



THE POTRERO VIEW

MONTHLY

Serving the Potrero Hill, Dogpatch, Mission Bay and SOMA Neighborhoods Since 1970

POTREROVIEW.NET

SOMA Potrero
Mission Hill
BAY dogpatch
Bayview

The View is San Francisco's longest running neighborhood newspaper. Our nearly 50-years longevity is testament to our ability to provide our readers with a news service that informs their lives.

View readers have historically been property owners and long-time community members with a strong commitment to local businesses and their community. Our advertisers reinforce their relationship with their existing customers, reach new ones, and expand their visibility while supporting Southeast San Francisco's respected community voice — *The Potrero View*.

Contact: **Helena Chiu**
production@potreroview.net

10,000
copies hand-delivered
to homes in Potrero Hill,
Dogpatch, Mission Bay
and SOMA

3,500
copies distributed
via 25 drop-off
locations including
sidewalk newspaper boxes
retail stores
art galleries
restaurants and cafes
schools
biotech firms
interior design showrooms
and many other businesses

upwards of
30,000
readers monthly

13,500
circulation

IT'S FREE!

1.85
average
household
size

\$114k
average
household
income
94107

28%
married
94107

80%
single;
divorced
94103

20%
married
94103

72%
single;
divorced
94107

59.7%
94107
AGES
18-44

21.3%
94107
AGES
46-64

* data from 2000 & 2010 Censuses



MONTHLY

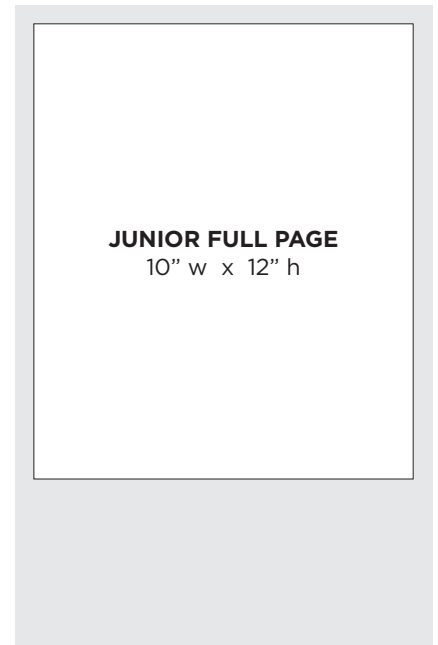
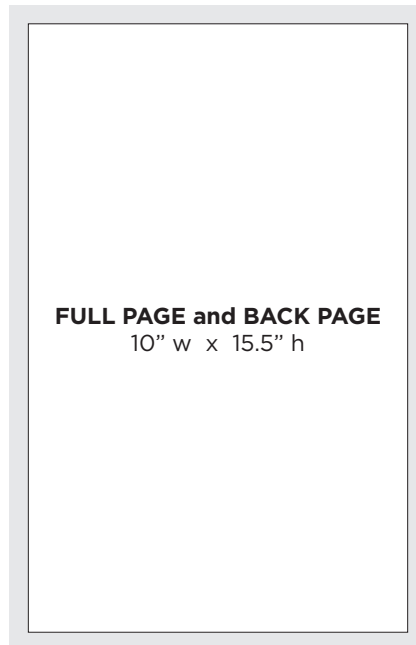
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2019 Potrero View Display Advertising Rates

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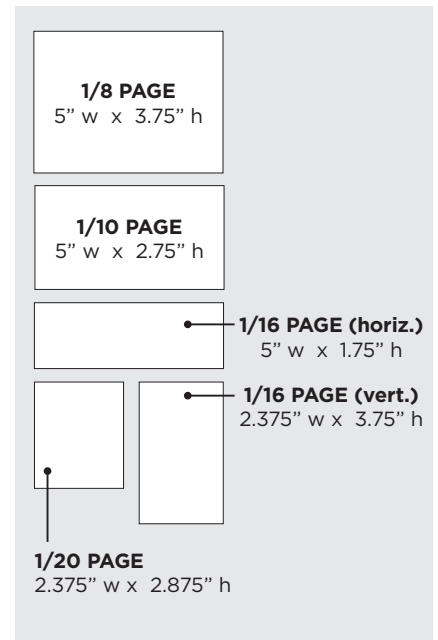
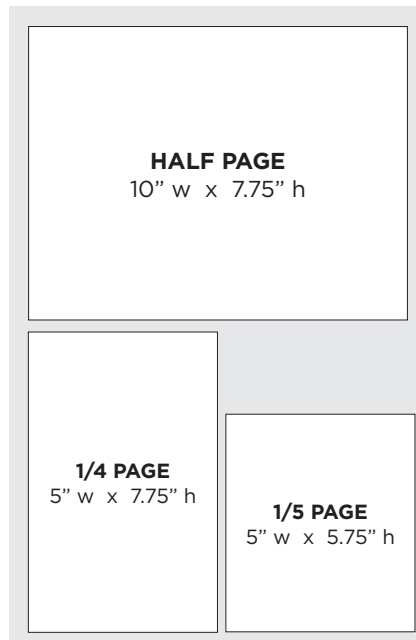
PAGE SIZE	B&W	COLOR
Full Page	\$1,200	\$1,600
Junior Full Page	\$1,000	\$1,200
Half Page	\$750	\$1,000
1/4 Page	\$350	\$550
1/5 Page	\$235	\$400
1/8 Page	\$175	\$275
1/10 Page	\$150	\$225
1/16 Page, horizontal	\$135	\$175
1/16 Page vertical	\$135	\$175
1/20 Page	\$115	\$125
Back Page		\$2,000



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DISCOUNTS

#1 - 10% off	PREPAY for 4 months of ad space
#2 - 15% off	PREPAY for 6 months or more of ad space
#3 - 10% off	Advertisers in the 94107 zip codes + ads 1/4 page or larger only
#4 - 20% off	PREPAY for 4 months of ad space + be located in the 94107 zip code + purchase an ad 1/4 page or larger
#5 - 25% off	PREPAY for 6 months or more + be located in the 94107 zip code + purchase an ad 1/4 page or larger





2019 Potrero View Display Advertising Rates

AD SUBMISSION GUIDELINES

- Artwork should be at least 240 dpi in image resolution.
- Please turn all fonts into outlines where applicable.
- If your display ad is submitted without a border, a .5 pt rule (in black) will be added for you. The dimensions above reflect ad size including the border.
- Please email your file to production@potreroview.net with the following naming convention:
[business name]_[publication month year].pdf

AD SPACE RESERVATION DEADLINE*

Space Reservation: due 15th of the month, or the Monday following if the 15th falls on a weekend.

Final Artwork: due on the 20th of the month, or the Monday following if the 20th falls on a weekend.

* The View reserves the right to adjust deadlines, as needed.

GRAPHIC DESIGN SERVICES

- The View's design fee is equivalent to the cost of single insertion of the ad, before possible discounts.

For example:

Ad Size = Half Page, Color

Single Month Insertion = \$1,000. (before discounts)

Price of ad design by the View = \$1,000.

- \$100 to modify ads (including copy edits, resizing, altering graphics, scanning).

FREE STANDING INSERTS

The View charges \$1,500 for stand-alone inserts, excluding the cost of insert printing (i.e., advertiser provides the inserts).

PAYMENT AND BILLING QUESTIONS

We accept the following forms of payment:

- Credit Card: American Express, Discover, MasterCard, Visa
- Paypal (email for Paypal payments: office@potreroview.net)
- Apple Pay
- Bank Transfer
- Check
- Cash
- Money Order

Billing Questions? Please contact Catie Magee at office@potreroview.net.