



MONTHLY

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

POTREROVIEW.NET

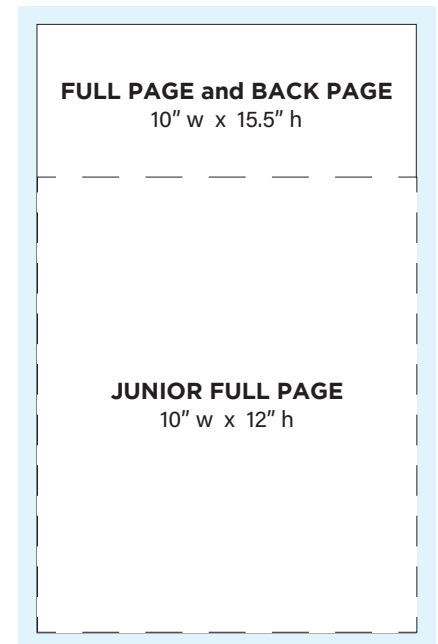
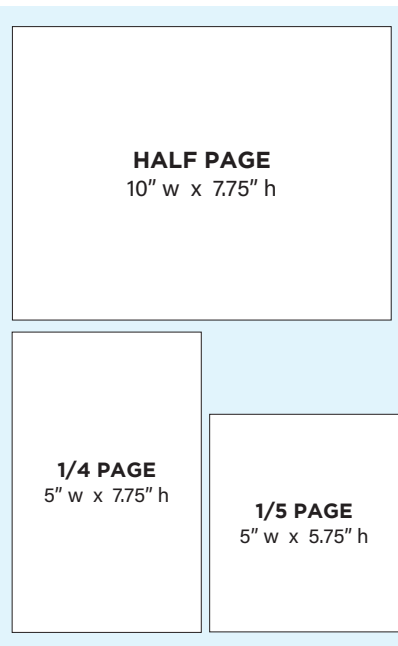
2026 Potrero View Advertising Rates and Specs | PRINT

Ad Sales: marketing@potreroview.net

AD SIZE	B&W	COLOR
Full Page	\$1,400	\$1,800
Junior Full Page	\$1,200	\$1,400
Half Page	\$900	\$1,200
1/4 Page	\$450	\$650
1/5 Page	\$350	\$500
1/8 Page	\$250	\$350
1/10 Page	\$190	\$250
1/16, horizontal	\$165	\$195
1/16, vertical	\$165	\$195
Back Page	—	\$2,300

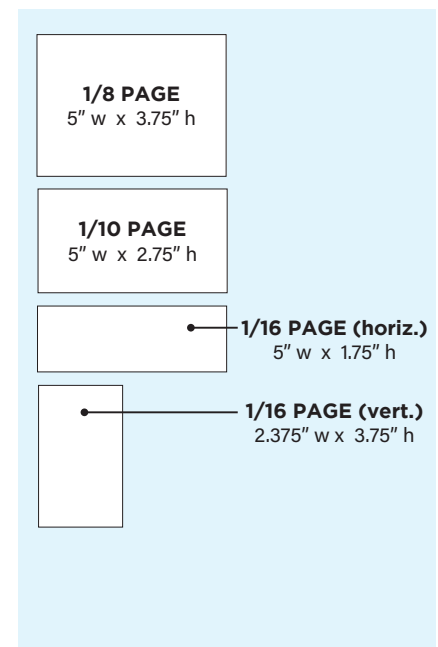
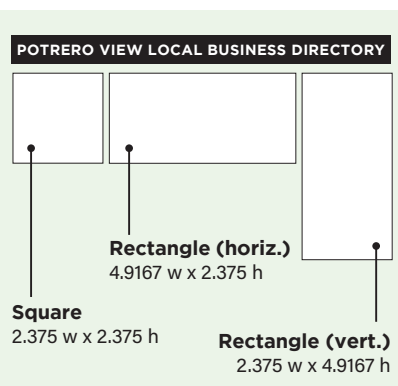
DISPLAY AD DISCOUNTS

10% off	3 month package
20% off	4 month package
25% off	6 month package
30% off	12 month package



POTRERO VIEW LOCAL BUSINESS DIRECTORY*		
"Square"	B&W	COLOR
1 month	\$75	\$175
3 months	\$125	\$250
6 months	\$225	\$450
12 months	\$405	\$810
"Rectangle"	B&W	COLOR
1 month	\$100	\$200
3 months	\$200	\$450
6 months	\$405	\$810
12 months	\$730	\$1,460

* Prepaid in full. Not eligible for additional discounts.





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DISPLAY AD SUBMISSION GUIDELINES

- Convert all spot and RGB colors to **CMYK**. Otherwise, your colors may shift on press.
- Bitmap artwork should be no less than **250 ppi** (pixels per inch) in 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.
- Preferred file format: **PDF**. Also accepted: .jpg, .eps
- Please email your file to **production@potreroview.net** with the following naming convention:
[your business name]_[month and year of publication].pdf

CLASSIFIED ADS

Each classified ad is \$25. for up to 200 characters, including spaces. A 20-percent discount will be provided for ads paid for six months in advance. Payment, and/or corrections, must be received by the 18th of each month for the ad to appear in the following month's issue. **Please email classified ad requests to office@potreroview.net**

"GETTING INVOLVED" SECTION

Keep our neighborhood involved and informed about your organization: your goals, mission, and how our readers can get involved! **Please email production@potreroview.net**

- Up to 150 words: \$225. / year
- 150 to 200 words: \$300. / year

DEADLINES *

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 design fee is equivalent to the cost of single insertion of the ad, before discounts.
For example: If ad size is half-page, color, single month Insertion = \$1,200. Price of ad design by the View = \$1,200.
- \$100 to modify ads (copy edits, replacing image). If the View did not create the ad, original artwork must be supplied by the Client.

FREE STANDING INSERTS

The View charges \$1,500. to include stand-alone, advertiser-provided inserts.



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2026 Potrero View Advertising Rates and Specs | DIGITAL

Ad Sales: marketing@potreroview.net

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

Digital-only ad purchase: \$300. per month

Digital Ad Specs:

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

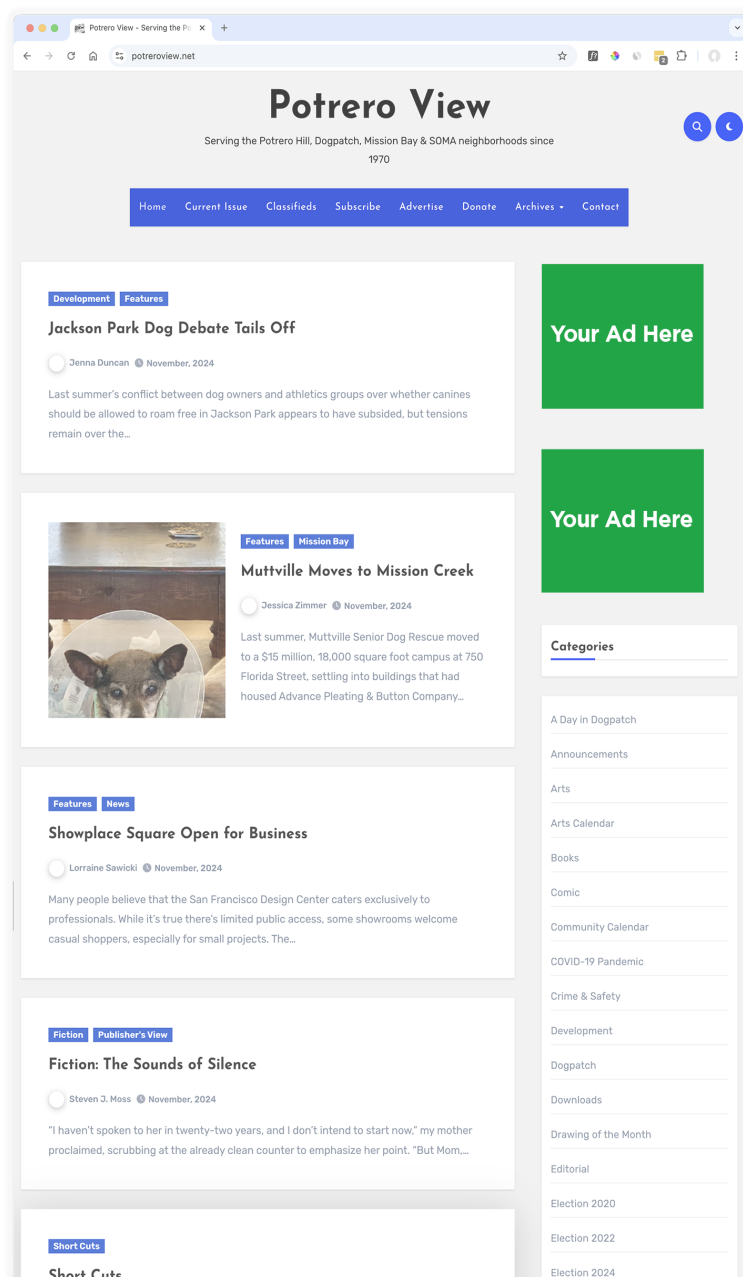
Payment and Billing Questions

We accept the following forms of payment:

- American Express, Discover, MasterCard, Visa
- Apple Pay
- Bank Transfer
- Check: please mail payment to:
Gazetteer Inc.
575 Market St., 4th Floor
San Francisco, CA 94105

Billing Questions?

Please contact Chelly Guzman at chelly@gazetteer.co





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SOMA Potrero Hill Mission Bay dogpatch

The View is San Francisco's longest running neighborhood newspaper. Our 50-plus 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*.

8%-10%
of gross earnings

the amount spent by the average small business per year, or around \$3,000 per month (Small Business Administration)

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
large residential buildings
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!

average
household
income

94107

\$235k

mission bay

\$180k

ages 25-44

\$237k

ages 45-65

average
median
income

potrero hill

\$161k

dogpatch

\$171k

SOMA

\$141k

ages

63%

18-45

18.4%

46-64

9.6%

65 +

4%

9-17

5%

8 & under

population*

13.7k

potrero hill

6.8k

dogpatch

10.2k

mission bay

60.7k

SOMA

* data from 2020 Census



Contact: **Brooke Ley**
marketing@potreroview.net