

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

CELEBRATING FOUR DECADES Est. 1978



2026 MEDIA KIT

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



CHLOE JACKMAN PHOTOGRAPHY

Raising visibility, building community, and celebrating diversity since 1978

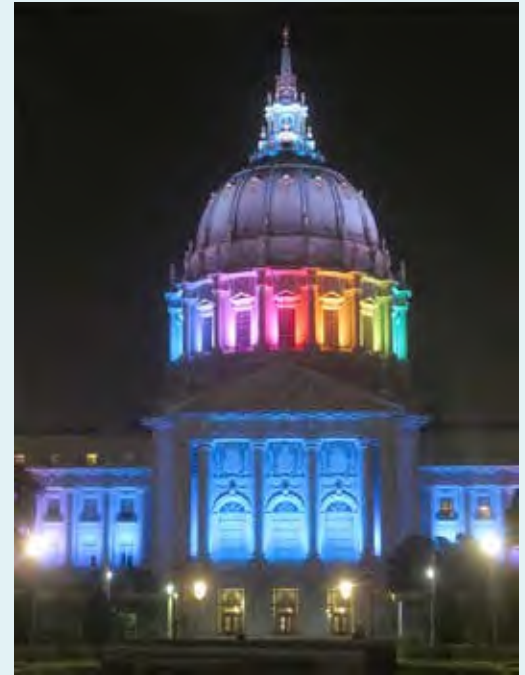
Reasons for Pride

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 has been 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.

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 *San Francisco Bay Times* to be a valuable community resource of both historic and present significance, is with the statewide initiative California Revealed digitizing all copies of the *Bay Times*. This includes the influential publication *Coming Up!* (1979–1989), which was part of the business for a decade that saw a rise in local LGBTQ+ community events and usage of the paper’s legendary personals column. The digitized issues may be viewed for free from anywhere in the world online (<https://bit.ly/45HdrMQ>). Another archive of issues from the past decade-plus is at ISSUU. The *San Francisco Bay Times* website (<https://sfbaytimes.com/>) additionally remains a free resource of the past several years of content.

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, The Castro, 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.

Eblast System

Now comprised of not only “Betty’s List,” but also Harvey’s List for men and the Bay Times List, our eblast 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. Original content is also featured at the *San Francisco Bay Times* YouTube channel and at Instagram. 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

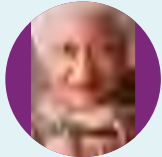
San Francisco Bay Times columnists and journalists bring more than 50 years of experience working for Pulitzer Prize-winning media outlets. They include some of the Bay Area's most respected and talented leaders who cover a wide array of topics including politics, finance, sports, entertainment, health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



Dr. Marcy Adelman: Dr. Marcy Adelman is one of the world's leading authorities on LGBTQ+ aging. She is the Co-Founder of the groundbreaking nonprofit Openhouse and is a renowned clinical psychologist, consultant, and policy advisor.



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.



Jewelle Gomez: An internationally recognized lesbian/feminist activist, novelist, poet, and playwright, Gomez is a foremother of Afrofuturism. Her seminal best-selling novel *The Gilda Stories* was a double Lambda Literary Award winner. She recently completed a trilogy of plays entitled "Words and Music" for the New Conservatory Theatre.



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*.



Joanie Juster: One of the most ardent advocates for the LGBTQ+ community, Juster has volunteered for numerous nonprofits and other projects for decades. She is the Reader Coordinator for the AIDS Memorial Quilt/National AIDS Memorial and is a Community Engagement Coordinator for Bay Area Cancer Connections.



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 multiple books concerning San Francisco and LGBTQ+ history and is a member of the Rainbow Honor Walk board of directors.



Honey Mahogany: Mahogany serves as the Director of the Office of Transgender Initiatives, Chair-Emerita of the San Francisco Democratic Party, and Delegate to the Democratic National Committee. Her work has earned recognition from the City of San Francisco and various organizations. She co-founded the San Francisco Transgender District, is a founding queen of Drag Story Hour, and is a co-owner of the Stud Bar.

Community Leaders (continued)



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.



Rink: Photographer Rink has been capturing iconic images related to San Francisco and the city's LGBT community for over five decades. Admired by 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 Emeritus 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.



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: Jan Wahl is a Hollywood historian and film critic on various broadcast outlets. She has two Emmys and many awards 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
 Oakland Restaurant Week
 Bayard Rustin Birthday Celebration
 Krewe de Kinque Mardi Gras Ball
 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
 SF Giants LGBT Night
 Frameline
 Sonoma International Film Festival
 MARCUM Food & Beverage Summit



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

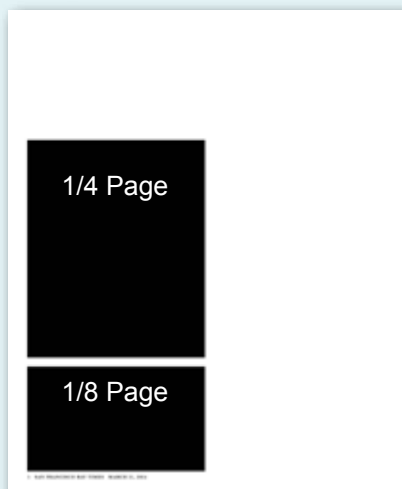
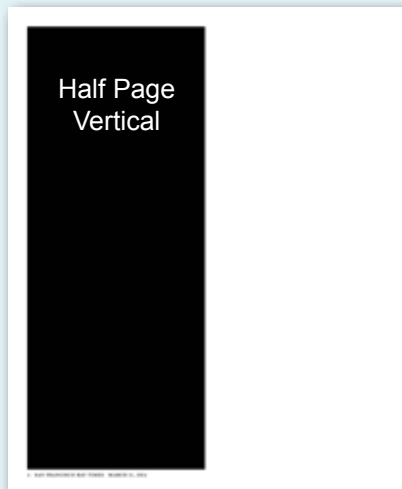
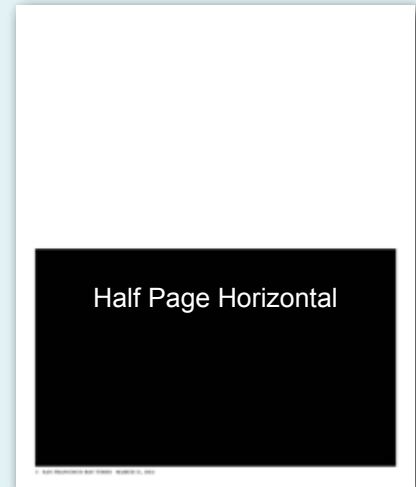
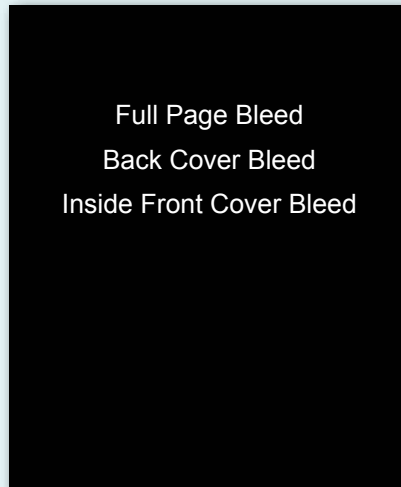
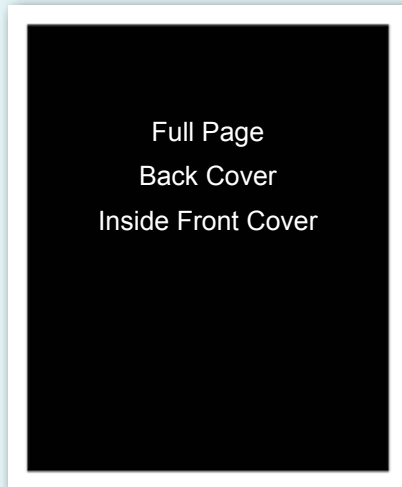
Fall

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

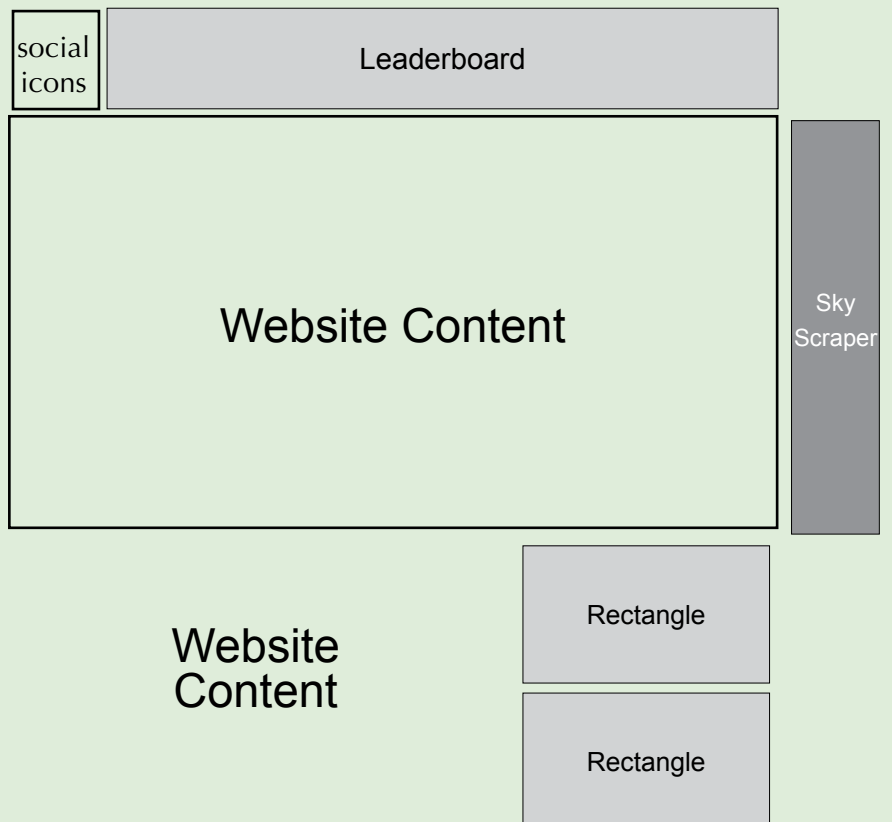


Print Ad Layout

Note: Interested in customized ad sizes?
 Please inquire at: 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 and bettrysnie@gmail.com. Please compress all artwork to press quality. Direct email to Betty can be sent to Bettrysnie@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.

Nonprofit 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" (Trim size: 10.5" x 12.75" / Safe area: 9.5" x 11.75")

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



Eblasts and Social Media

We use the latest technologies to deliver our eblasts ("Betty's List" and Bay Times List) and social media sharing services. Adding the eblast 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 eblast message (standard rates)

\$250 (social media sharing)

Nonprofit and small business discounts are available.
Please inquire.

Technical Specifications

Web

Web-ready art: 72 dpi
Color format: RGB
File format: JPG

Print

Print-ready art: 300 dpi
Color format: CMYK
File format: PDF or TIFF



2026 Editorial Calendar

January

Fitness & Health
Political and Legal Changes
New Castro Businesses & Events

Virtual Arts
Winter Sports
Valentine's Gift Guide I

February

Valentine's Gift Guide II
Chinese New Year

Imperial Council of San Francisco
Coronation
Financial/Tax Planning

March

Home & Garden
Spring Arts Preview
Wedding Planning
Transgender Visibility

April

Spring Real Estate
Golden Gate Business Association
Earth Day

Environmental Awareness
SF LGBT Center
Cinco De Mayo

May

Mother's Day
National Real Estate Day
National Center for Lesbian
Rights
Travel
Frameline
San Francisco Pride

June

San Francisco Pride
SF Giants Pride
Father's Day
San Francisco Pride

July

Summer in the City
Summer Travel
Pets

August

Back to School
Silicon Valley Pride
Fall Arts Preview I

September

Fall Arts Preview II
Oakland Pride

Fall Real Estate

October

Castro Street Fair
Horizons Foundation Gala
Warriors LGBT Night

Halloween

November

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

December

Holiday Gift Guide III
Year in Review
Holiday Gift Guide IV
Kwanzaa

2026 Publication Schedule

Publication Date	Ad Space Reservation Deadline	Art Due Deadline
Thursday, January 15	Friday, January 9	Monday, January 12
Thursday, January 29	Friday, January 23	Monday, January 26
Thursday, February 12	Friday, February 6	Monday, February 9
Thursday, February 26	Friday, February 20	Monday, February 23
Thursday, March 12	Friday, March 6	Monday, March 9
Thursday, March 26	Friday, March 20	Monday, March 23
Thursday, April 9	Friday, April 3	Monday, April 6
Thursday, April 23	Friday, April 17	Monday, April 20
Thursday, May 7	Friday, May 1	Monday, May 4
Thursday, May 21	Friday, May 15	Monday, May 18
Thursday, June 11*	Friday, June 5	Monday, June 8
Thursday, June 25	Friday, June 19	Monday, June 22
Thursday, July 16*	Friday, July 10	Monday, July 13
Thursday, July 30	Friday, July 24	Monday, July 27
Thursday, August 13	Friday, August 7	Monday, August 3
Thursday, August 27	Friday, August 21	Monday, August 24
Thursday, September 10	Friday, September 4	Monday, September 7
Thursday, September 24	Friday, September 18	Monday, September 21
Thursday, October 8	Friday, October 2	Monday, October 5
Thursday, October 22	Friday, October 16	Monday, October 19
Thursday, November 5	Friday, October 30	Monday, November 2
Thursday, November 19	Friday, November 13	Monday, November 16
Thursday, December 3*	Friday, November 27	Monday, November 30
Thursday, December 17	Friday, December 11	Monday, December 14

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

