



MONTHLY

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

POTREROVIEW.NET

## 2020 Potrero View Advertising Rates and Specs — Print

PAGE 1 OF 4

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, horizontal	\$135	\$175
1/16, vertical	\$135	\$175
1/20 Page	\$115	\$125
Back Page	—	\$2,000

### Neighborhood Business Ads\*

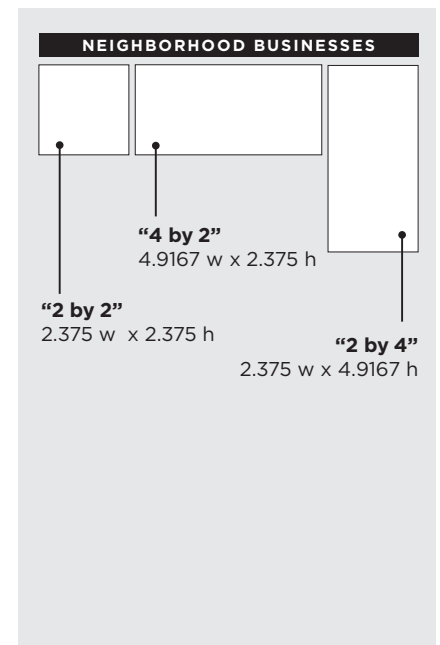
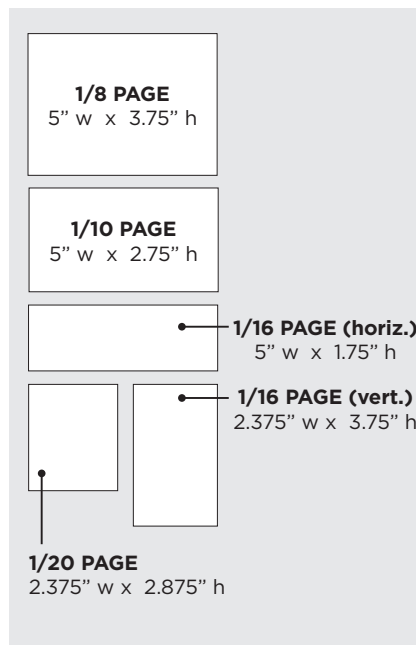
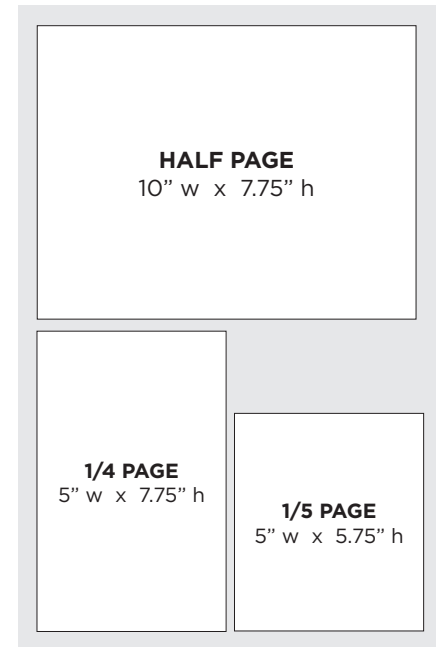
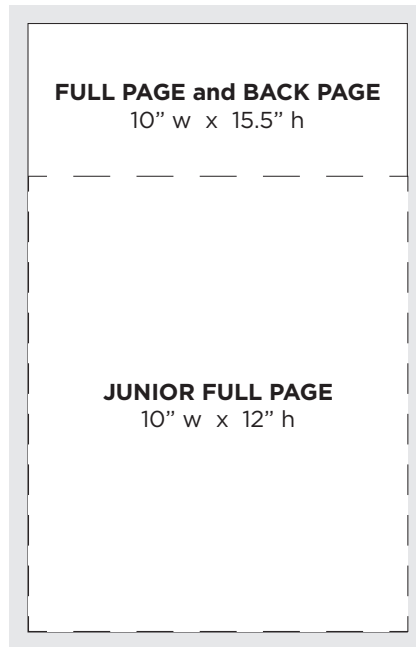
	"2 x 2"	"2 x 4" / "4 x 2"
6 months	\$345	\$690
12 months	\$555	\$1,110

\* Prepaid in full. Not eligible for additional discounts

### DISCOUNTS

#1 - 10% off	PREPAY for 4 months. Any size ad.
#2 - 15% off	PREPAY for 6 months or more. Any size ad.
#3 - 10% off	Advertisers in 94107, 94103, 94158 + 1/4 page or larger
#4 - 20% off	PREPAY for 4 months + advertiser in 94107, 94103, 94158 + 1/4 page or larger
#5 - 25% off	PREPAY for 6 months + advertiser in 94107, 94103, 94158 + 1/4 page or larger

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





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## 2020 Potrero View Advertising Rates and Specs — Print, *continued*

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### AD SUBMISSION GUIDELINES

- Artwork should be at least 250 ppi (pixels per inch) 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. Ad dimensions reflect ad size including the border.
- Please **email your file to [production@potreroview.net](mailto:production@potreroview.net)** with the following naming convention:  
**[your business name]\_[month and year of publication].pdf**

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### 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.

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### GRAPHIC DESIGN SERVICES

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

**For example:**

- a. Ad Size = half-page, color
- b. Single Month Insertion = \$1,000. (before discounts)
- c. Price of ad design by the View = \$1,000.

- \$100 to modify ads (copy edits, replacing image). If the View did not create the ad, original artwork must be supplied by the Client.

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### FREE STANDING INSERTS

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



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## 2020 Potrero View Advertising Rates and Specs — Digital

PAGE 3 OF 4

With the purchase of a print ad in the *View*, purchase a digital ad for an additional **\$150 per month**. Your digital and print ads will run concurrently. Digital ad will appear on our front page and link back to your business.

### Digital Ad Specs:

- 300px wide x 250px tall
- .jpg format



### Payment and Billing Questions

We accept the following forms of payment:

- American Express, Discover, MasterCard, Visa
- Paypal (email: [office@potreroview.net](mailto:office@potreroview.net))
- Apple Pay
- Bank Transfer
- Check
- Cash
- Money Order

### Billing Questions?

Please contact Catie Magee at [office@potreroview.net](mailto:office@potreroview.net)

Contact: **Helena Chiu**  
[production@potreroview.net](mailto:production@potreroview.net)



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**SOMA** Potrero  
Mission Hill  
**BAY** dogpatch

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

**1,000**  
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  
**25,000**  
readers monthly

**11,000**  
circulation

94107 65% 94103 20% 94158 15%

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