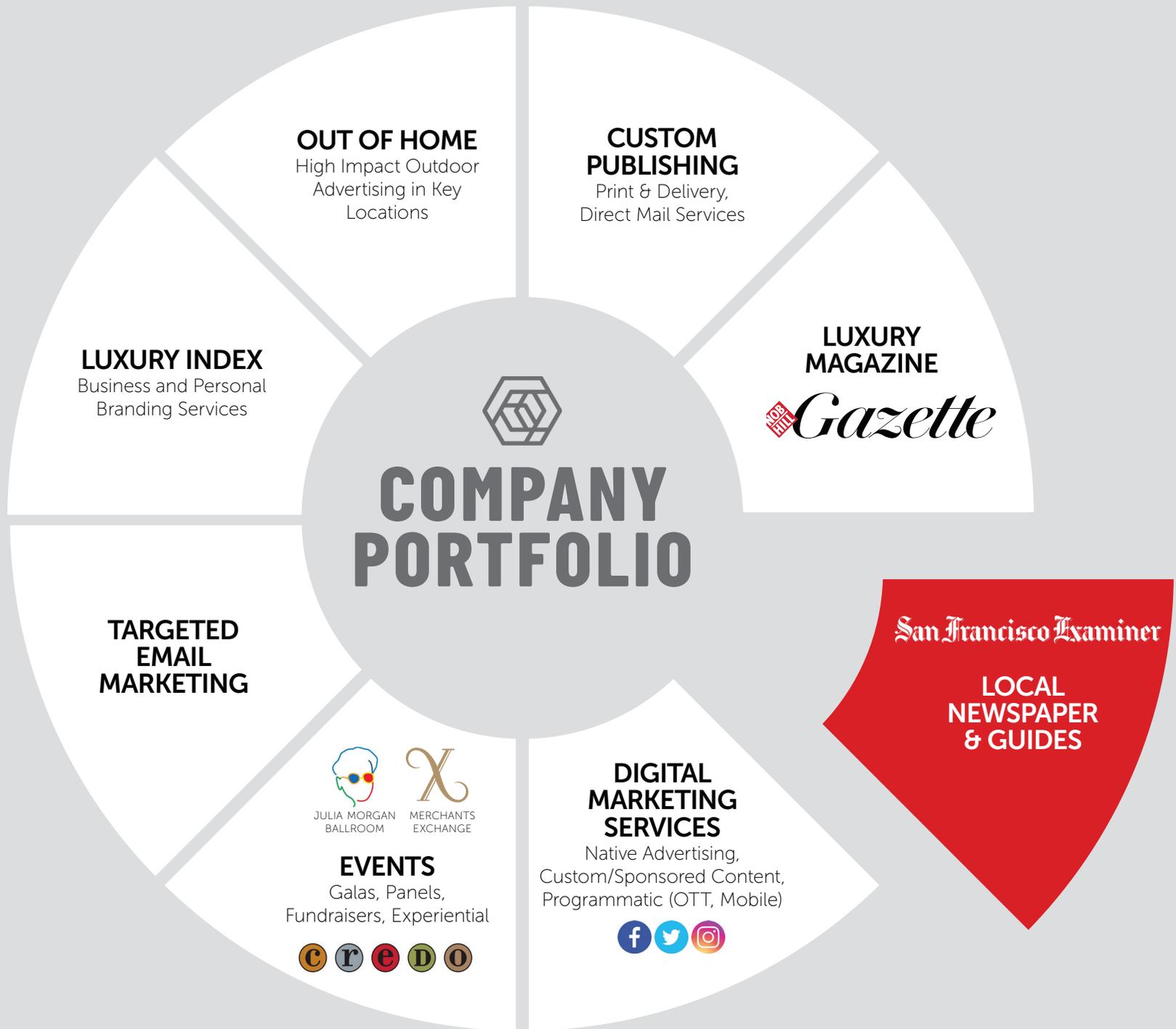




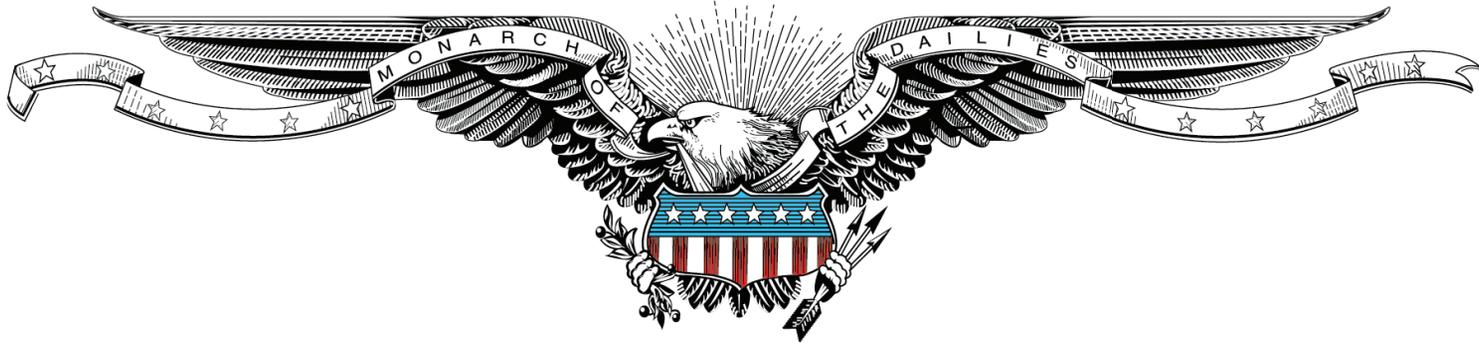
# CLINT REILLY

COMMUNICATIONS 2022 MEDIA KIT



Our portfolio delivers 4.21 million media impressions per month.

# San Francisco Examiner



MEDIA COMPANY

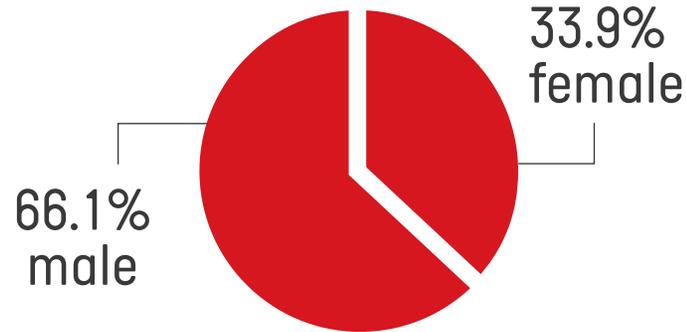
**The San Francisco Examiner has been re-imagined** —  
bringing to life the community, organizations and leaders  
who meet the challenges within The City head-on.

# OUR READERS

*SF Examiner's* circulation provides National marketers and local business owners direct and unparalleled access to:

- The exact Bay Area consumers they most want to reach
- Owners of the highest valued homes in our target area
- Those with the highest purchasing power

## GENDER BREAKDOWN



75%

of *SF Examiner* readers indicate interest in attending *SF Examiner* events

77%

of survey respondents "always" or "usually" read *SF Examiner*

## AGE

47.5

## AVERAGE HOUSEHOLD INCOME

\$559,000

## CULTURALLY & SOCIALLY ATTUNED

53%

have visited an art museum or a paid music event in the past 12 months

80%

have donated to cultural, social, educational or healthcare nonprofits in the past 12 months

TOTAL DELIVERY OF THE SF EXAMINER PER WEEK

284,000

APPROXIMATE READERSHIP PER WEEK

828,800

PAGE VIEWS AT SFEXAMINER.COM

1,736,000

UNIQUE USERS TO SFEXAMINER.COM

504,000

# READERSHIP & CIRCULATION

**SUNDAY**

155,000

Circulation

105,000

In-Home Delivery

496,000

Readership

**70%**

San Francisco

**WEDNESDAY | THURSDAY**

103,000

Circulation

329,600

Readership

**30%**

Peninsula

# HIGH IMPACT OPTIONS

## SPADEA

Re-brand San Francisco Examiner with your own graphics and special message on the front page, back page and inside spread of the wrap.



## WRAPPED OUTDOOR BOXES

Give your brand the maximum exposure that it deserves. With 800 racks, this prime advertising space guarantees your brand will be seen all over the city in neighborhoods with the highest walking traffic.



## FRONT PAGE STICKY NOTES

Place your message on the front page, so that it stands out from the regular paper. Sticky Notes advertising is removable and can be placed in convenient locations by readers for easy reference to your ad. (Double sided option available)



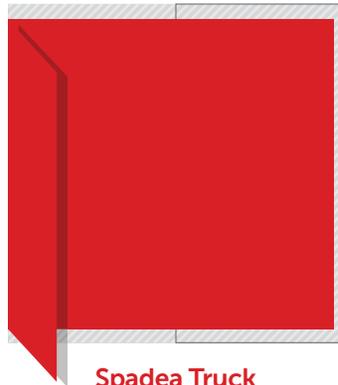
## FRONT STRIP

Place your message on the front page with unparalleled exclusive placement.

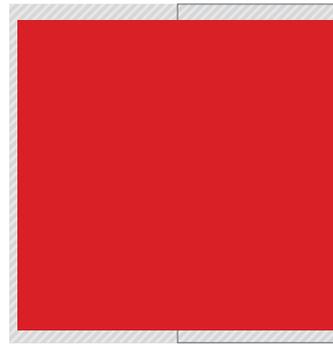
# AD SIZES & SPECS



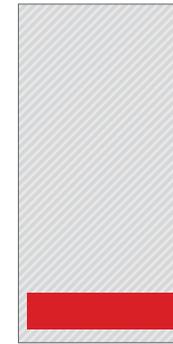
**Spadea Cover**  
W: **5.5"**  
H: **17.875"**



**Spadea Truck**  
W: **27"**  
H: **20.3"**



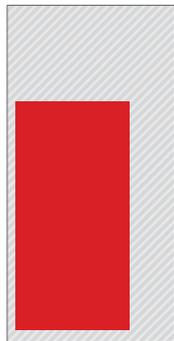
**Double Truck**  
W: **21"**  
H: **20.3"**



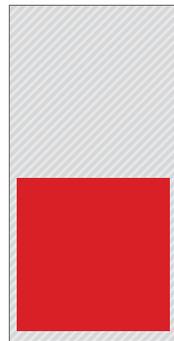
**Cover/Inside Strip**  
W: **10"**  
H: **2.3917"**



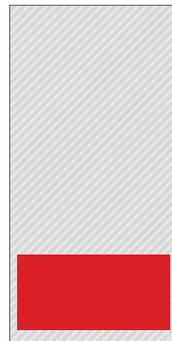
**Full Page**  
W: **10"**  
H: **20.3"**



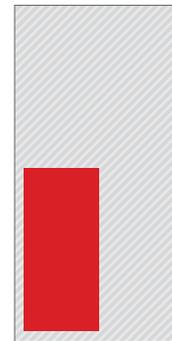
**Junior Page**  
W: **7.4583"**  
H: **15"**



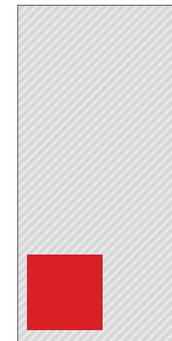
**1/2 Horizontal**  
W: **10"**  
H: **10.0666"**



**1/4 Horizontal**  
W: **10"**  
H: **4.9497"**



**1/4 Vertical**  
W: **4.9167"**  
H: **10.0666"**



**1/8**  
W: **4.9167"**  
H: **4.9497"**



**1/16 Vertical**  
W: **2.3917"**  
H: **4.9167"**

## CAMERA READY REQUIREMENTS

- All text should be converted to outlines
- Photos and master artwork should be at least 300 dpi at full size
- Black and white ads should be saved as grayscale
- Color ads should be saved as CMYK (NO RGB, Index, or PMS colors)
- No text smaller than 6pt
- No 72 dpi web graphics or photos
- No rich black, use process black (100%K)
- Maximum ink density = 240%
- Line screen = 85 lpi

## ACCEPTABLE FILE FORMATS

- PDF (fonts embedded)
  - TIFF (flattened)
  - EPS (text converted to outlines)
- We don't accept native file formats or fonts from advertisers. (This includes native InDesign, Photoshop or Illustrator documents) Native files and client fonts can cause problems with our PDF workflow. Any files not meeting these guidelines may print incorrectly. The San Francisco Examiner Media Company is not responsible for printing problems due to improperly prepared files.

## NAMING YOUR FILE

Name files with your account name, the issue run date of the ad and the publication(s) it will run in. For Example:  
YourAccountName\_1-6-22\_SFE.pdf

## SENDING YOUR FILE

5MB or less: Email your Account Representative  
Larger than 5MB: Send via Dropbox, Google Drive or similar service

# GUIDES & EDITORIAL CALENDAR

	EDITORIAL HIGHLIGHTS	SPECIAL SECTIONS	EVENTS
<b>January</b>	Travel	Guide to Philanthropy	Future of San Francisco (Tourism, Business Outlook)
<b>February</b>	The A-List	Health & Wellness	A-Lister Event
<b>March</b>	Women in Power	Continuing Education Programs	Real Estate Roundtable
<b>April</b>	Most Eligibles	Real Estate (Neighborhood Guides)	SF Eligible Singles
<b>May</b>	Art	Travel	Future of San Francisco (Recruitment / Employer Branding)
<b>June</b>	Tech Issue	Health & Wellness	Future of San Francisco (Mental Health in Workplace)
<b>July</b>	Best of <i>Nob Hill Gazette</i>	Best of <i>Nob Hill Gazette</i>	Wine Tasting / Eat Drink
<b>August</b>	Wellness	Health and Wellness / Senior Living	Real Estate Roundtable & Best of <i>Nob Hill Gazette</i>
<b>September</b>	Fall Fashion	Guide to Private Schools	Private School Panel
<b>October</b>	The Design Issue	The Home Owners Handbook (Design)	Home Design Awards
<b>November</b>	The Giving Guide	California Travel	Women & Wealth
<b>December</b>	Holiday Entertaining	Gift Guide / Travel Series	Philanthropy

Editorial calendar subject to change.

# CLINT REILLY PUBLICATIONS

Clint Reilly Communications boasts decades of unparalleled coverage of the political, social, cultural, philanthropic and civic life of the San Francisco Bay Area.



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