

Print Advertising Rate Sheet

The Ingleside Light

Contact Alex Mullaney at (415) 215-4246 or publisher@inglesidelight.com

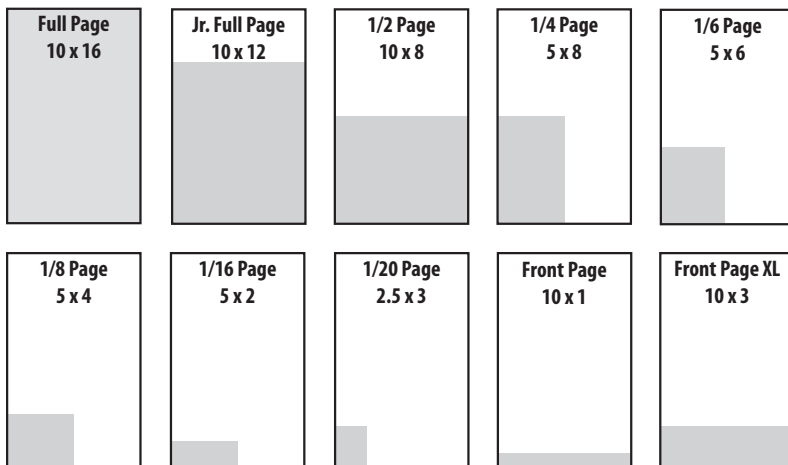
The Ingleside Light covers the south central region of San Francisco, serving the residents of Westwood Park, Sunnyside, Outer Mission, Excelsior, Ocean View, Merced Heights, and Ingleside neighborhoods. We strive to provide journalism offered by no one else in a fast growing part of San Francisco.



Ad Rates

Size	Dimensions	Black & White	Full Color
Full Page	10" x 16"	\$985	\$1200
Jr. Full Page	10" x 12"	\$695	\$900
1/2 Page	10" x 8" or 5" x 16"	\$505	\$700
1/4 Page	5" x 8" or 10" x 4"	\$265	\$450
1/6 Page	5" x 6"	\$205	\$400
1/8 Page	5" x 4"	\$145	\$350
1/16 Page	5" x 2" or 2 1/2" x 4"	\$60	\$250
1/20 Page	2 1/2" x 3"	\$45	\$200
Front Page	10" x 1"	\$300	\$300
Front Page XL	10" x 3"	\$500	\$500

Ad Sizes



Submission Guidelines

Ads must be e-mailed to publisher@inglesidelight.com as grayscale PDF files with a minimum 200 dpi. Color files need to be CMYK. Cash with order unless credit terms have been established.

Ad and payment deadline: Friday prior to first of the month. Space reservation can be made at any time.

Color

Color not only increases the visibility of your ad but it also compels people to read it. Ask about specials.

Frequency Discounts

15% discount if prepaid for 6 months
10% discount if prepaid for 3 months

Inserts

Preprinted inserts are \$75 per thousand (5,000 minimum).

Graphic Design

Design service available at no charge — maximum 1/2 hour. Additional time charged at \$30 per hour.

Contact

Editor & Publisher Alex Mullaney at (415) 215-4246 or publisher@inglesidelight.com.

TERMS

We reserve the right to enlarge or reduce the artwork to meet its own size specifications. Terms are net, non-commissionable. No cancellations are allowed after reservation deadline. If this should occur, or if materials are not received by deadline, the advertiser may be liable for forfeiture of the space booked at full cost. We reserve the right to decline any advertisement. We won't be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear from any cause whatsoever, nor its failure to appear on any specified date.