

WESTSIDE OBSERVER

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ABOUT OUR PAPER

The *Westside Observer* is 30 year-old monthly newspaper serving the entire Western area of San Francisco. We deliver 20,000 copies 10 times a year on the last Friday of each month (January and August excepted), 12,000 of which are distributed door-to-door (see list of neighborhoods on the right).

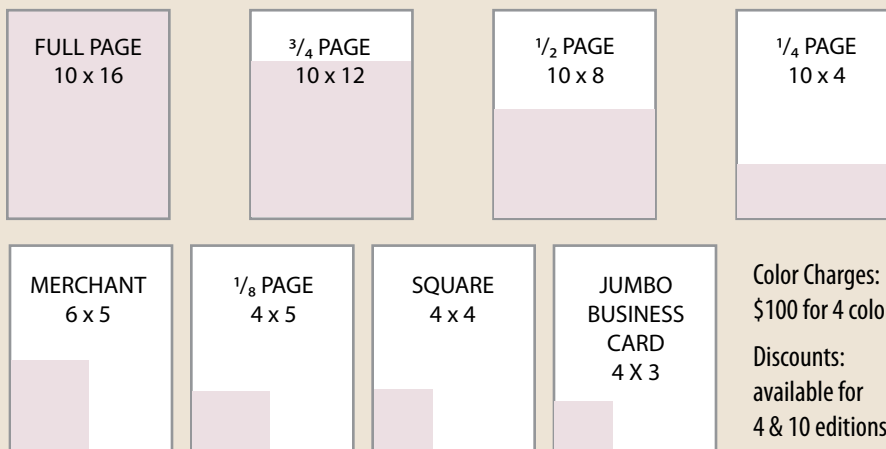
Another 1,500 are distributed through a free distribution rack system found at 15 locations on the Westside of the City. The remaining copies are delivered to key drop-off points, including merchants, banks and public libraries.

AD RATES

SIZE	DIMENSIONS (sq in)	1x	3x	6x
Full Page	10 x 16 (160 sq in)	1500	1350.	1200.
³ / ₄ Page	10 x 12 (120 sq in)	1200.	1080.	960.
¹ / ₂ Page	10 x 8 (80 sq in)	800.	720.	640.
¹ / ₄ Horizontal	10 x 4 (40 sq in)	400.	360.	320.
Merchant	6 x 5 (30 sq in)	300.	270.	240.
¹ / ₈ Page	4 x 5 (20 sq in)	225.	200.	180.
4 Inch Square	4 x 4 (16 sq in)	200.	180.	160.
Jumbo Card	4 x 3 (12 sq in)	175.	157.	140.

Color: Add \$100 • Inserts: \$50 per thousand

ADVERTISEMENT SIZES



Color Charges:
\$100 for 4 color

Discounts:
available for
4 & 10 editions.

Neighborhoods Served

Diamond Heights
Forest Hill
Forest Hill Extension
Forest Knolls
Golden Gate Heights
Ingleside
Lakeshore
Lakeside Village
Merced Manor
Midtown Terrace
Miraloma Park
Mt. Davidson
Park Merced
Parkside
St. Francis Wood
Sloat Boulevard
Stonestown
Sunnyside
Twin Peaks
West Portal
Westwood Highlands

PUBLICATION DATE

The 1st weekend of each month. (Dec/Jan and Jul/Aug are combined issues.)

LAYOUT/DEADLINES

Camera Ready: PDF, Tiff, JPEG (hi-res)
Due: 23rd of each month.
Other formats: 21st of each month.
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