



TARGETED

COMMUNITY

MARKETING



SOMA GUIDE



2008 ADVERTISING RATES

Size	Dimensions	CPM	Rate
Full page	3.5" x 9.9"	\$32.54	\$2604
Half page	3.5 x 4.89	19.02	1522
Column full	1.66 x 9.9	19.02	1522
Column 3/4	1.66 x 7.39	16.03	1282
Column 1/2	1.66 x 4.89	11.85	948
Quarter page	3.5 x 2.38	11.85	948
Column 1/4	1.66 x 2.38	8.01	641

Premium placement locations available.
Discounts for multiple insertion contracts.

AD SPECIFICATIONS

- Advertising design is available at \$75 per hour. The first hour is free. On-site photography by arrangement.
- Ads must be submitted as PDF/X-1a files. Photographs or other bitmapped images in ads should be 300 ppi and adjusted for U.S. Web Coated (SWOP) printing.
- Full-page ads that bleed must include 1/8 inch bleed on all sides.
- Premium placement ads have special bleed and size requirements. Please contact us for specifications.

YEAR-ROUND MARKETING VALUE

SOMA Guide shows residents and visitors everything to see and do in San Francisco's South of Market area. It's an easy-to-carry annual resource packed with useful information and fold-out maps that efficiently guide readers through the most dynamic urban district in the Bay Area. It offers the only advertising channel focused on this neighborhood...for highly competitive rates.

SOMA Guide is distributed year-round free of charge to those who live, work, and shop in SOMA. It is available in more than 300 businesses, residential complexes, restaurants, shops and offices South of Market and in hotels throughout the city. Through this tested and reliable distribution network, your advertising message will reach 80,000 potential customers.



SOMA GUIDE

Published by a locally-owned business that supports the South of Market neighborhood and business community.

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