

Advertising Rate Sheet

Monthly Ad Rates

Page Size	Dimensions	B&W Ad	Color Ads
Full page	10-3/16" w x 15-3/4" h	\$700	\$1500
Half page	10-3/16" w x 7-3/4" h	\$500	\$1000
1/4 page	5" w x 7-3/4" h	\$200	\$500
1/5 page	5" w x 5-3/4" h	\$155	\$400
1/8 page	5" w x 3-3/4" h	\$150	\$350
1/10 page	5" w x 2-3/4" h	\$100	\$300
1/16 page, horizontal	5" w x 1-3/4" h	\$80	\$250
1/16 page, vertical	2-3/8" w x 3-3/4" h	\$80	\$250
1/20 page	2-3/8" w x 2-7/8" h	\$60	\$200

Color Advertising

There is limited space for color ads, please reserve yours as early in the month as possible. You can also reserve the back page for a full-page color ad for \$2000.

Free Standing Inserts

The View can accommodate inserts for a \$2,500 fee, excluding the cost of insert printing (i.e., advertiser provides the inserts). In addition, we occasionally mail the paper to all 94103 and 94107 residents; check with us about specific dates.

Discounts

Percentage	Criteria
10% discount	Advertisers in 94107 zip code
10% discount	PREPAY for 3-6 months of ad space; OR
15% discount	PREPAY for 7 or more months of ad space

Graphic Design

If you need **graphic design work**, we can help.

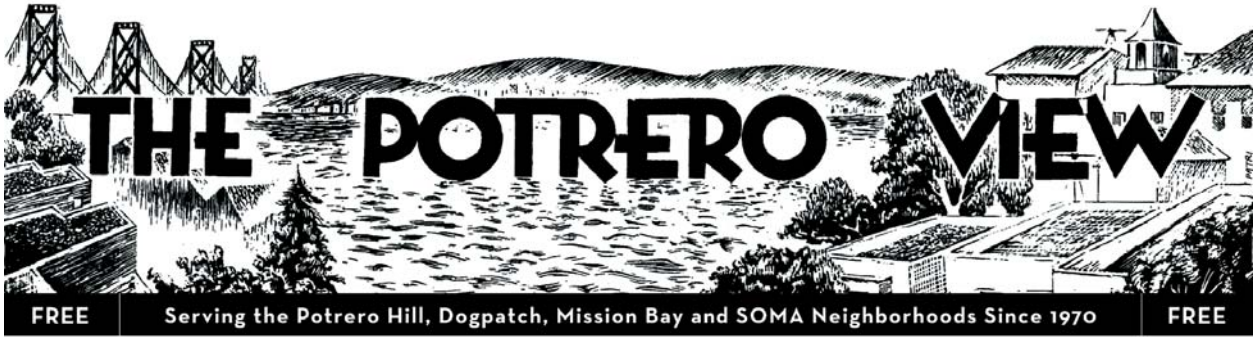
- To create an ad, the **design** fee is the cost of the ad.
- Ad file **changes** can be executed for a \$25 fee (including resizing, altering graphics, scanning)

Ad Submission Guidelines

- Electronic files should be grayscale PDFs, at least 200 dpi in image resolution. Please do not submit files with CMYK, RGB, or any other Photoshop color option, unless you are running a color ad.
- All display ads should be bordered (boxed). The dimensions above reflect ad size *including* border. Our **deadline is the 18th of the month**, or the Monday following, if the 18th falls on a weekend.
- Please deliver electronic files **by email to:** graphics@potreroview.net and **by mail to:** *The Potrero View*, 2325 Third Street, Suite 344, San Francisco, CA 94107

Payment

We accept the following forms of **payment**: check, cash, money order or Paypal. If paying via **Paypal**, the email address to use is billing@potreroview.net.



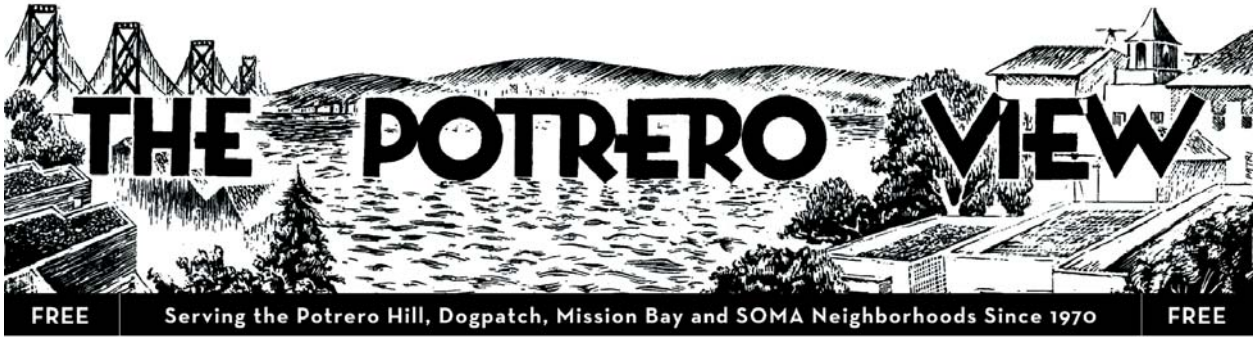
Advertising Order Form

Business Contact Information

Business Name: _____	Ordered by: _____
Address: _____ _____	Telephone: _____ Fax: _____ Email: _____

Advertising Order Information

Insertion Date(s): _____	Number of Months: _____
Ad Size <i>(please check the appropriate box):</i>	
<input type="checkbox"/> Full page: 10-3/16" w x 15-3/4" h	<input type="checkbox"/> 1/10 page: 5" w x 2-3/4" h
<input type="checkbox"/> Half page: 10-3/16" w x 7-3/4" h	<input type="checkbox"/> 1/16 page, horizontal: 5" w x 1-3/4" h
<input type="checkbox"/> 1/4 page: 5" w x 7-3/4" h	<input type="checkbox"/> 1/16 page, vertical: 2-3/8" w x 3-3/4" h
<input type="checkbox"/> 1/5 page: 5" w x 5-3/4" h	<input type="checkbox"/> 1/20 page: 2-3/8" w x 2-7/8" h
<input type="checkbox"/> 1/8 page: 5" w x 3-3/4" h	<input type="checkbox"/> 1/32 page: 2-3/8" w x 1-1/2" h
If Full or Half page ad, CIRCLE ONE: COLOR or BLACK & WHITE	
Rate per month: \$ _____ X No. of Months: _____ = \$ _____	
Please check the applicable discount boxes:	
<input type="checkbox"/> 94107 zip code discount (10%):	(less) \$ _____
<input type="checkbox"/> 3-6 month prepaid discount (10%):	(less) \$ _____
OR	
<input type="checkbox"/> 7 month+ prepaid discount (15%):	(less) \$ _____



TOTAL AD COST: \$ _____
(subtract discount(s)
from subtotal)