

MarinaTimes



The Marina Times provides community oriented news to the residents of San Francisco's affluent Marina and Cow Hollow neighborhoods. Along with covering local news, the publication includes features on the arts, events, sports, business and local merchants.

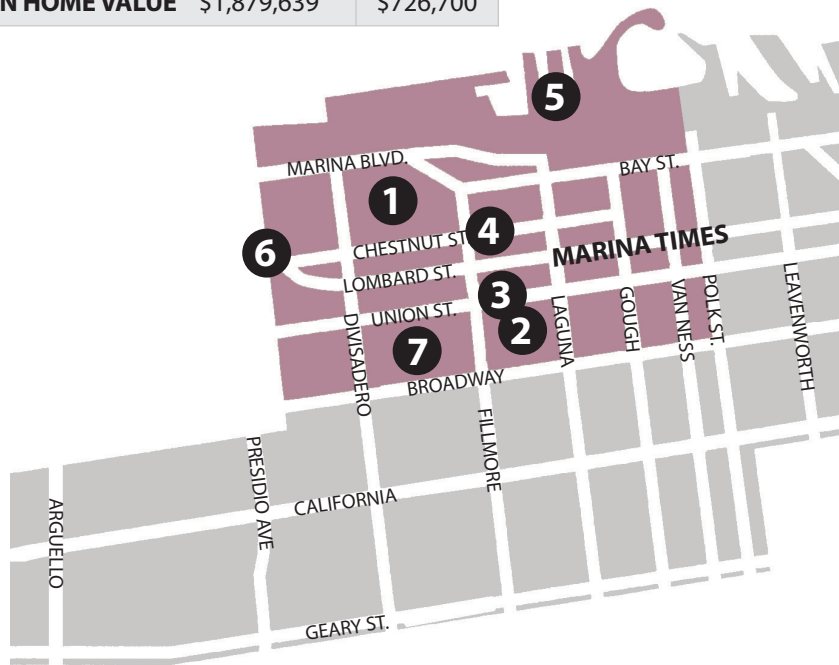
The Marina Times' 20,000 monthly copies are mostly hand-delivered, door-to-door to homes, condos, apartments and businesses. Advertising rates are unparalleled, offering clients a very low CPM that beats every other publication.

The median age of Marina Times readers is 33.7 -- 54.1% are female and 45.9% male. Average household income: \$159,019. Median home value: \$1,879,639. Eighty-two percent have a college degree or higher.

MarinaTimes

Distribution Area & Demographics

DEMOGRAPHICS		
	MARINA TIMES	CITY
FEMALE	54.1%	49.5%
MALE	45.9%	50.5%
MEDIAN AGE	33.7	39.4
COLLEGE OR HIGHER	82.6%	50.1%
MEDIAN HHI	\$159,019	\$73,180
MEDIAN HOME VALUE	\$1,879,639	\$726,700



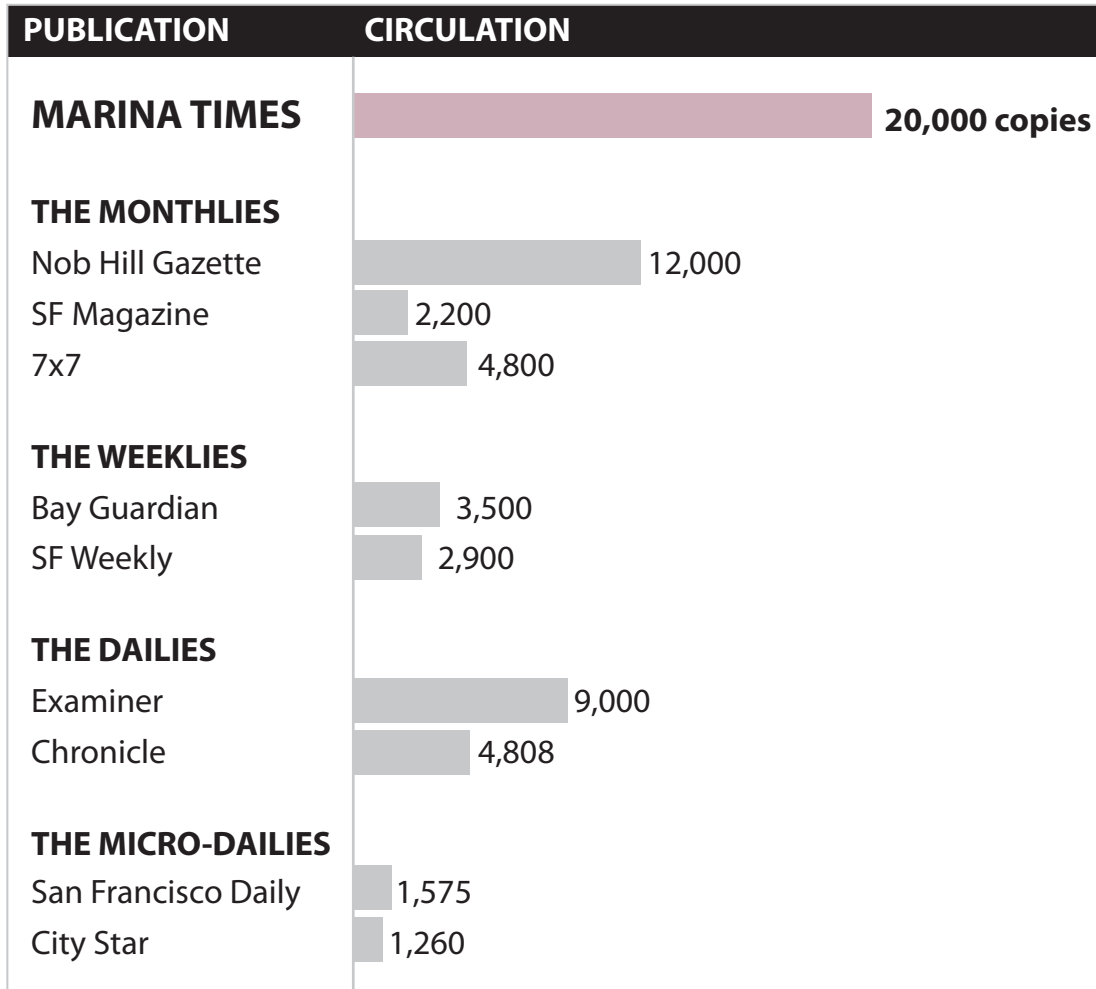
MARINA TIMES CIRCULATION:
20,000 COPIES

- 1 The Marina
- 2 Pacific Heights
- 3 Union Street
- 4 Chestnut Street
- 5 Fort Mason
- 6 The Presidio
- 7 Cow Hollow

MarinaTimes

Marina Times Circulation Comparison

MARINA TIMES COMPARED TO OTHER PUBLICATIONS DISTRIBUTED
IN THE MARINA/COW HOLLOW NEIGHBORHOODS



**The circulation numbers from the publications listed above were compiled using information taken from their media kits and interviews with their sale representatives*

MarinaTimes

Marina Times Advertising Rate Comparison

MARINA TIMES COMPARED TO OTHER PUBLICATIONS DISTRIBUTED
IN THE MARINA/COW HOLLOW NEIGHBORHOODS

PUBLICATION	CIRCULATION	FULL PAGE	COST/1,000 COPIES
MARINA TIMES	20,000	\$1,200	\$60
THE MICRO-DAILIES San Francisco Daily City Star	1,575 1,260	\$4,800 \$2,500	\$3,000 \$1,923
THE MONTHLIES Nob Hill Gazette SF Magazine 7x7	12,000 2,200 4,800	\$5,580 \$7,485 \$5,790	\$465 \$2,495 \$1,158
THE DAILIES Chronicle Examiner	4,808 9,000	\$8,605 \$3,818	\$1,721 \$424
THE WEEKLIES Bay Guardian SF Weekly	3,500 2,900	\$3,365 \$5,070	\$962 \$1,690

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Marina Times Display Rate Card

EFFECTIVE JANUARY 2008

RATES				
AD SIZES	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Full page	\$1320	\$1190	\$1125	\$1060
1/2 page	\$715	\$645	\$610	\$575
1/3 page	\$533	\$480	\$455	\$430
1/4 page	\$415	\$370	\$350	\$330
1/6 page	\$320	\$288	\$270	\$255
1/8 page	\$245	\$225	\$210	\$200
1/12 page	\$195	\$175	\$165	\$155
1/16 page	\$140	\$125	\$118	\$110

DISPLAY AD MECHANICALS		
AD SIZE	WIDTH	HEIGHT
Full page	10"	16"
1/2 page horizontal 1/2 page vertical	10" 4.936"	7.875" 16"
1/3 page horizontal 1/3 page vertical	7.5" 4.936"	7" 10.5"
1/4 page vertical	4.936"	7.875"
1/6 page vertical 1/6 page horizontal	2.375" 4.936"	10" 5"
1/8 page	4.936"	3.875"
1/12 page vertical 1/12 page horizontal	2.375" 4.936"	5" 2.5"
1/16 page	2.375"	3.75"

FREQUENCY

Published monthly

CIRCULATION

20,000 copies

DISTRIBUTION AREAS

Marina & Cow Hollow, Pacific Heights, Union Street, Chestnut Street, Fort Mason, The Presidio

METHOD OF DISTRIBUTION

16,000 Home delivered

4,000 Distributed through key retail outlets, including restaurants, cafes, bookstores, grocery stores, etc.

DEADLINES

Space reservation:

approximately 15th of each month prior to publication month.

Artwork due: approximately 18th of each month prior to publication month.

Marina Times, at its discretion, under special circumstances, may extend deadlines.

PAYMENT

Due within 10 days of invoice date.

Visa, Mastercard or American Express preferred.

PAYMENT ADDRESS

Marina Times
3053 Fillmore Street, Suite 238
San Francisco, CA 94123

Advertising Contract

Advertiser: _____ Date: _____

Billing Address: _____

Phone: _____ Fax: _____

Contact Name: _____

Email: _____

The above named and undersigned advertiser hereby agrees to contract with Northside Publications to run advertisements in:

Circle Publication(s): **NORTHSIDE** **MARINA TIMES**

Size of ad(s): _____

Length/dates of contract: _____

Cost: _____

Special terms/agreements: _____

Authorization By Advertiser:

Your Northside Account Representative:

Name

Name

Signature

Date

Circle Credit Card: **MC** **VISA** **AmEx**

Name On Card: _____

CC Number: _____ Exp. Date: _____

Billing Address: _____
