

## 2019 Retail Advertising Rates Per Publication

	52X	26X	13X	1X
<b>Full Page</b>	<b>*1117</b>	<b>*1279</b>	<b>*1406</b>	<b>*1802</b>
<b>3/4 V</b>	<b>*839</b>	<b>*960</b>	<b>*1056</b>	<b>*1352</b>
<b>2/3 H</b>	<b>*757</b>	<b>*865</b>	<b>*950</b>	<b>*1219</b>
<b>1/2 H, V</b>	<b>*591</b>	<b>*675</b>	<b>*742</b>	<b>*950</b>
<b>1/3 H, V</b>	<b>*405</b>	<b>*465</b>	<b>*509</b>	<b>*654</b>
<b>1/4 H, V</b>	<b>*307</b>	<b>*351</b>	<b>*387</b>	<b>*492</b>
<b>1/6 H</b>	<b>*222</b>	<b>*255</b>	<b>*278</b>	<b>*357</b>
<b>1/8 V</b>	<b>*171</b>	<b>*195</b>	<b>*213</b>	<b>*273</b>
<b>1/16</b>	<b>*119</b>	<b>*135</b>	<b>*147</b>	<b>*188</b>

Insertions must be weekly or biweekly to qualify for frequency discounts. All advertisements must be standard size.

### Controlled Distribution

45,000 North Bay – Sonoma, Napa, and Marin  
25,000 Bohemian copies every Wednesday  
20,000 Pacific Sun copies every Wednesday

### Non-Profit Advertising

Qualified not-for-profit and charitable organizations receive our 13X frequency discount.

### Political Advertising

Political advertising must show name and address of sponsor and chairperson's name. Open rate applies; must be paid in advance. Public controversy is considered political advertising.

### Preprinted Inserts

We recommend investing in ad space to ensure maximum exposure. However, we accept preprinted inserts. Rates are \$45 per thousand with an ad campaign, and \$60 per thousand, insert only. Full run only.

### Cover News Notes

1-sided sticky "News Notes", 3" x 3"  
\$2,500, 1x per publication; \$2,250, 6x per publication; 10% combo discount.

### Deadlines

We publish every Wednesday. Space reservations and copy for ads requiring production must be received by Thursday at 12pm. Deadline for PDF files is 2pm on Friday. Holidays may affect deadline schedules.

### Cancellations

Cancellations on Monday will be charged the full rate.

### Placement

Specific page positions (when available) are guaranteed with payment of a 15% placement charge. There is a **1/6-page minimum**.

### Color Rate

Add 20%.

### Mechanical Requirements

All advertising is designed to one of the following standard sizes:

**Full Page: 9 x 10**

**3/4: 6.7618 x 10**

**2/3H: 9 x 6.5625**

**1/2 H: 9 x 4.8438**

**1/2 V: 4.3438 x 10**

**1/3H: 9 x 3.125**

**1/3V: 4.3438 x 6.5625**

**1/4S: 4.3438 x 4.8438**

**1/4V: 2.0156 x 10**

**1/6: 4.3438 x 3.125**

**1/8V: 2.0156 x 4.8438**

**1/16: 2.0156 x 2.2656**

Screens should be 85 lines per inch. Original materials, proofs, and reproductions are accepted.

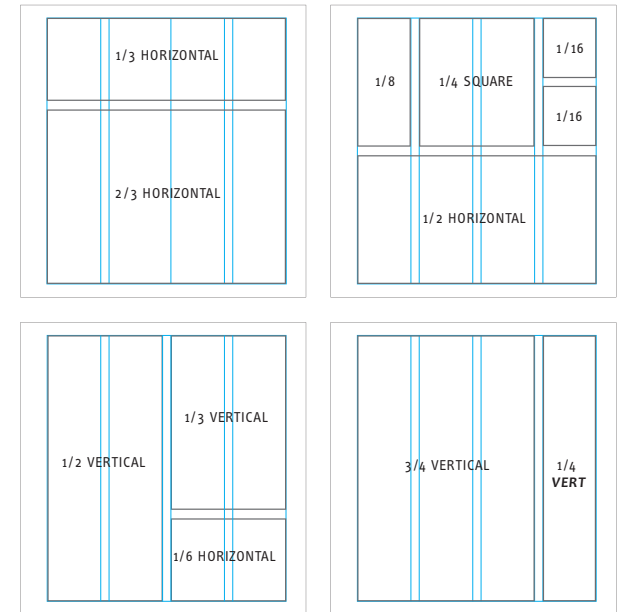
### Ad Design

Ad design is available at no additional charge for one proof. Each additional proof is \$25. The production department works on the Mac platform using Photoshop, Illustrator, Acrobat, and InDesign. We accept tiff, eps, jpeg or psd image files at 300 dpi.

We use the ICC profile: ISOnewspaper26v4.icc, which can be found online.

\$85 hr. design fee.

### Standard Ad Sizes



### Photography

\$60 per hour. Additional processing & exposure rights to be considered for quote.

### Video

Video packages are available, please inquire with your Advertising Account Manager.

# BOHEMIAN

707.527.1200 | [www.bohemian.com](http://www.bohemian.com)

# PacificSun

415.485.6700 | [www.pacificsun.com](http://www.pacificsun.com)