

# edible EAST BAY 2026 advertising

quarter-page  
vertical

eighth-page  
horizontal

*Please note that  
there is no quarter-  
page horizontal  
option.*

*Please note that  
there is no eighth-  
page vertical option.*

half-page horizontal

half-page  
vertical

sixth-page  
horizontal

sixth-page  
horizontal

*Please note that  
there is no  
sixth-page  
vertical option.*

third-  
page  
vertical

ninth-  
page  
vertical

ninth-  
page  
vertical

*Please note  
that there  
is no  
third-page  
horizontal  
option.*

ninth-  
page  
vertical

ninth-  
page  
vertical

ninth-  
page  
vertical

*Please note  
that there  
is no  
ninth-page  
horizontal  
option.*

## SIZES, RATES, AND DATES

All prices below are per single ad insertion and are billed per quarter.

Full Page Ad Options	8.375 wide x 10.875 high (Plus bleed. See specs below.)	1X contract Single ad cost	2X contract Billed per issue	4X contract Billed per issue
Back Cover		\$3,975	\$3,375	\$2,815
Inside Front Cover or Inside Back Cover		\$3,575	\$3,250	\$2,615
Full Page (inside page placement)		\$3,300	\$2,795	\$2,265

Partial Page Options	SIZE (in inches)	1X contract Single ad cost	2X contract Billed per issue	4X contract Billed per issue
Half Page Horizontal	7.65 wide x 4.75 high	\$2,125	\$1,700	\$1,450
Half Page Vertical	3.65 wide x 9.75 high	\$2,125	\$1,700	\$1,450
Third page (vertical option only)	2.35 wide x 9.75 high	\$1,625	\$1,250	\$1,000
Quarter Page (vertical option only)	3.65 wide x 4.75 high	\$1,025	\$950	\$865
Sixth Page (horizontal option only)	3.65 wide x 3 high	\$825	\$750	\$650
Eighth Page (horizontal option only)	3.65 wide x 2.25 high	\$575	\$550	\$475
Ninth Page (vertical option only)	2.35 wide x 3 high	\$450	\$400	\$375
Dining guide*	Logo plus 40 words of text	\$200	\$150	\$135

\*Dining guide listings are included with a ninth-page or larger display ad contract.

### Dates and Deadlines

Print issue	Spring	Summer	Fall Harvest	Winter Holidays
Ad deadline:	January 15	April 15	July 15	October 7
Publication date:	February 21	May 21	August 21	November 15

#### PRINT AD SPECS:

- Please make sure your ad is the correct size according to the dimensions above.
- Resolution for print ads must be 300 dpi at the size they will be printed.
- Color mode must be CMYK. No spot colors, please.
- PDF is the preferred file format for submittal.
- **Regarding bleed:** Full-page ad designs that are intended to cover the entire page should have  $\frac{1}{8}$ -inch bleed added on all sides. Otherwise, the ad will be set with a  $\frac{1}{4}$ -inch white margin on all sides. (Please note that partial-page designs do not use bleed as they always sit inside the page margins.)

#### CREATIVE AND PRODUCTION SERVICES AVAILABLE AT THE FOLLOWING RATES

Design for full or half-page ads: \$100, quarter-page and smaller: \$75