

BAY WOOF

NEWS WITH BITE

There are almost 75 million dogs in the USA, more than 2X as many as in any other country in the world - American Pet Products Association

WELCOME!

Welcome to Bay Woof, the San Francisco Bay Area's premier publication for local canines and their human companions. Our mission is to be the voice of the local dog community and an essential resource for dog people throughout northern California. Feedback from readers and advertisers consistently confirms that we are hitting our target!

Every issue of *Bay Woof* features articles by the best and brightest local pet professionals. Our regular columns and special features cover a wide range of topics, including canine health, training, travel, and sports, as well as what's up with local animal shelters and rescue groups. Our monthly calendar is the go-to guide for dog festivals, seminars, and fundraisers. Fabulous graphic design and photography make the paper a delight to read.

Our website (www.baywoof.com) offers selected content from the printed paper and resources for dog-related activities and services in the Bay Area, including social groups, animal shelters, and rescue organizations. The Google dog park map and interactive distribution search feature make locating a local dog park or finding the nearest copy of *Bay Woof* only a click away. Advertising on BayWoof.com is an excellent way to stretch advertising dollars beyond the printed publication.

Bay Woof is a vibrant brand in the San Francisco Bay Area dog world, and the best way to reach Bay Area pet lovers is through our pages. Free at more than 400 locations in the North Bay, South Bay/Peninsula, East Bay, and of course San Francisco, more than 75,000 readers each month peruse the paper to find information, products, and services that can help them live better lives with their dogs. Contact us today to learn how easy and economical it can be to advertise with us.

We look forward to speaking with you about how we can help meet your advertising needs.

Thanks, and best wishes from the staff of *Bay Woof*.



M. Rocket

Publisher

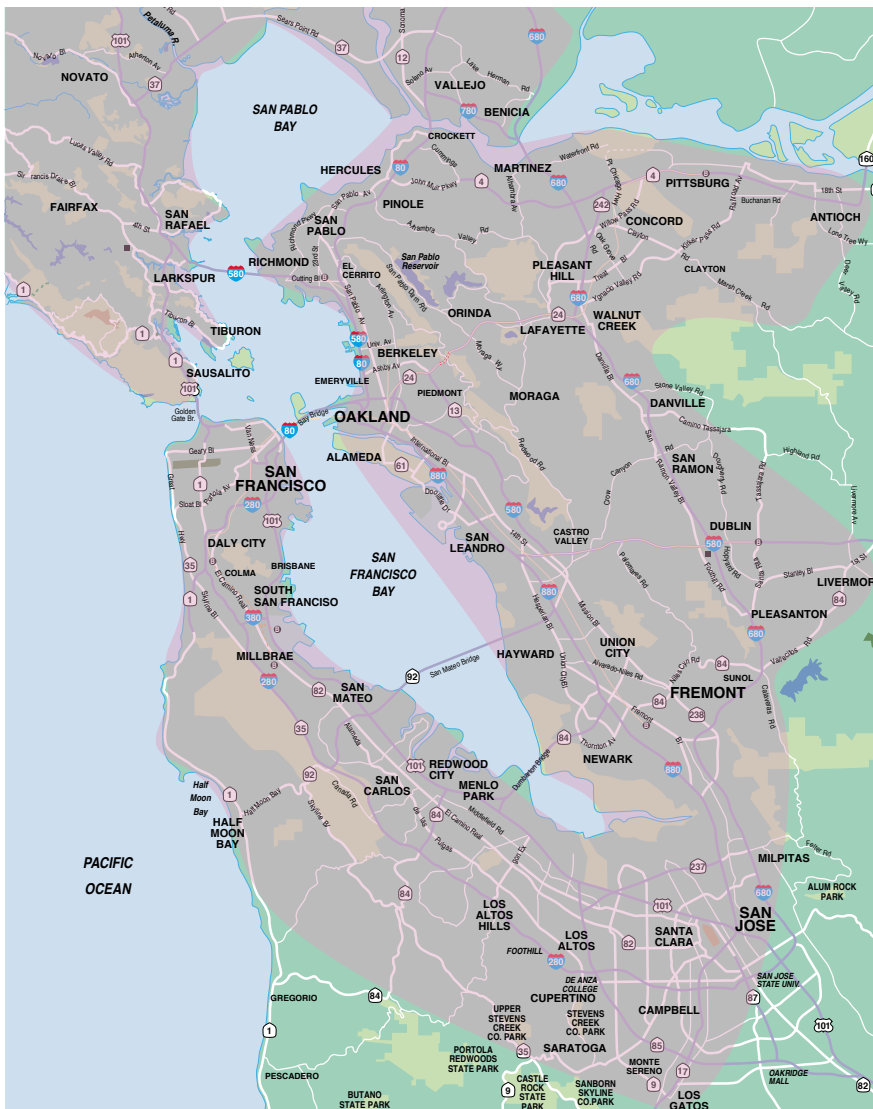
BAY WOOF

NEWS WITH BITE

GEOGRAPHIC DISTRIBUTION

Bay Woof celebrated its launch in March 2007 and has grown to a readership of 75,000, and is distributed throughout the greater SF/Bay Area. We will continue expanded our circulation based on demand. We currently serve San Francisco, the Peninsula, the East Bay, South Bay, and North Bay areas.

If your business caters to people who place a high priority on their pets, homes, automobiles, vacations, and local activities, you could maximize your marketing power by advertising with *Bay Woof*.



 = *Bay Woof*
Distribution Area

Now in the North Bay to Novato and all the way south to Santa Cruz.

Ask for us at your favorite vet clinic, pet supply store, and coffee shop.

BAY WOOF

NEWS WITH BITE

CONTENT

Visually sophisticated and content-wise, *Bay Woof* is a must-read for all Bay Area dog people.

Each issue is packed with lively and informative writing on every canine front. Our special features bring in-depth reporting to dog-related topics, while our monthly columns keep you up to speed on shelter, health, and training topics.

Every issue includes a calendar of canine events, adorable mug shots of adoptable mutts, and Angel Dogs – touching tributes to our readers' dearly departed dogs. Nose for News brings you prominent local and international stories, and our personal essays tickle the funny-bone and warm the heart. Local training luminary and best-selling author Dr. Ian Dunbar contributes canine cogitations in *The Monthly Woof*. There is also humor aplenty, including the work of local and national cartoonists and Herb Canine's commentary on the dog scene (in the style of Herb Caen).

Our mission is to help our readers navigate the challenges and celebrate the joys of the human-canine bond by publishing a consistently informative, inspiring, and fun publication.

EDITORIAL CALENDAR 2010/2011

UPCOMING "THEME" ISSUES

Every month of the year, *Bay Woof* provides a great advertising magnet in its ongoing very specialized theme: dogs! For even more specific targeting, we are planning the upcoming issue features:

OCTOBER: CANINE HEALTH AND MEDICINE

DECEMBER: HOLIDAY CELEBRATIONS AND GIFT GUIDE

Local artisans and shop keepers give their picks for canines and their affectionados. If you're in retail or pet services, you don't want to let this one pass you by!

MARCH: BEAST OF THE BAY WINNERS!

Celebrating our reader's picks for favorite dog-friendly, bay-area hip and happenin' places. Its a resource for folks to hold onto year round.

APRIL: DOG-FRIENDLY TRAVEL

MAY: BOW-WOW BOOKS & BLOGS

JULY: DOGS AT WORK & PLAY

BAY WOOF

NEWS WITH BITE

MORE THAN 75,000 READERS, MONTHLY
in San Francisco and the greater Bay Area

WINTER SPECIAL! **FREE** WEB AD
with a 6 or 12 month ad agreement*

RESERVE your space for 12 or 6 months and SAVE!

SIZE	12x	6x	3x	1x	Full COLOR	Spot COLOR	Premium POSITION
Full Page	\$ 1,800	\$ 2,160	\$ 2,200	\$ 2,400	+ \$ 200	+ \$ 100	+ 25%
Half	\$ 960	\$ 1,200	\$ 1,320	\$ 1,440	+ \$ 150	+ \$ 75	+ 25%
Quarter	\$ 540	\$ 600	\$ 720	\$ 840	+ \$ 100	+ \$ 50	+ 25%
Eighth	\$ 420	\$ 510	\$ 575	\$ 600	+ \$ 100	+ \$ 50	+ 25%
Sixteenth	\$ 170	\$ 180	\$ 190	\$ 210	+ \$ 25	+ \$ 10	+ 25%
Pet Services Directory	\$65-1 block 2 for \$110	\$ 75 - 1 \$ 130 - 2	n/a	n/a	n/a	+ \$ 20	n/a

All ad costs are billed monthly and must be paid before press date.

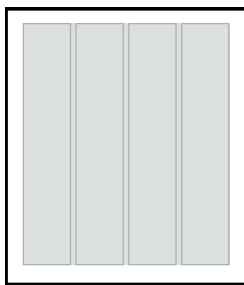
*WINTER SPECIAL: Offer applies to advertisers who agree to 6 or 12 months of printed *display* ads only - Pet Service Directory ads not included. Advertiser will supply artwork or pay small production fee. Offer expires Jan 31, 2012. For details call: 415.525.4040

BAY WOOF

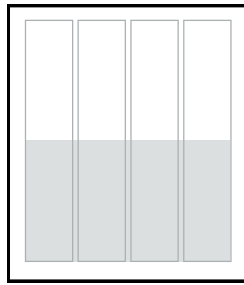
NEWS WITH BITE

DISPLAY AD SIZES AND SPECIFICATIONS

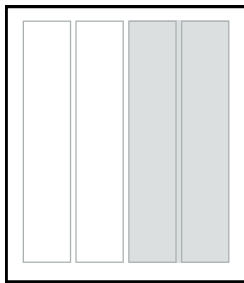
Publication dates will always be the 15th of the month. All materials (if we're building the ad) must be in-house by the first of the month). If an ad is coming to us "camera ready," advertisers can have up until one week before publication to submit artwork. Payment for that month's run must be received before print date or the ad will be pulled.



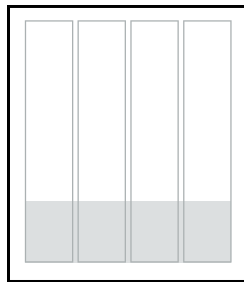
Full Page
10.25" w x 12" h



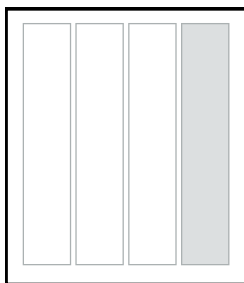
Half Page H
10.25" w X 5.9063" h



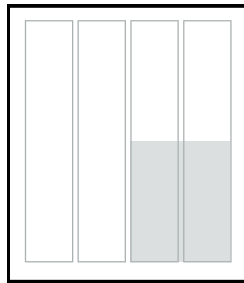
Half Page V
5.0313" w X 12" h



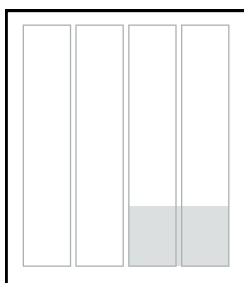
Quarter Page H
10.5" w X 2.8594" h



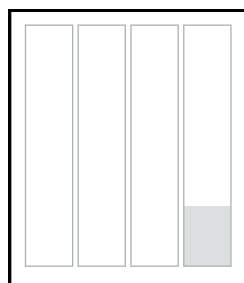
Quarter Page V
2.4219" w X 12" h



Quarter Page S
5.0313" w X 5.9063" h



Eighth Page
5.0313" w X 2.8594" h



Sixteenth Page
2.4219" w X 2.8594" h

SPECIFICATIONS

ACCEPTED FORMATS:

- TIF (Minimum 300 DPI)
- EPS
- PDF (using "Print" resolution or 300 dpi and with all fonts embedded)
- Adobe Illustrator (with fonts converted to outlines)
- If you have questions about what format to use, please call us.

LINE SCREEN: 80-100 LPI

PLATFORM: Macintosh or PC

SUBMISSION: Ads must be submitted as electronic files and delivered in one of the following ways:

- Sent as an e-mail attachment
- Delivered on a CD

COLOR REQUIREMENTS:

Newsprint generally prints darker than other papers - keep that in mind when designing your ad.

- All type should be at least 7.5 pts.
- All borders should be 1 point or thicker.

SPOT COLOR SET-UP:

- Black plus second color (Pantone Reflex Blue).

FULL COLOR SET-UP:

- For full color ads, the color mode must be CMYK (with ALL black text and images set to 100%K).

BAY WOOF

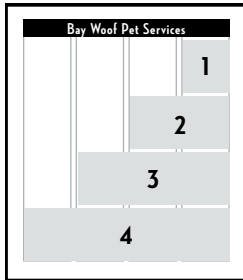
NEWS WITH BITE

PET SERVICES DIRECTORY

Share the cost of a full page with other small businesses and **SAVE**

SIZE	12x	6x	1x	Full COLOR	Spot COLOR	No premium placement available
1 Block	\$ 65	\$75	n/a	n/a	+\$20	
2 Blocks	\$110	\$130	n/a	n/a	+\$20	

SPECIFICATIONS



Pet Services Directory

2.5157" w X 2.1875" h

5.0936" w X 2.1875" h

ask for dimensions & quote

ask for dimensions & quote

Note: 2 or more Pet Services blocks can be horizontal or vertical

ACCEPTED FORMATS:

- TIF (Minimum 300 DPI)
- EPS
- PDF (using "Print" resolution or 300 dpi and with all fonts embedded)
- Adobe Illustrator (with fonts converted to outlines)
- If you have questions about what format to use, please call us.

LINE SCREEN: 80-100 LPI

PLATFORM: Macintosh or PC

SUBMISSION: Ads must be submitted as electronic files and delivered in one of the following ways:

- Sent as an e-mail attachment
- Downloadable link

COLOR REQUIREMENTS:

Newsprint generally prints darker than other papers - keep that in mind when designing your ad.

- All type should be at least 7.5 pts.
- All borders should be 1 point or thicker.

SPOT COLOR SET-UP:

- Black plus second color (Pantone Reflex Blue).

FULL COLOR SET-UP:

- Full color is not available for Pet Service ads

rev. 9/11

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WEB ADVERTISING on BayWoof.com

SIZE	12 months	6 months	1 month
Banner	\$ 200/mo	\$250/mo	\$300
Square	\$100/mo	\$150/mo	\$200

WINTER SPECIAL!
FREE WEB AD
with a 6 or 12 month
print ad agreement*

BANNER
585PX WIDTH BY 100PX HEIGHT

Acceptable File Formats

JPEG, SWF, GIF with a maximum file size of 30k. Ads may be subtly animated. All content is subject to editorial approval.

* **WINTER SPECIAL** offer applies to advertisers who commit to 6 or 12 months of printed display ads only - Pet Service Directory ads are not included in this offer. Advertiser will supply artwork for web ad. Offer expires Jan 31, 2012. Call our office for details: 415.525.4040.

SQUARE
250PX WIDTH
BY
250PX HEIGHT

rev. 9/11