



ARK ADVERTISING

The Ark provides advertisers direct access to one of the most desirable ZIP codes in the Bay Area: 94920. Overlooking San Francisco and the bay, the residents of the Tiburon Peninsula enjoy high income levels, high educational achievement and high home values.



- The Ark attracts advertisers from every community and city listed on the map
- Subscription and paid newspaper
- Published 52 Wednesdays per year
- Mailed to subscribers' homes

OUR MARKET

BELVEDERE AND TIBURON (94920)

Wealthy and well-educated

- Median home price in Belvedere is \$3,325,000 and Tiburon is \$2,691,000, compared with \$1,260,000 for all Marin¹
- Median family income in Belvedere is \$212,708 and Tiburon is \$185,485²
- 86% of the civilian employed population is a professional or in management²
- 73% of the population (25 and older) have a bachelor's degree or higher²

Bedroom community for San Francisco:²

- Median age in Belvedere is 57.7 and median age in Tiburon is 50.2
- 72% of homes are owner-occupied, and 66% of housing is detached single-family
- 22% have three or more vehicles
- 83% of the labor force commutes
- 76% of those commuters drive to work
- 55% travel over 30 minutes to work
- Direct downtown Tiburon ferries to the Financial District & Fisherman's Wharf

MARIN COUNTY³

- Per capita personal income ranked first in state, **more than double California's average**
- Professional and technical services income: **\$1.17 billion**
 - Professional and technical services jobs: **13% of private employment jobs**
 - Professional and technical services income: **7% of private earnings**
- Finance and insurance income: **\$781 million**
 - Finance and insurance jobs: **6% of private employment jobs**
 - Finance and insurance income: **3% of private earnings**
- Health-care income: **\$1.13 billion**
 - Health-care jobs: **11% of private employment jobs**
 - Health-care income: **5% of private earnings**

¹Bareis MLS for January 1, 2017 through June 30, 2017.

²US Census 2015 American Community Survey, factfinder.census.gov, most recent data.

³US Bureau of Economic Analysis for 2015, bea.gov, most recent data.



ARK CIRCULATION

The Ark, a paid subscription newspaper, is delivered directly into the affluent homes of Bay Area business and civic leaders in Southern Marin, primarily Belvedere and Tiburon. This core community is one of the wealthiest in the nation, in which **The Ark** enjoys a market penetration of nearly 61%². Your advertising message is in the hands of more than 6,200³ readers who are dedicated to the paper and its advertisers.



Circulation as of June 30, 2017:	PAID SALES ³	PAID READERSHIP ⁴	MARKET PENETRATION ⁵
Belvedere-Tiburon	2,153	5,339	61%
Total Ark Circulation	2,508	6,220	

- ✓ **The Ark** is Marin County's only paid weekly newspaper
- ✓ Independent and locally owned
- ✓ 3% print circulation growth in past two years versus 14% national decline¹
- ✓ Readers generally hold onto **The Ark** for a full week, until the next issue
- ✓ Readers tend to read **The Ark** cover-to-cover, including ads
- ✓ **The Ark's** readers support our advertisers

OUR READERS²

As paid subscribers, **The Ark's** readers are loyal to the paper and its print advertisers. Since 1973, more than three generations read **The Ark**.

- 8 of 10 say they would rather look through ads in the newspapers than view ads on the Internet
- 7 of 10 agree that they often use newspaper advertising inserts to help make purchasing decisions
- Two-thirds agree that they often seek out newspaper advertising to find information on the latest offerings and sales available in their area
- Half say that there are days when they read the newspaper as much for the ads as for the content
- On average, readers spend 39 minutes reading their newspaper
- Fewer than 4 in 10 report reading local news online
- Just 14% pay to view online news content

¹Pew Research Center Newspapers Fact Sheet, June 1, 2017, journalism.org.

²2013 Community Newspaper Readership Study conducted nationally by the Reynolds Journalism Institute, rjionline.org.

³Subscriptions plus newsstand sales.

⁴Paid sales multiplied by pass-on factor of 2.48, per Reynolds Journalism Institute 2013, rjionline.org.

⁵Readership divided by adults 18 and older in 94920 (8,774) according to US Census 2015 American Community Survey, factfinder.census.gov, most recent data.



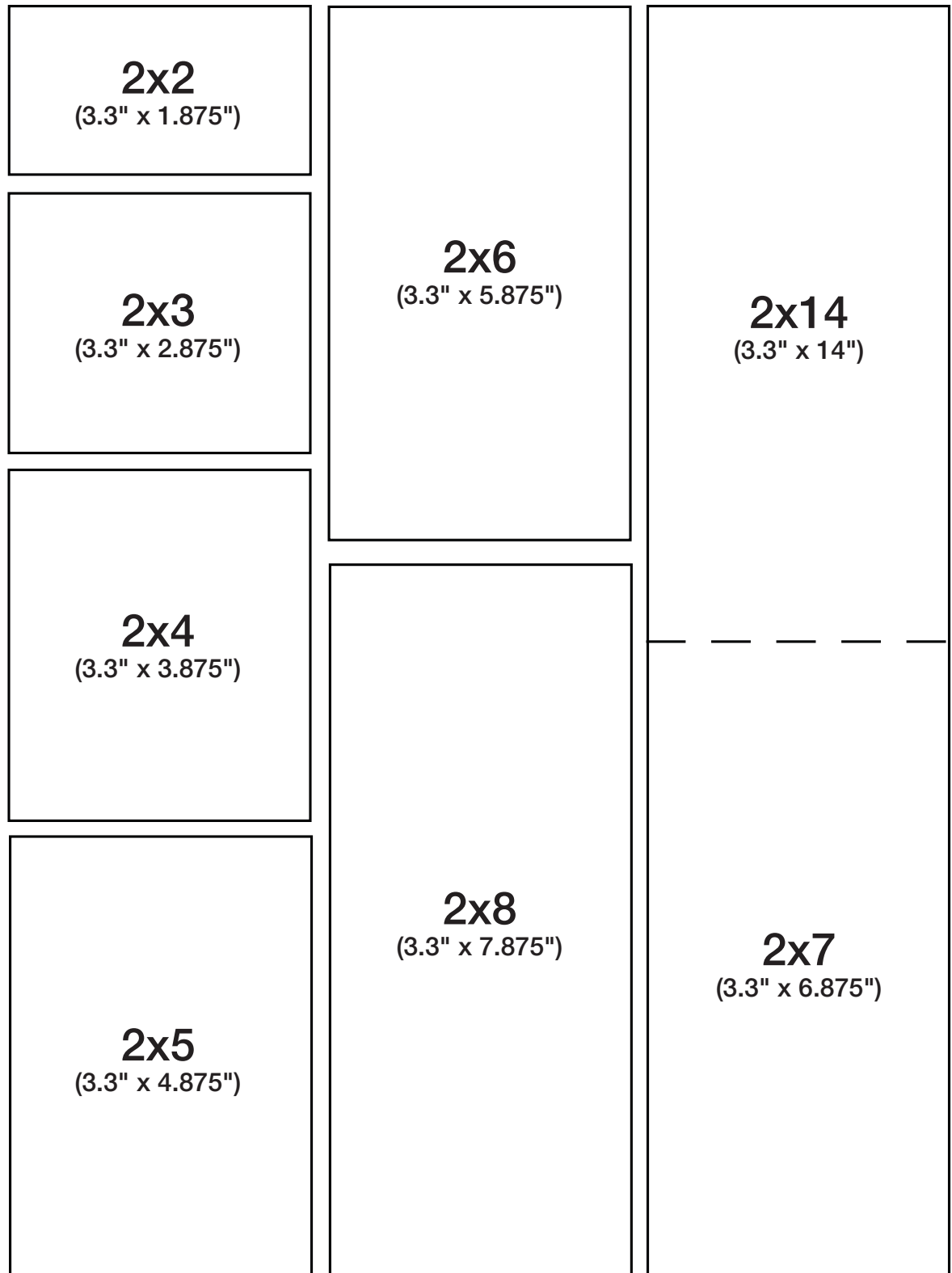
2018 ADVERTISING CALENDAR

★ Indicates Special Section † Ad Material Deadline

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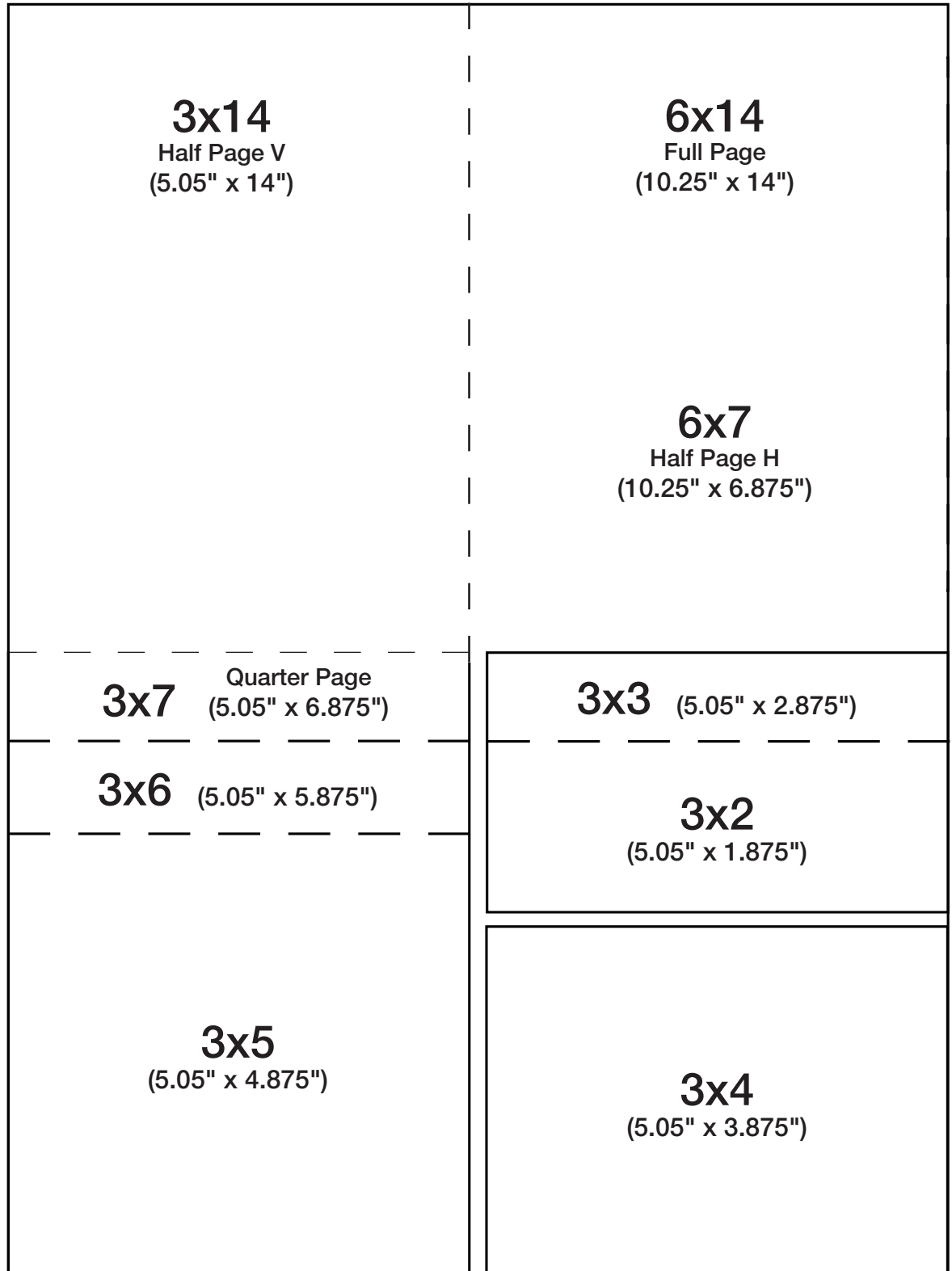


AD SIZES





AD SIZES





DISPLAY ADVERTISING RATES

<p>2x2 (3.3" x 1.875") 1 Ad: \$58 4 Ads: \$54 12 Ads: \$50 18 Ads: \$48 26 Ads: \$46 52 Ads: \$45 COLOR: + \$60</p>	<p>2x3 (3.3" x 2.875") 1 Ad: \$89 4 Ads: \$80 12 Ads: \$75 18 Ads: \$73 26 Ads: \$69 52 Ads: \$67 COLOR: + \$60</p>	<p>2x4 (3.3" x 3.875") 1 Ad: \$118 4 Ads: \$108 12 Ads: \$100 18 Ads: \$97 26 Ads: \$92 52 Ads: \$90 COLOR: + \$60</p>	<p>2x5 (3.3" x 4.875") 1 Ad: \$148 4 Ads: \$135 12 Ads: \$126 18 Ads: \$121 26 Ads: \$115 52 Ads: \$112 COLOR: + \$60</p>	<p>2x6 (3.3" x 5.875") 1 Ad: \$177 4 Ads: \$162 12 Ads: \$151 18 Ads: \$145 26 Ads: \$138 52 Ads: \$134 COLOR: + \$60</p>
<p>2x7 (3.3" x 6.875") 1 Ad: \$206 4 Ads: \$190 12 Ads: \$175 18 Ads: \$170 26 Ads: \$161 52 Ads: \$157 COLOR: + \$60</p>	<p>2x8 (3.3" x 7.875") 1 Ad: \$237 4 Ads: \$216 12 Ads: \$201 18 Ads: \$195 26 Ads: \$184 52 Ads: \$179 COLOR: + \$60</p>	<p>2x14 (3.3" x 14") 1 Ad: \$379 4 Ads: \$364 12 Ads: \$331 18 Ads: \$323 26 Ads: \$308 52 Ads: \$290 COLOR: + \$120</p>	<p>3x3 (5.05" x 2.875") 1 Ad: \$133 4 Ads: \$121 12 Ads: \$113 18 Ads: \$109 26 Ads: \$103 52 Ads: \$100 COLOR: + \$60</p>	<p>3x4 (5.05" x 3.875") 1 Ad: \$177 4 Ads: \$162 12 Ads: \$151 18 Ads: \$145 26 Ads: \$138 52 Ads: \$134 COLOR: + \$60</p>
<p>3x5 (5.05" x 4.875") 1 Ad: \$222 4 Ads: \$203 12 Ads: \$189 18 Ads: \$182 26 Ads: \$173 52 Ads: \$169 COLOR: + \$60</p>	<p>3x6 (5.05" x 5.875") 1 Ad: \$266 4 Ads: \$243 12 Ads: \$226 18 Ads: \$219 26 Ads: \$207 52 Ads: \$202 COLOR: + \$60</p>	<p>3x7 (Quarter Page) (5.05" x 6.875") 1 Ad: \$284 4 Ads: \$273 12 Ads: \$248 18 Ads: \$242 26 Ads: \$232 52 Ads: \$218 COLOR: + \$120</p>	<p>6x7 or 3x14 (Half Page) (10.25" x 6.875") (5.05" x 14") 1 Ad: \$564 4 Ads: \$520 12 Ads: \$480 18 Ads: \$463 26 Ads: \$436 52 Ads: \$418 COLOR: + \$185</p>	<p>6x14 (Full Page) (10.25" x 14") 1 Ad: \$1075 4 Ads: \$996 12 Ads: \$908 18 Ads: \$882 26 Ads: \$837 52 Ads: \$802 COLOR: + \$245 Center Spread (21.5" x 14")</p>

DEADLINES

Wednesday, 5 p.m., for the following week.
Thursday, Noon: Finished files or ads that need no preparation before publication.

PLACEMENT

Placement of advertising is the prerogative of **The Ark**. Special placement is available for a 20 percent surcharge.

INSERTS

\$750 per issue. 7" x 11" maximum size (may be folded). Call the advertising department, 415-435-1190, for details.





AD SUBMISSION GUIDELINES & SPECIFICATIONS

Digital files

We prefer PDFs prepared for CMYK printing with all fonts embedded. File resolution should be 300dpi. Please be sure your ad is sized correctly; ad integrity will be lost when an ad is resized. Unlock all elements of the PDF. **Note:** *Small type will lose crispness when printed on newsprint, and newsprint colors may vary from original seen on computer screen.*

If a PDF is not available, the following is a list of file formats we will accept:

InDesign CS5: Preferred format. If using CS6, export the file as an InDesign Interchange document or PDF.

Illustrator EPS: All fonts should be outlined and all images should be embedded. Images should be at least 300dpi.

Photoshop: TIF, JPG or EPS files converted to CMYK format. File should be one layer and 300dpi. Please be sure ad is sized correctly. Do not resample low-resolution images.

* **Attention PC Users:** We do not accept any files other than those stated above.

Email

Email attachments should be no larger than 20MB. Send ad files to ads@thearknewspaper.com. Please identify the advertiser's name in the subject of the email and notify us by phone when sent at 415-435-1190.

For ad files larger than 20MB, we also accept links from cloud-hosting services such as Dropbox. For those without a cloud host, you may consider free file-sharing services such as WeTransfer.com.

Flash drives

Files may be submitted via USB flash drive.

Terms & Conditions

Established **Ark** advertisers are billed monthly. Accounts are due and payable within 30 days. Prepayment is required for first-time advertisers, one-time advertisers, political ads, going-out-of-business ads and ads for which credit has not yet been established. Late fees will be added to all overdue accounts. All major credit cards are accepted.

The Ark retains the right to reject any ad or insert, or to require its revision before publication. Contract conditions and advertising rates are subject to change upon 30 days' notice.

Publisher's liability for errors in advertising will not exceed the cost of that portion of space occupied by each error, nor will the liability for errors on multiple insertions exceed the cost of the first ad. Claims for adjustment must be made within seven days of publication. Errors that do not materially affect the value of the ad will not be considered for make-good. **The Ark** is neither responsible for errors in original copy nor for misrepresentation of products or services by the advertiser. **The Ark** is not responsible for reproduction material left more than 30 days.