

BAY AREA REPORTER

Serving the gay, lesbian, bisexual, and transgender communities since 1971

Reach San Francisco's most loyal LGBT customers

Bay Area Reporter is San Francisco's oldest and largest local newspaper serving the lesbian, gay, bisexual and transgender communities, and the premier LGBT weekly newspaper of Northern California. Founded in 1971, the B.A.R. has grown over the past 35 years to become one of the most influential newspapers in the San Francisco Bay Area's diverse cosmopolitan community.

Readers are loyal, passionate and supportive because they rely on the B.A.R. for consistent, quality reporting that can be found nowhere else. As the leading weekly LGBT publication, only the B.A.R. offers fresh, timely coverage of events. It is must-reading for local residents and anyone interested in San Francisco.

The B.A.R. is regarded for its original writing of news, commentary, and arts and entertainment coverage that is relevant to our lives. The B.A.R. was awarded "Best Community Newspaper of 2006" by the San Francisco Bay Area Publicity Club. News editor Cynthia Laird received the "2008 Excellence in Journalism Award" by the Northern California Chapter of the National Lesbian & Gay Journalist Association. Assistant news editor Matthew Bajko was honored in 2008 by the San Francisco Peninsula Press Club for his reporting and political columns.

Find us online at: eBAR.com.

Reach 480,000 affluent, active, educated readers monthly throughout San Francisco's greater Bay Area

Bay Area Reporter reaches 120,000 readers every week and 480,000 every month.

The B.A.R. is distributed in central San Francisco, and the greater Bay Area.*

North Bay: San Rafael, Marin, Novato, Santa Rosa, Forestville, Guerneville, Vallejo

East Bay: Berkeley, Oakland, Walnut Creek, Concord, Hayward, Fremont

Peninsula & South Bay: San Mateo, Redwood City, Mountain View, Sunnyvale, Campbell, Santa Clara, San Jose, Santa Cruz

The B.A.R. can also be found in bars and bookstores in Portland, Seattle, Honolulu, Houston, Chicago, Washington DC, and Boston.

*Verified Audit Circulation Annual Report 2008





BAY AREA REPORTER

Serving the gay, lesbian, bisexual, and transgender communities since 1971

Have your message seen by over 480,000 potential customers a month who are part of a diverse, vibrant community. The Bay Area Reporter is the premier LGBT newspaper of Northern California by providing fresh, timely coverage of the news, arts, entertainment, politics, and events.

San Francisco is one of the world's most influential cities affecting trends in the LGBT market. Use the publication that has been read weekly for over 35 years by San Francisco's trend-setting community.



Bay Area Reporter reaches...

Loyal, consistent readers:

64% of consumers have read 5 of the last 6 issues published

More than 50% of all issues are read by more than one household member, and 33% are shared with someone outside the household or workplace

Readers who are likely to purchase advertised products and services:

94% are likely to purchase items advertised by a local business, and 89% express this intention for national businesses

Readers who hold assets in more forms than other U.S. adults:

Readers are more likely to have a 401(k), IRA, stocks, mutual funds and money market funds

Readers with a higher net worth than the average U.S. adult:

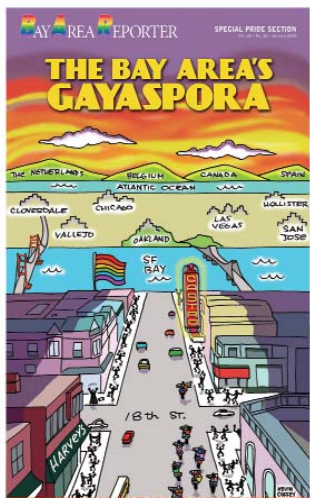
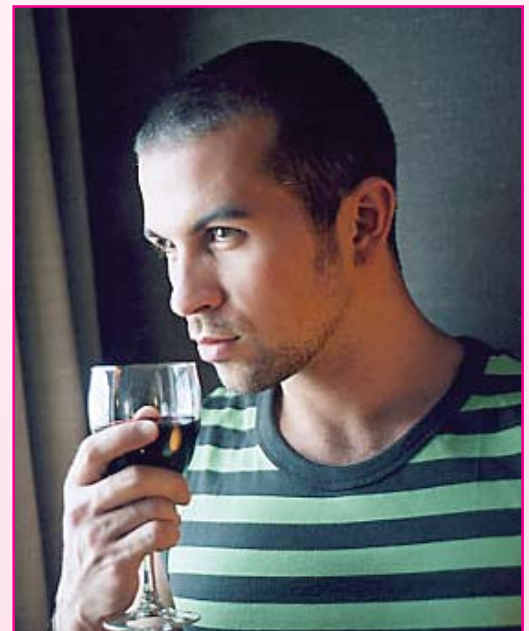
A quarter (26%) of the average readers have a net worth of \$500,000 or more, compared to 14% of other US adults

Readers who have higher household incomes and personal incomes than other U.S. adults:

42% have household incomes of \$75,000 or more, compared to 25% of other U.S. adults

43% have personal incomes of \$50,000 or more, compared to 21% of other U.S. adults

* Source: Harris Interactive for Bay Area Reporter/National Gay Newspaper Guild Readership Survey Executive Summary

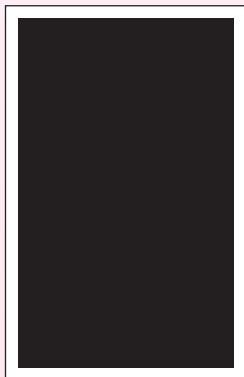


BAY AREA REPORTER

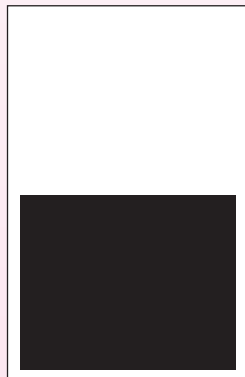
2010



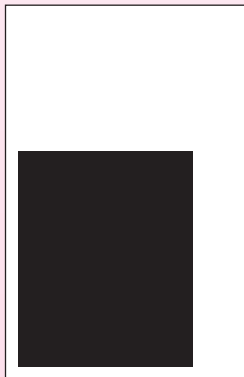
2-PAGE SPREAD



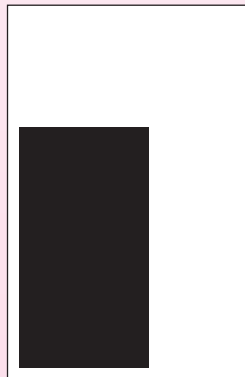
FULL PAGE



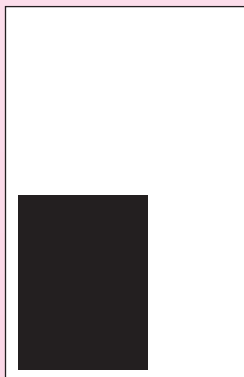
1/2 PAGE HORIZONTAL



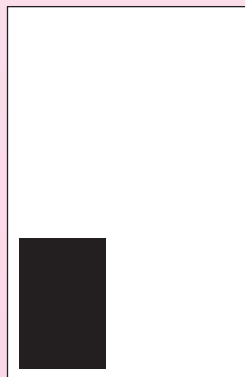
1/2 PAGE VERTICAL



1/3 PAGE



1/4 PAGE



1/6 PAGE

DISPLAY ADVERTISING RATES – BLACK & WHITE

SIZE	OPEN - NET	FREQUENCY DISCOUNTS - NET RATE		
	1-time rate	6 weeks	13 weeks	26 weeks
		-10%	-15%	-20%
1 COL. x 1" – 1.75"w x 1"h	\$26.50	\$23.85	\$22.53	\$21.20
1 COL. x 2" – 1.75"w x 2"h	\$53.00	\$47.70	\$45.05	\$42.40
1 COL. x 3" – 1.75"w x 3"h	\$79.50	\$71.55	\$67.58	\$63.60
BUSINESS CARD – 3.75"w x 2"h	\$106.00	\$95.40	\$90.10	\$84.80
2 COL. x 3" – 3.75"w x 3"h	\$159.00	\$143.10	\$135.15	\$127.20
2 COL. x 4" – 3.75"w x 4"h	\$212.00	\$190.80	\$180.20	\$169.60
1/5 PAGE – 3.75"w x 5"h	\$265.00	\$238.50	\$225.25	\$212.00
1/6 PAGE – 3.75"w x 7"h	\$371.00	\$333.90	\$315.35	\$296.80
3 COL. STRIP – 5.75"w x 3"h	\$238.50	\$214.65	\$202.73	\$190.80
1/4 PAGE – 5.75"w x 8"h	\$636.00	\$572.40	\$540.60	\$508.80
1/3 PAGE – 5.75"w x 11"h	\$874.50	\$787.05	\$743.33	\$699.60
1/2 PAGE VER. – 7.75"w x 10"h	\$1060.00	\$954.00	\$901.00	\$848.00
1/2 PAGE HOR. – 9.75"w x 8"h	\$1060.00	\$954.00	\$901.00	\$848.00
FULL PAGE** – 9.75"w x 16"h	\$1525.00	\$1372.50	\$1296.25	\$1220.00
2-PAGE SPREAD**	\$3050.00	\$2745.00	\$2592.50	\$2440.00

**Special discounted price

FULL COLOR DISPLAY AD:

add 30% to B&W 1-time net price

SPECIAL PLACEMENT:

add 15% to 1-time net price*

BACK COVER:

add 10% to 1-time net price*

INSIDE FRONT or INSIDE BACK:

add 15% to 1-time net price*

2-PAGE SPREAD: no placement charge

*Subject to space available basis

AD PRODUCTION SPECS

We prefer print-ready ads as **PDF** files. We also accept **TIFF**, **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.

Shadow detail for all greyscale images should be set at an 82% black point. Highlight areas should be at a 2% white point. Image resolution is 300 dpi at 100% size.

Ads can also be sent on CDs.

ARTWORK DEADLINE

Deadline for ad submissions is **12 noon on Friday** before publication date.

Issues are published every Thursday.

Email artwork files to Colleen Small at:

c.small@ebar.com or advertising@ebar.com

call **415-861-5019**

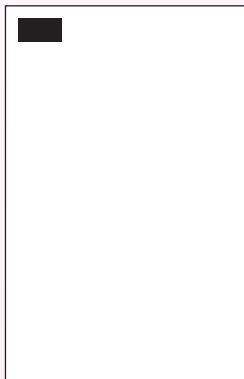
Inquire about online advertising on our web site at ebar.com.

INSERTS

\$85.00 per 1000 pieces. 1000 pieces minimum. Maximum size is 8.5" x 11." Minimum size is 4" x 6." Limited, targeted distribution available. Reserve three weeks prior to publication date. Inserts to be delivered to press two weeks in advance of publication date.

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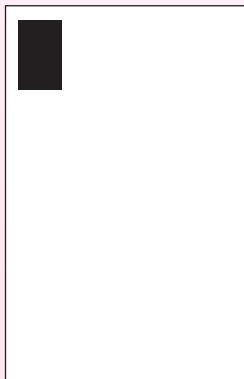
2010



1 COL. x 1"



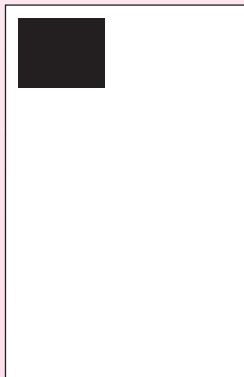
1 COL. x 2"



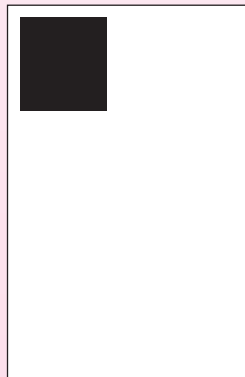
1 COL. x 3"



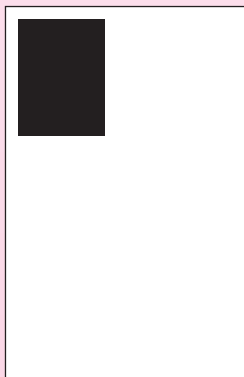
BUSINESS CARD



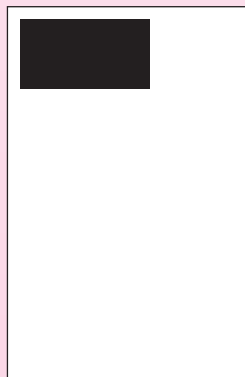
2 COL. x 3"



2 COL. x 4"



1/5 PAGE



3 COLUMN STRIP

CLASSIFIED ADVERTISING RATES – BLACK & WHITE

SIZE	OPEN-NET	FREQUENCY DISCOUNTS - NET RATE		
	1-time rate	6 weeks	13 weeks	26 weeks
		-10%	-15%	-20%
1 COL. x 1" – 1.75"w x 1"h	\$28.75	\$25.88	\$24.44	\$23.00
1 COL. x 2" – 1.75"w x 2"h	\$57.50	\$51.75	\$48.88	\$46.00
1 COL. x 3" – 1.75"w x 3"h	\$86.25	\$77.63	\$73.31	\$69.00
BUSINESS CARD – 3.75"w x 2"h	\$115.00	\$103.50	\$97.75	\$92.00
2 COL. x 3" – 3.75"w x 3"h	\$172.50	\$155.25	\$146.63	\$138.00
2 COL. x 4" – 3.75"w x 4"h	\$230.00	\$207.00	\$195.50	\$184.00
1/5 PAGE – 3.75"w x 5"h	\$287.50	\$258.75	\$244.38	\$230.00
3 COL. STRIP – 5.75"w x 3"h	\$258.75	\$232.88	\$219.94	\$207.00
1/4 PAGE – 5.75"w x 8"h	\$690.00	\$621.00	\$586.50	\$552.00
1/2 PAGE VER. – 7.75"w x 10"h	\$1150.00	\$1035.00	\$977.50	\$920.00
1/2 PAGE HOR. – 9.75"w x 8"h	\$1150.00	\$1035.00	\$977.50	\$920.00
FULL PAGE** – 9.75"w x 16"h	\$1525.00	\$1372.50	\$1296.25	\$1220.00

**Special discounted price

FULL COLOR CLASSIFIED AD:
add 45% to B&W 1-time net price

CLASSIFIED ARTWORK DEADLINE

Deadline for ad submissions is **3 PM on Friday** before publication date. Issues are published every Thursday.

Email artwork files to David McBrayer at: d.mcbrayer@ebar.com or advertising@ebar.com call **415-861-5019**

WEB ADS

(All web ads must be built to exact specs below.)

LARGE STRIP ADS:

120 pixels wide x 600 pixels high
\$50.00 – static, non-Flash ads
\$75.00 – animated, Flash ads

SMALL STRIP ADS:

120 pixels wide x 240 pixels high
\$35.00

TEASER ADS:

120 pixels wide x 75 pixels high
\$20.00

72dpi; GIF, JPEG or SWF (Flash) files only

1/4 page to full-page ad in the newspaper receives a **free large strip ad.**

AD PRODUCTION SPECS

We prefer print-ready ads as **PDF** files. We also accept **TIFF**, **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.

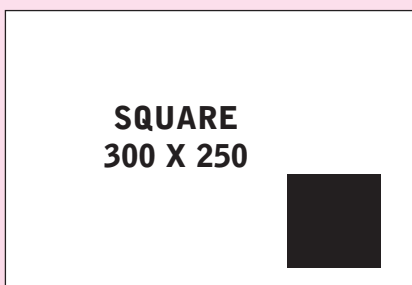
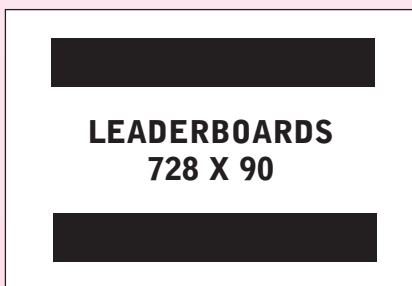
Shadow detail for all greyscale images should be set at an 82% black point. Highlight areas should be at a 2% white point. Image resolution is 300 dpi at 100% size.

Ads can also be sent on CD.

Inquire about online advertising on our web site at ebar.com.

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2010



ONLINE WEB AD RATES

SKYSCRAPER ADS

\$50 per 8 day posting (Static, non- Flash)

\$75 per 8 day posting (Animated, Flash)

SMALL STRIP ADS

\$35 per 8 day posting

TEASER ADS

\$20 per 8 day posting

WEB AD DIMENSIONS

LARGE SKYSCRAPER ADS:

120 pixels wide x 600 pixels high

SMALL STRIP ADS:

120 pixels wide x 240 pixels high

TEASER ADS:

120 pixels wide x 75 pixels high

Email artwork files to David McBrayer at: d.mcbrayer@ebar.com or advertising@ebar.com call 415-861-5019

GENERAL INFORMATION

1/4 to Full Page print ads receive comp web banner ad.

All banner ad files should be sent as 72dpi; GIF, JPEG or SWF (Flash) files only

All web ads may be linked to your website. You must provide the jump address.

All web ads MUST be built to these exact specs.

LEADERBOARD ADS:

728 pixels wide x 90 pixels high

SQUARE ADS:

300 pixels wide x 250 pixels high

LEADERBOARD & SQUARE AD SALES INFO:

Gay Ad Network
1-954-485-9910 (sales)
www.gayadnetwork.com



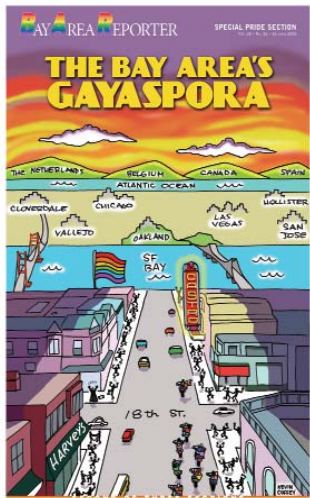
BAY AREA REPORTER

2010 Editorial – Event Calendar

Following is a list of important and popular advertising dates for 2010.

Annual events throughout the year attract thousands to San Francisco. In 2009 the LGBT Pride Parade attracted 1,000,000 attendees; the International Gay and Lesbian Film Festival (eleven days of continuous activities) sold 66,000 tickets; and attendance at various weekend events and fairs steadily increased (Lazy Bear Weekend: 35,000; Up Your Alley Fair: 10,000; Folsom Street Fair: 300,000; Castro Street Fair: 80,000; and Halloween: 50,000).

Other popular advertising dates include functions for SF's many well-known cultural organizations, as well as state and federal election coverage. Please feel free to contact us if you have any questions.



Event	Event Date	Issue Date	Art/Reservation Date
Int. Bear Rendezvous	2/11-15	2/11	2/5
Imperial Court 44 Aniv.	2/27	2/25	2/19
Intl. Gay/Les Film Fest	6/17-27	6/24	6/11
Election Endorsements	5/13-27	5/13,20,27	5/7,14,21
June Primary Elections	6/8	6/3	5/28
Gay Pride Parade	6/27	6/24	6/11
Up Your Alley Fair	7/25	7/22	7/16
Folsom Street Fair	9/26	9/23	9/17
Castro Street Fair	10/3	9/30	9/24
Halloween	10/31	10/28	10/22
Election Endorsements	10/7-21	10/7,14,21	10/1,8,15
General Elections	11/2	10/28	10/22

Please direct advertising questions and reservations to:
Colleen Small at c.small@ebar.com or call 415-861-5019.

Bay Area Reporter, 395 Ninth Street, San Francisco, CA 94109