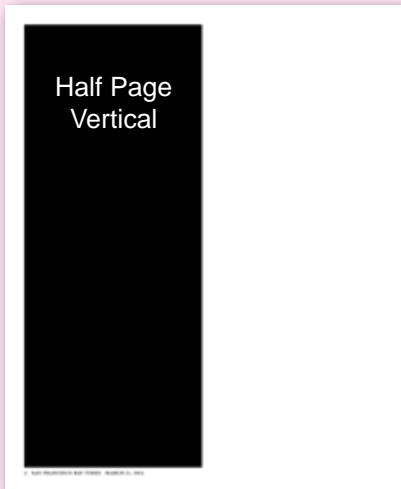
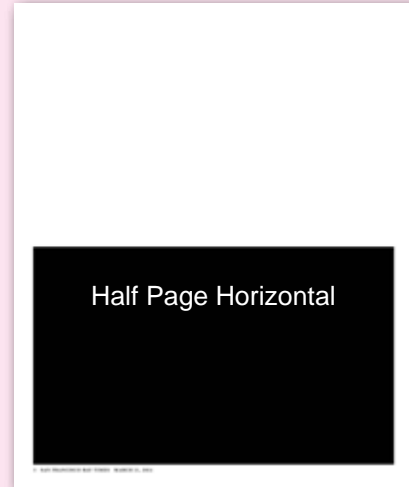
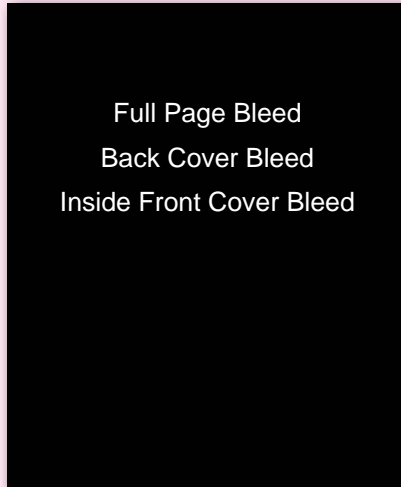
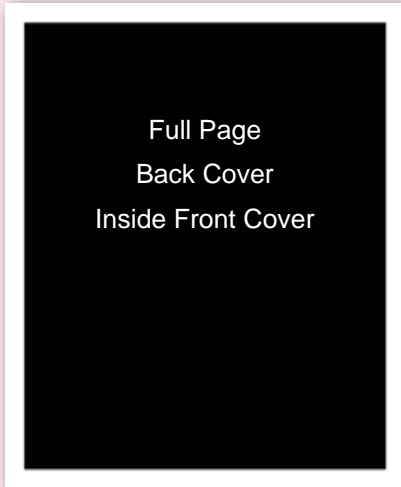


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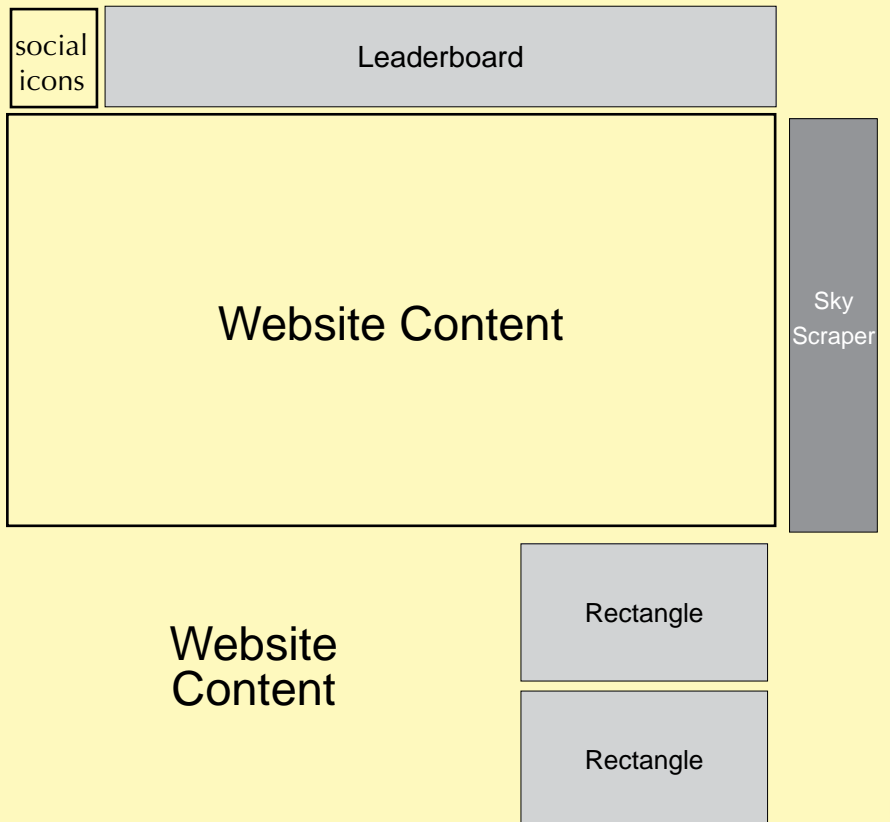


## Print Ad Layout

Note: Interested in customized ad sizes?  
Please inquire at: [Publisher@sfbaytimes.com](mailto:Publisher@sfbaytimes.com)



## Web Ad Layout



## 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 gray-scale 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](mailto:ads@sfbaytimes.com) and [bettsnie@gmail.com](mailto:bettsnie@gmail.com)  
Please compress all artwork to press quality.  
Direct email to Betty can be sent to [Bettsnie@aol.com](mailto:Bettsnie@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.



PHOTO BY SANDY MORRIS



PHOTO BY BILL WILSON

**Agency Discounts** Rates are gross and agency commissionable.

**Non-Profit Discounts** 25% discount for nonprofit 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.

## Print Advertising Rates

Full Color Rates*				Save 15%!	Save 20%!	Save 35%!
Print Size	Width (in.)	Height (in.)	1x	6x	13x	24x
Back Cover	9.5	11.75	\$3500	\$2975	\$2850	\$2775
Inside Front Cover	9.5	11.75	\$3000	\$2500	\$2250	\$2000
Full Page	9.5	11.75	\$2500	\$2000	\$1750	\$1500

Full Page Bleed option for all of the above: 10.75" x 13" (.675" safe space all sides)

1/2 Page Horizontal	9.5	5.72	\$1500	\$1250	\$1000	\$750
1/2 Page Vertical	4.67	11.62	\$1500	\$1250	\$1000	\$750
1/4 Page	4.67	5.72	\$500	\$450	\$400	\$350
1/8 Page	4.67	2.75	\$200	\$175	\$150	\$125

\*San Francisco Bay Times is a full-color newspaper: every page, every issue.

## Web Advertising Rates <http://sfbaytimes.com/>

Rates are 1-Month Display Advertising

Print Size	Width (px.)	X	Height (px.)	File Size	Cost
Skyscraper	120	x	360	40 kb	\$350
Rectangle	300	x	250	40 kb	\$250
Leaderboard	728	x	90	40 kb	\$500



PHOTO BY PAUL MARGOLIS

## E-blasts and Social Media

We use the latest technologies to deliver our E-blasts (“Betty’s List” and Bay Times List) and social media sharing services. Adding the E-blast and social media sharing 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)

\$250 (social media sharing)

Nonprofit and small business discounts are available. Please inquire.

## Mechanical Requirements

Web-ready art: 72 dpi

Color format: RGB

File format: JPG

Print-ready art: 300 dpi

Color format: CMYK

File format: PDF or TIFF

## 2024 Editorial Calendar

### January

- 13 Fitness & Health  
Specialty Food LIVE  
Women's March 2021 -  
Power Up Democracy
- 27 Virtual Arts  
Winter Sports  
Valentine's Gift Guide I

### February

- 10 Valentine's Gift Guide II  
Chinese New Year
- 24 Imperial Council of  
San Francisco  
Coronation  
Financial/Tax Planning

### March

- 10 Home & Garden  
Spring Arts Preview
- 24 Wedding Planning  
Transgender Visibility

### April

- 7 Spring Real Estate  
Golden Gate Business  
Association  
Earth Day
- 21 Environmental  
Awareness  
SF LGBT Center  
Cinco De Mayo

### May

- 5 Mother's Day  
National Real Estate  
Day
- 19 National Center for  
Lesbian Rights  
Oakland A's Pride  
Travel  
Frameline  
San Francisco Pride

### June

- 9 San Francisco Pride  
SF Giants Pride  
Father's Day
- 23 San Francisco Pride

### July

- 14 Summer in the City
- 28 Summer Travel  
Pets

### August

- 11 Back to School  
Silicon Valley Pride
- 25 Fall Arts Preview I

### September

- 8 Fall Arts Preview II  
Oakland Pride
- 22 Fall Real Estate

### October

- 6 Castro Street Fair  
Horizons Foundation  
Gala  
Warriors LGBT Night
- 20 Halloween



### November

- 3 Holiday Foods  
Holiday Gift Guide I
- 17 Holiday Gift Guide II  
Holiday Music &  
Performing Arts  
Preview  
World AIDS Day  
Hanukkah

### December

- 1 Holiday Gift Guide III
- 15 Year in Review  
Holiday Gift Guide IV  
Kwanzaa

This Calendar is based on recurrent themes from previous years but is subject to change based on current news.

## 2024 Publication Schedule

Publication Date	Ad Space Reservation Deadline	Art Due Deadline
Thursday, January 11	Friday, January 5	Monday, January 8
Thursday, January 25	Friday, January 19	Monday, January 22
Thursday, February 8	Friday, February 2	Monday, February 6
Thursday, February 22	Friday, February 16	Monday, February 19
Thursday, March 7	Friday, March 1	Monday, March 4
Thursday, March 21	Friday, March 15	Monday, March 18
Thursday, April 4	Friday, March 29	Monday, April 1
Thursday, April 18	Friday, April 12	Monday, April 15
Thursday, May 9	Friday, May 3	Monday, May 6
Thursday, May 23	Friday, May 17	Monday, May 20
Thursday, June 13*	Friday, June 7	Monday, June 10
Thursday, June 27	Friday, June 21	Monday, June 24
Thursday, July 11*	Friday, July 5	Monday, July 8
Thursday, July 25	Friday, July 19	Monday, July 22
Thursday, August 8	Friday, August 2	Monday, August 5
Thursday, August 22	Friday, August 16	Monday, August 19
Thursday, September 5	Friday, August 30	Monday, September 2
Thursday, September 19	Friday, September 13	Monday, September 16
Thursday, October 3	Friday, September 27	Monday, September 30
Thursday, October 17	Friday, October 11	Monday, October 14
Thursday, November 7	Friday, November 1	Monday, November 4
Thursday, November 21	Friday, November 15	Monday, November 18
Thursday, December 5*	Friday, November 29	Monday, December 2
Thursday, December 19	Friday, December 13	Monday, December 16

\* This publication date represents an adjustment to the *Bay Times* schedule.

