

ADVERTISING RATE CARD

DISPLAY • CLASSIFIED • CLASSIFIED DISPLAY

DEMOGRAPHICS

The Central City EXTRA is a community newspaper of general interest. It is distributed to residents, businesses, non-profit organizations, and government workers in central San Francisco. This includes the Civic Center, North of Market, Little Saigon, Mid-Market, and South of Market neighborhoods. The EXTRA is hand delivered to staff at City Hall and other municipal agencies. Our print run of 8000 copies reaches an estimated 20,000 readers.

The EXTRA is unique among San Francisco's tabloid newspapers. It has a distinctive format, is printed on high quality stock, and offers bleeds on all four sides of the page. Our staff can provide copywriting, design, and photography for your advertising needs at competitive rates.

DISPLAY AD RATES

Prices are for Camera Ready Art or pdfs

1/16 page	1X—\$75	3X—\$180	6X—\$300
1/8 page	1X—\$120	3X—\$250	6X—\$450
1/4 page	1X—\$225	3X—\$500	6X—\$900
1/2 page	1X—\$400	3X—\$900	6X—\$1500
Jr. Full Page	1X—\$600	3X—\$1200	6X—\$2400
Full Page	1X—\$750	3X—\$1500	6X—\$3000

Copywriting/Design/Photography — *Negotiable*

Neighborhood Discount — 10%

Priority Placement + 15%

Second Color (Changes Monthly) + 15%

Bleeds — *No Charge*

CLASSIFIED AD RATES

Regular classified ads are \$2.50 per line, and there is a two-line minimum. The EXTRA uses a bold condensed typeface that averages 35 characters per line. This allows you to say more with less.

Second colors can be used to emphasize certain words, as a solid background, or as a screen tint. For second color, add 15% to the cost of the ad.

CLASSIFIED DISPLAY RATES

Size # 1 — 1 5/8" H x 1 5/8" W

1 time — \$15 3 times — \$40 6 times — \$75

Size # 2 — 2 1/2" H x 1 5/8" W

1 time — \$25 3 times — \$65 6 times — \$100

Size # 3 — 2 1/4" H x 3 1/4" W

1 time — \$35 3 times — \$90 6 times — \$150

DEADLINES

Space Reservation Deadline — 20th of each month

Camera Ready Copy Deadline — 22nd of each month

CENTRAL CITY

EXTRA

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