

THE ULTIMATE SPORTS GUIDE

2012 Ad Rates & Specs

Baseball & Football Editions – Color Display Advertising

Size	Measurements	Rate
Basic Listing for bars	Text (basic information w/annotations)	\$25
Business Card	3"(w) x 1.75"(h)	\$100
Expanded Listing for Sports Bars – Photo/Logo & Text		\$100 2 time rate \$150
Quarter Page	3.5"(w) x 4.5"(h)	\$400 2 time rate \$350
Half Page	7"(w) x 4.5"(h)	\$650 2 time rate \$575
Full Page	7.75"(w) x 10.5"(h) – full bleed file size including .125" bleeds - 8"(w) x 10.75"(h)	\$1,200
Page Three	7.75"(w) x 10.5"(h) – full bleed file size including .125" bleeds - 8"(w) x 10.75"(h)	\$1,800
Inside Front Cover	7.75"(w) x 10.5"(h) – full bleed file size including .125" bleeds - 8"(w) x 10.75"(h)	\$2,500
Inside Back Cover	7.75"(w) x 10.5"(h) – full bleed file size including .125" bleeds - 8"(w) x 10.75"(h)	\$2,000
Back Cover	7.75"(w) x 10.5"(h) – full bleed file size including .125" bleeds - 8"(w) x 10.75"(h)	\$3,000

The Ultimate Sports Guide, Spring and Fall editions

Biannual, four-color, on glossy stock, 7.75" x 10.5". Press run: 15,000. 132 pages.

Each edition provides professional and collegiate team coverage for the San Francisco Bay Area, local sports schedules, a day-by-day sports calendar, golf, gaming, horse racing and alumni directories, plus a list of 400 Northern California sports bars, restaurants and brew pubs, with descriptive information.

Distribution: Through 400 sports bars, restaurants and brew pubs, charity golf tournaments in tee bags, 49ers, Raiders, Giants and A's home games, in mailings to team owners and executives, to local radio and TV stations, local newspapers and via advertisers' complimentary copies.