

All prices shown below are cost per ad insertion. The discounted rates are available with a multi-issue contract and the amount is billed each quarter.

PLACEMENT	SIZE (width x height)	1X	4X (per insertion)
Full Back Cover	8.375" x 10.875" (please add 1/8" for full bleeds)	\$3,250	\$2,800
Two-thirds Back Cover	7.75" x 6.75" (does not bleed)	\$2,125	\$1,825
Inside Front or Inside Back Cover	8.375" x 10.875" ( please add 1/8" for full bleeds)	\$2,950	\$2,600
Full Page (no preferred placement)	8.375" x 10.875" (please add 1/8" for full bleeds) or 7.875" x 10.375 for a 1/4" white border	\$2,600	\$2,250
Half Page (horizontal and vertical options)	7.5" x 4.75" (horizontal) or 3.75" x 9.75" (vertical)	\$1,700	\$1,450
Third page (two different vertical options)	2.35" x 9.75" (vertical, full narrow column) 3.75" x 6.375 (wider vertical)	\$1,325	\$1100
Quarter Page (vertical option only)	3.75" x 4.75" (vertical only)	\$1025	\$850
Sixth Page (horizontal and vertical options)	3.75" x 3" (horizontal) or 2.35" x 4.75" (vertical)	\$700	\$600
Eighth Page (horizontal)	3.75" x 2.25"	\$550	\$450
Eighth Page (vertical)	2.35" x 3.75"	\$575	\$475
Ninth Page (vertical only)	2.35" x 3"	\$450	\$350
Twelfth Page (horizontal and vertical options)	3.75" x 1.5 (horizontal) or 2.35 x 2.25 (vertical)	\$300	\$225
Tiny (horizontal only)	2.35" x 1"	\$200	\$150
Wine co-op page	Label or logo plus 40 words of text	\$325	\$275
Dining guide	Logo plus 40 words of text	\$150	\$100

## Dates and Deadlines

Print issue	Spring	Summer	Fall Harvest	Winter Holidays
Ad deadline:	January 15	April 15	July 15	October 15
Publication date:	February 21	May 21	August 21	November 21

**PRINT AD SPECS:** Resolution for print ads must be 300 dpi. Color mode must be CMYK. PDF is the preferred file format for submittal. Please make sure your ad is the correct dimensions. CREATIVE AND PRODUCTION SERVICES AVAILABLE.

## Digital Advertising

Each quarter, print advertisers will find their ad in a digital flip book of the full edition on our website (edibleeastbay.com) at no extra charge. We also offer a very limited number of ad spots on our homepage and other locations as well as a banner spot in our e-newsletter.

Size in pixels (width x height)	Pricing:	30 days	60 days	90 days	180 days	360 days
Web Small (310 x 100)		\$40	\$75	\$100	\$200	\$300
Web Medium (310 x 200)		\$75	\$142	\$202	\$382	\$630
Web Large (310 x 600)		\$150	\$285	\$405	\$765	\$1,260
Newsletter Banner (550 x 85)	\$25 per issue (published biweekly on average)					

Ads for the website and newsletter should be prepared as JPG or PNG files.

## edible EAST BAY

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