

CASTRO COURIER

NEIGHBORHOOD NEWSPAPER

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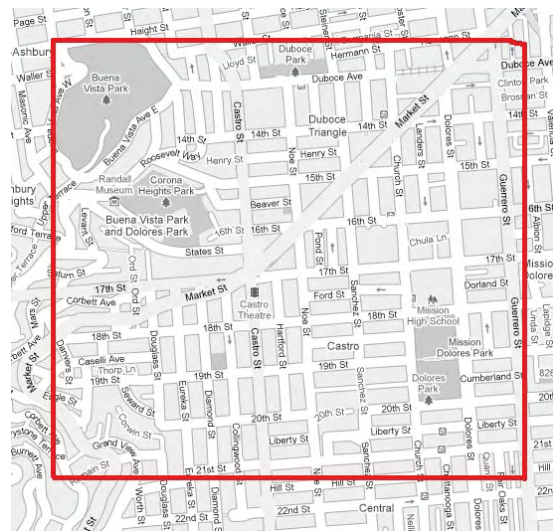
NEW ADVERTISERS RECEIVE **20% OFF!**

The *Castro Courier* is a free monthly newspaper that serves the residents of San Francisco's colorful and historic Castro District, including the Upper Market, Eureka Valley and Duboce Triangle neighborhoods. We deliver a paper full of valuable local news to a well-educated and affluent readership (more than half of households earn over \$75,000 a year) that is passionate about their neighborhood.

The *Courier* prints 15,000 copies every month with the majority delivered door-to-door between Waller and 21st Street (north-to-south) and between Guerrero Street and Buena Vista Park (east-to-west) – **the only newspaper that provides this kind of door-to-door saturation in the neighborhood.** The paper is also available at cafes, restaurants and libraries throughout the neighborhood as well as online at www.castrocourier.com.

AD RATES

Size	Width	Height	Price	Extra charge for 4-color
1/16 Page	4"	2 1/4"	\$100	\$20
1/8 Page	5"	4"	\$200	\$35
1/4 Page	5"	7 7/8"	\$325	\$65
1/2 Page	10"	8"	\$575	\$95
Jr. Full	10"	12"	\$950	\$110
Full Page	10"	16"	\$1100	\$135



Area of door-to-door distribution

Rates effective March 2010

Discounts:

25% with 3 or more months advertising; All **non-profit groups** and **schools** receive a flat **25% discount**

- **Composition Charge:** We designs ads FREE for our clients.
- **Pre-printed Inserts:** \$50 per thousand (5,000 minimum).
- To reserve the entire back page, there is a charge of \$85; \$50 for half of back page.