

# WESTSIDE OBSERVER

2019 James Madison Freedom of Information Award *Society of Professional Journalists, NorCal Chapter*

## ABOUT OUR PAPER

The *Westside Observer* is 32 year-old monthly newspaper serving the 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.

The *Westside Observer* is published by Westside San Francisco Media, a California 501(c)(4) Corporation.

## Neighborhoods Served

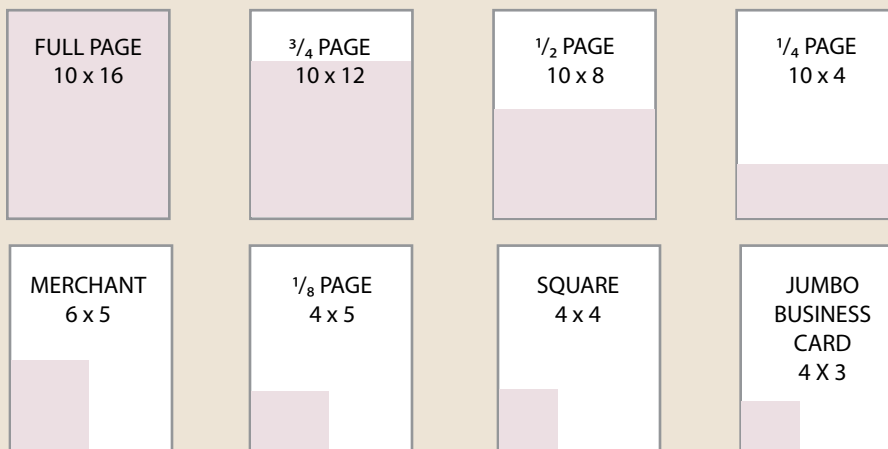
Diamond Heights  
 Forest Hill  
 Forest Hill Extension  
 Forest Knolls  
 Golden Gate Heights  
 Ingleside  
 Lakeshore  
 Lakeside Village  
 Merced Manor  
 Midtown Terrace  
 Miraloma Park  
 Mt. Davidson  
 Park Merced  
 Parkside  
 St. Francis Wood  
 Sloat Boulevard  
 Stonestown  
 Sunnyside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

## AD RATES

SIZE	DIMENSIONS (sq in)	1x	3x	6x
Full Page	10 x 16 (160 sq in)	1500	1350.	1200.
<sup>3</sup> / <sub>4</sub> Page	10 x 12 (120 sq in)	1200.	1080.	960.
<sup>1</sup> / <sub>2</sub> Page	10 x 8 (80 sq in)	800.	720.	640.
<sup>1</sup> / <sub>4</sub> Horizontal	10 x 4 (40 sq in)	400.	360.	320.
Merchant	6 x 5 (30 sq in)	300.	270.	240.
<sup>1</sup> / <sub>8</sub> 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.

Inserts: \$50 per thousand

## ADVERTISEMENT SIZES



## 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

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