



**SFMC**

SAN FRANCISCO MEDIA COMPANY

**Examiner SF WEEKLY**

**SUN SF EXAMINER**

TOTAL CIRC. 255,000  
Home Delivery 204,000  
Rack Distribution 51,000

COLOR	B/W
\$3,947	\$3,552

**THURS SF EXAMINER**

TOTAL CIRC. 76,410  
Home Delivery 21,410  
Rack Distribution 55,000

COLOR	B/W
\$3,100	\$2,650

**WED SF EXAMINER**

TOTAL CIRC. 60,000  
Rack Distribution 60,000

COLOR	B/W
\$2,193	\$1,734

**THURS SF WEEKLY**

TOTAL CIRC. 65,000  
Rack Distribution 65,000  
Distributed for 7 days

COLOR	B/W
\$3,100	\$2,650

**FULL PAGE**

10.125 x 10.25

**HALF PAGE HORIZONTAL**

10.125 x 5.042

**2/5 PAGE VERTICAL**

3.95 x 10.25

**3/10 PAGE HORIZONTAL**

6.01 x 5.042

**1/5 PAGE VERTICAL**

3.95 x 5.042

**PREMIUM POSITION**

**FOUR PAGE WRAP**

Page 1 (10.125 x 9.5)  
Page 2 & 3 (21 x 10.250)  
Page 4 (10.125 x 10.250)

**SUN SF EXAMINER**

\$15,000

**THURS SF EXAMINER**

\$10,000

**WED SF EXAMINER**

\$8,000

**THURS SF WEEKLY**

\$10,000

**FRONT PAGE STRIP**

Vertical (1.89 x 10.250)  
Horizontal (10.125 x 1.750)

\$2,500

\$1,500

\$1,300

\$1,500

**DIGITAL**

**SF EXAMINER, SF WEEKLY ROS WEB BANNERS \$10 CPM**

728 x 90 | 300 x 250 | 300 x 600

**SF EXAMINER, SF EXAMINER RESKIN**

**\$750 PER DAY / PER SITE**

Left & Right Sides 300 x 900 | Safe Area 140 x 750  
Pencil Bar 975x 30 | Expanded Pencil Bar 975x 300

**INTERSTITIAL**

**\$750 PER DAY / PER SITE**

Includes Desktop & Mobile

Desktop 600 x 480

Mobile 320 x 480

**SPONSORED CONTENT STORY**

**\$500 PER DAY / PER SITE**

Includes Desktop & Mobile