

NORTHSIDE

SAN FRANCISCO

Northside San Francisco & Marina Times



Northside Publishing Inc. produces two of San Francisco's most well-regarded publications: the *Northside San Francisco* and *Marina Times*.

The *Northside SF* and *Marina Times* reach San Francisco's most desirable audience — residents of the northern most San Francisco neighborhoods, including the most well educated and affluent audience in San Francisco. The monthly distributed papers have a combined circulation of 80,000.

Readers from all over the Bay area recognize the papers as superior sources of outstanding editorial and marketing coverage, as well as excellent vehicles for reaching the coveted San Francisco north side residents.

FOR ADVERTISING CONTACT:
(415) 823-7797
advertising@northsidesf.com

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Requirements & Specifications

Mechanical Specifications

Column width is 2 3/8" wide / 4-column per page format.

High-resolution CMYK or Grayscale images or camera-ready required. Accepted files include Photoshop® EPS, Adobe Acrobat® PDF, TIFF, or JPG format.

Application files (QuarkXpress 5.0 or InDesign 6.0 and higher) must have all linked images and fonts converted to outlines included with supplied materials. Image files (EPS, PDF, TIFF, or JPG) must have all images and fonts embedded, OPI Index preferred.

Send art to advertising@northsidesf.com. Files larger than 2mb send in an attached ZIP file.

Deadlines

Space Reservation: Approximately 15th of each month prior to publication month. See calendar on right for actual dates.

Art Deadline: Camera-ready art and/or copy & images for ad preparation due by the 15th of each month (\$60/hour fee applied for layout, typesetting, paste-up and art work; \$20/half-hour fee charged for requested monthly ad maintenance).

Required Payment Terms

First-month upfront deposit cash, check, or credit card payment or until credit is approved. Thereafter all invoices are due and payable when rendered. Visa, Mastercard and AmEx acceptable. All monthly advertisers required to submit credit application.

Late fee of 1.5% applied after 10 days.

Ad space will be forfeited without required payment or unless credit is fully established.

Payments made and sent to: California Accounting Center, CPAs, 760 Market Street, Suite 516, San Francisco, CA 94102, c/o Northside Publications Inc. (415) 823.7797 for billing inquiries.

Rate Discounts

10% for 4 consecutive insertions, 15% for 8 consecutive insertions, 20% for 12 consecutive insertions on all ads. Discounted pricing shown on each respective rate card.

10% non-profit discount granted with proper Federal Tax ID number.

Agreed Terms

Northside Publications reserves the right to enlarge or reduce the artwork to meet its own size specifications.

No agency commission.

No cancellations are allowed after reservation deadline [15th of month prior to publication (dates subject to change depending on publishing schedule)]. Should this occur, or if materials are not received by deadline, advertiser may be liable for forfeiture of space booked at full cost.

Northside Publications reserves the right to decline any advertisement.

Northside Publications will not be liable for any consequential loss or damage occasioned for any reason, whether by publishing or failing to publish an ad due to any cause whatsoever, including failure to appear on or before any specified date.

2007 Calendar Deadlines

Month	Space Reservation	Copy & Art Due
January 2007	Fri, Dec. 14	Tue, Dec. 18
February	Fri, Jan. 19	Tue, Jan. 23
March	Fri, Feb. 16	Tue, Feb. 20
April	Fri, Mar. 16	Tue, Mar. 20
May	Fri, Apr. 13	Tue, Apr. 17
June	Fri, May 11	Tue, May 15
July	Fri, Jun. 15	Tue, Jun. 19
August	Fri, Jul. 13	Tue, Jul. 17
September	Fri, Aug. 17	Tue, Aug. 21
October	Fri, Sep. 14	Tue, Sep. 18
November	Fri, Oct. 12	Tue, Oct. 16
December	Fri, Nov. 16	Tue, Nov. 20
January 2008	Fri, Dec. 14	Tue, Dec. 18

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Northside San Francisco Display Rate Card



2007 Ad Display Rates (Net)

5 Column

full page vert (9.667"x12")	\$2900.00
3/4 page vert (9.667"x9")	\$2175.00
1/2 page vert (9.667"x6")	\$1450.00

3 Column

full page vert (5.75"x12")	\$1725.00
3/4 page vert (5.75"x9")	\$1,293.75
1/2 page vert (5.75"x6")	\$862.00
1/3 page vert (5.75"x4")	\$575.00
1/4 page vert (5.75"x3")	\$517.50

2 Column

full page vert (3.792"x12")	\$1137.50
3/4 page vert (3.792"x9")	\$853.20
1/2 page vert (3.792"x6")	\$568.00
1/3 page vert (3.792"x4")	\$455.00
1/4 page vert (3.792"x3")	\$341.00

1 Column

full page vert (1.813"x12")	\$543.75
3/4 page vert (1.813"x9")	\$489.51
1/2 page vert (1.813"x6")	\$326.34
1/3 page vert (1.813"x4")	\$253.50

Insertion Rates

\$150 CPM	5,000	10,000 insert minimum
\$130 CPM	10,001	30,000 insert minimum
\$110 CPM	30,001	60,000 insert minimum

Minimum 5,000 inserts. 8 oz maximum weight.
8.5"x11" maximum size.
Add \$20/1000 fee every 8 oz over allowed weight.

Rate Discounts

10% 4-7 months	5% black & white
15% 8-11 months	10% non-profit
20% 12 months	

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CIRCULATION
60,000 total

DISTRIBUTION
Sea Cliff, Presidio Heights,
Laurel Heights, Marina/Cow Hollow,
Pacific Heights/Fillmore Jazz District,
Nob Hill, Russian Hill, Fisherman's
Wharf, North Beach/Telegraph Hill

FREQUENCY
12 issues per year. Published
monthly. Delivered last weekend
prior to publication month (except-
ions, see calendar).

DEADLINES
Approximately 15 days before the
first of the month for space reserva-
tion. Call for schedule.

TERMS
First month deposit fee required.
Payment due with copy or until
credit is approved. Thereafter all
bills are due and payable when
rendered. Visa, Mastercard or AmEx
acceptable.

Late fee of 1.5% added after 10 days.

PAYMENTS
Made and sent to
California Accounting Center, CPAs
760 Market Street, Suite 516
San Francisco, CA 94102
c/o Northside Publications Inc.

Rates effective as of 03/01/07.
Northside Publications Inc. reserves the
right to increase rates.

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Marina Times Display Rate Card



Insertion Rates

\$150 CPM 5,000 - 10,000 insert minimum
\$130 CPM 10,001 - 20,000 insert minimum

Minimum 5,000 inserts. 8 oz maximum weight. 8.5"x11" maximum size. Add \$20/1000 fee every 8 oz over allowed weight.

Display Ad Mechanics

- 1/16 page** 1 col. (2 3/8") x 3 3/4" deep
- 1/12 page** 1 col. wide x 5" deep *or* 2 cols. (415/16") x 2 1/2" deep
- 1/8 page** 2 cols. wide x 3 7/8" deep
- 1/6 page** 1 col. wide x 10" deep *or* 2 cols. wide x 5" deep
- 1/4 page** 2 cols. wide x 7 7/8" deep *or* 3 cols. wide x 5 1/4" deep *or* 4 cols. (10") wide x 4" deep
- 1/3 page** 2 cols. wide x 10 1/2" deep *or* 3 cols. wide x 7" deep
- 1/2 page** 2 cols. wide x 16" deep *or* 4 cols. wide x 7 7/8" deep
- Jr. Full page** 10" wide x 12" deep
- Full page** 10" wide x 16" deep

2007 Ad Display Rates (Net)

	1x	3x	6x	12x
1/16 page:	\$125.00	\$112.50	\$106.25	\$100.00
1/12 page :	\$175.00	\$157.50	\$148.75	\$140.00
1/8 page:	\$225.00	\$202.50	\$191.25	\$180.00
1/6 page:	\$290.00	\$261.00	\$246.50	\$232.00
1/4 page:	\$375.00	\$337.50	\$318.75	\$300.00
1/3 page :	\$485.00	\$436.50	\$412.85	\$388.00
1/2 page:	\$650.00	\$585.00	\$552.50	\$520.00
Jr. Full page:	\$900.00	\$810.00	\$765.00	\$720.00
Full page :	\$1200.00	\$1080.00	\$1020.00	\$960.00

Contact: (415) 823-7797; advertising@northsidesf.com

CIRCULATION
20,000 total

DISTRIBUTION
Marina & Cow Hollow

FREQUENCY
12 issues per year. Published monthly. Delivered last week-end prior to publication month (exceptions, see calendar).

DEADLINES
Approximately 15 days before the first of the month for space reservation. Call for schedule.

TERMS
First month deposit fee required.
Payment due with copy or until credit is approved. Thereafter all bills are due and payable when rendered. Visa, Mastercard or AmEx acceptable. Late fee of 1.5% added after 10 days.

RATE DISCOUNTS
10% for 4 consecutive insertions
15% for 8 consecutive insertions
20% for 12 consecutive insertions
10% non-profit discount granted with proper Federal Tax ID number.

PAYMENTS
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Order Form & Credit Card Authorization

Publications (circle one): *Northside San Francisco* *Marina Times* Both

Size of Ad(s): _____

Number of Insertions: _____

Months of Insertions: _____

Color (*Northside SF* only): Yes No

The following credit card information is for billing purposes of advertising insertions and services from Northside Publications Inc.

Type of Credit Card (circle one): MC Visa AmEx Discover

Name On Card / Company Name: _____

CC Number: _____

Expiration Date: _____

CC Billing Address: _____

I authorize Northside Publications Inc. to charge my account for services rendered.

Authorized by: _____

Signature: _____

Date: _____

Please fill form out entirely and fax to 415.931.0987

or mail to:
California Accounting Center
760 Market Street, Ste. 516
San Francisco, CA 94102
Attn: Northside Publications Inc.