



www.westsideobserver.com • editor@westsideobserver.com • 415 517-3661 • POB 27176 SF, CA 94127

## ABOUT OUR PAPER

The Westside Observer is an established 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	10x
Full Page	10 x 16 (160)	1200.	1406.	1332.	1258.
<sup>3</sup> / <sub>4</sub> Page	10 x 12 (120)	925.	1055.	999.	944.
<sup>1</sup> / <sub>2</sub> Page	10 x 8 (80)	650.	703.	666.	629.
<sup>1</sup> / <sub>4</sub> Horizontal	10 x 4 (40)	370.	352.	333.	315.
Merchant	6 x 5 (30)	200.	264.	250.	236.
<sup>1</sup> / <sub>8</sub> Page	4 x 5 (20)	185.	176.	167.	157.
4 Inch Square	4 x 4 (16)	148.	141.	133.	126.
Jumbo Card	4 x 3 (12)	111.	105.	100.	94.

## 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
- Glen Park
- 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

Around the 1st of each month. (Dec/Jan and Jul/Aug combined issues.)

## LAYOUT/DEADLINES

Camera Ready: PDF, Tiff

Due: 24th of each month.

Other: 21st of each month.

Advertising Graphics info contact:

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## CONTACT

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