

## About Our Paper

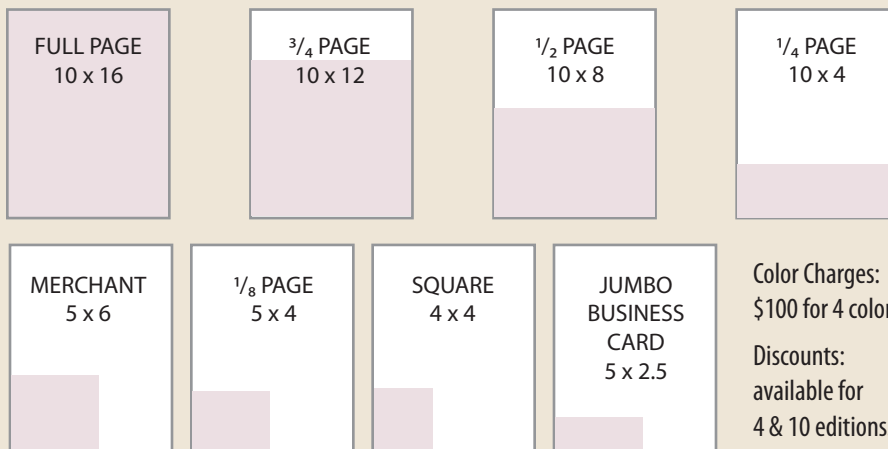
The Society of Professional Journalists (Nor-Cal) recently awarded the *Westside Observer*, a 32 year-old and trusted neighborhood newspaper, with its James Madison Freedom of Information Award. The Observer is a monthly newspaper serving the westside of San Francisco with 20,000 copies every month, 12,000 delivered door-to-door, ten months of the year (no issue in August or January) to the areas listed on the right.

The remaining issues are distributed through the 15 designated racks on the west side and at key drop-off points such as merchants, banks, markets 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	5 x 6 (30 sq in)	300.	270.	240.
1/8 Page	5 x 4 (20 sq in)	225.	200.	180.
4 Inch Square	4 x 4 (16 sq in)	200.	180.	160.
Jumbo Card	5 x 2.5 (12 sq in)	175.	157.	140.

### 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.  
Advertising Graphics info contact:  
Doug Comstock: editorwso@me.com

### CONTACT

**Mitch Bull, Publisher**  
mitch@westsideobserver.com  
415 517-6331  
Please contact Mitch for advertising  
and all publishing questions.