



## 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 \$4,626,731 and Tiburon is \$3,259,836<sup>1</sup>
- Median family income in Belvedere is \$181,833 and Tiburon is \$170,915<sup>2</sup>
- Belvedere is 13th most expensive ZIP code in the US and Tiburon is 39th<sup>1</sup>
- 96% of the civilian employed population has a white-collar job<sup>3</sup>
- 69% of the civilian employed population is a professional or in management<sup>3</sup>
- 80% of the population (25 and older) have a bachelor's degree or higher<sup>3</sup>

#### Bedroom community for San Francisco:<sup>3</sup>

- 83% of the labor force commutes
- 70% of those commuters drive alone
- 59% travel over 30 minutes to work
- Direct downtown ferries to the Financial District & Fisherman's Wharf

### MARIN COUNTY<sup>4</sup>

- Per capita personal income is 85% higher than California's average<sup>2</sup>
- Professional and technical services income: **\$1.97 billion**
  - Professional and technical services jobs: **15% of private employment jobs**
  - Professional and technical services income: **9% of private earnings**
- Finance and insurance income: **\$873 million**
  - Finance and insurance jobs: **8% of private employment jobs**
  - Finance and insurance income: **4% of private earnings**
- Health-care income: **\$1.21 billion**
  - Health-care jobs: **10% of private employment jobs**
  - Health-care income: **6% of private earnings**

<sup>1</sup>"America's Most Expensive ZIP Codes 2015," Forbes Magazine, Nov. 10, 2015. Survey conducted by Altos Research based on median home asking price data for more than 29,500 ZIPs covering 95% of the U.S. population over a rolling 90-day period ending Oct. 9, 2015.

<sup>2</sup>US Census 2010-2014 American Community Survey five-year estimates.

<sup>3</sup>Derived from 2010 data published by the Bureau of Labor Statistics (most recent data available).

<sup>4</sup>US Bureau of Economic Analysis for 2010 (most recent data available).



## 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 64%<sup>3</sup>. Your advertising message is in the hands of more than 6,300 readers who are dedicated to the paper and its advertisers.



Circulation as of October 1, 2016:	PAID SALES <sup>3</sup>	PAID READERSHIP <sup>4</sup>	MARKET PENETRATION <sup>5</sup>
Belvedere-Tiburon	2,244	5,565	64%
Total <i>Ark</i> Circulation	2,550	6,324	

<sup>1</sup>2013 Community Newspaper Readership Study conducted nationally by the Reynolds Journalism Institute.  
<sup>2</sup>"America's Most Expensive ZIP Codes 2015," Forbes Magazine, Nov. 10, 2015. Survey conducted by Altos Research based on median home asking price data for more than 29,500 ZIPs covering 95% of the U.S. population over a rolling 90-day period ending Oct. 9, 2015.  
<sup>3</sup>Subscriptions plus newsstand sales.  
<sup>4</sup>Paid sales multiplied by pass-on factor of 2.48, per Reynolds Journalism Institute 2013.  
<sup>5</sup>Readership divided by adults 18 and older in 94920 (8,740) according to US Census 2010-2014 American Community Survey five-year estimates.

- ✓ *The Ark* is a paid newspaper only.
- ✓ We do not distribute free copies.
- ✓ *Ark* readers generally hold onto *The Ark* for a full week, until the next issue.
- ✓ *The Ark's* readers tend to read *The Ark* cover-to-cover, including ads.
- ✓ *Ark* readers support our advertisers.

## OUR READERS<sup>1</sup>

As paid subscribers, **Ark 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 rather 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.

## 2015 MEDIAN HOME PRICES<sup>2</sup>

Belvedere	\$4,626,731
Tiburon	\$3,259,836
Mill Valley	\$1,461,847
Corte Madera	\$1,144,798



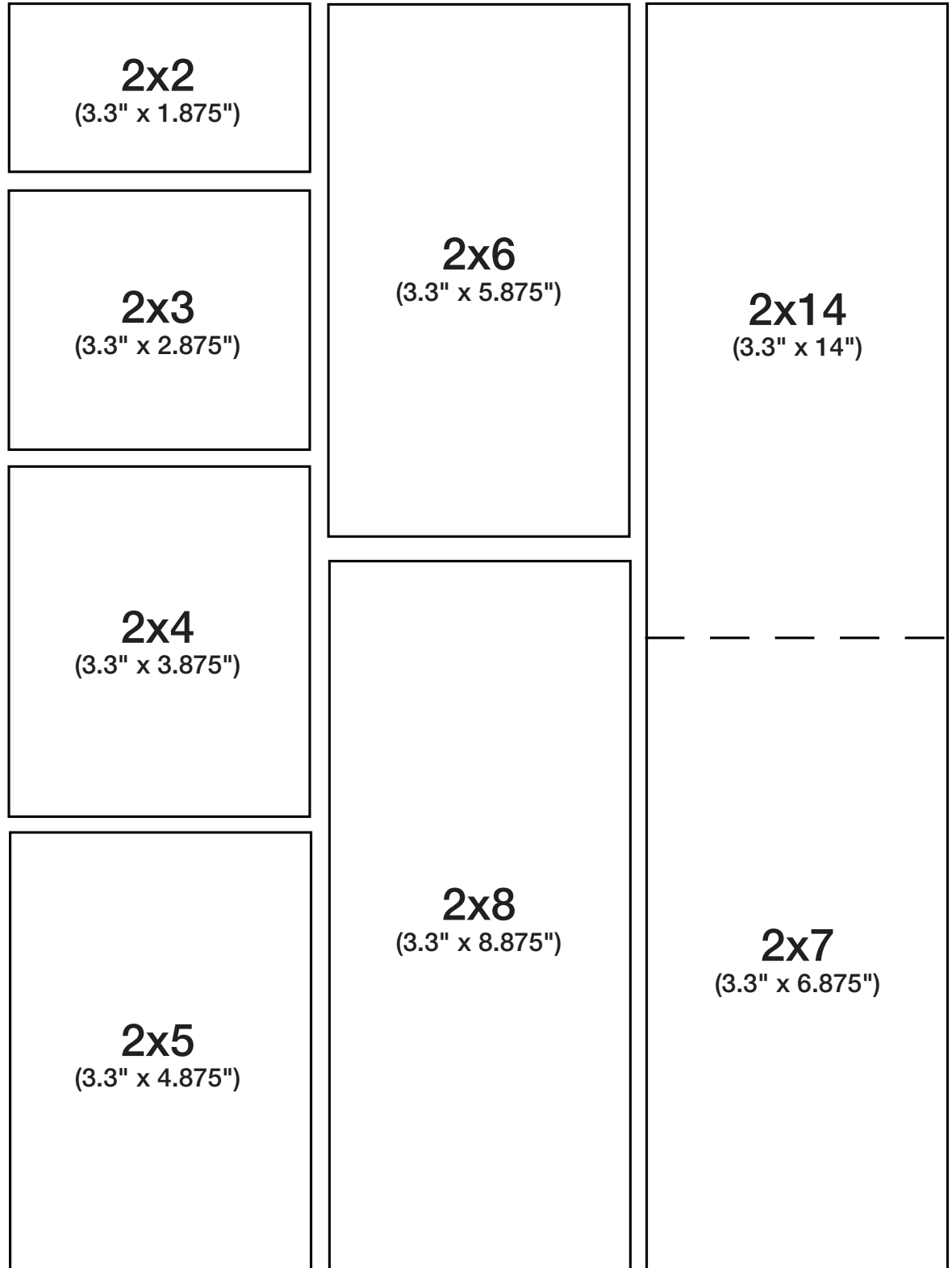
## 2017 ADVERTISING CALENDAR

★ Indicates Special Section † Ad Material Deadline

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<p><b>JUNE</b></p> <table border="1"> <thead> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> <tr> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> </tr> <tr> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> </tr> <tr> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td></td> </tr> </tbody> </table> <p>6/28: <b>Generosity II</b>★ (6/19)†</p>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		<p><b>DECEMBER</b></p> <table border="1"> <thead> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td>2</td> </tr> <tr> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> </tr> <tr> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> </tr> <tr> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> </tr> <tr> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> </tr> <tr> <td>31</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	S	M	T	W	T	F	S						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						
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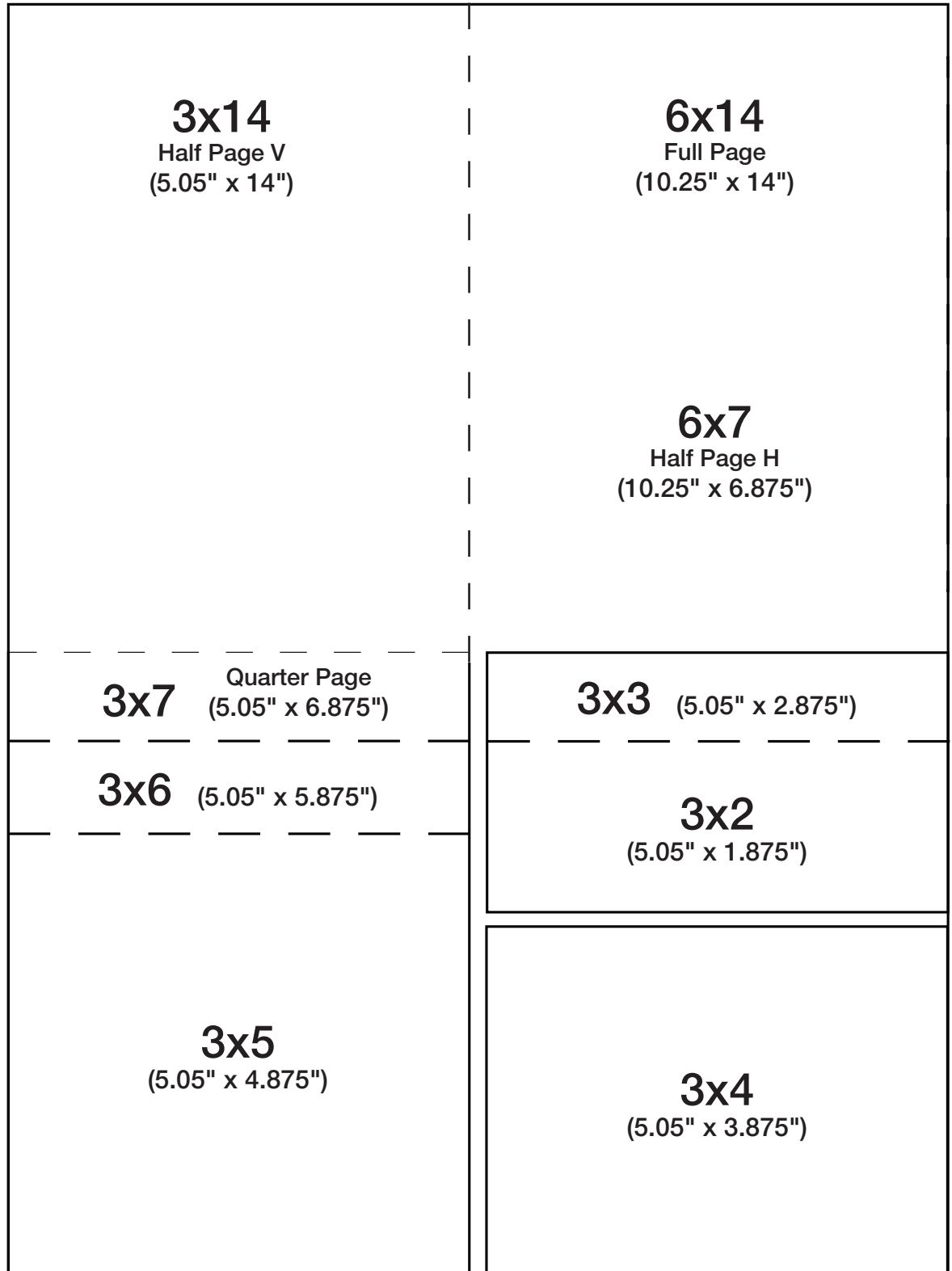


## AD SIZES





## AD SIZES





## DISPLAY ADVERTISING RATES

<p><b>2x2</b> (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><b>2x3</b> (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><b>2x4</b> (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><b>2x5</b> (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><b>2x6</b> (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><b>2x7</b> (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><b>2x8</b> (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><b>2x14</b> (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><b>3x3</b> (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><b>3x4</b> (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><b>3x5</b> (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><b>3x6</b> (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><b>3x7</b> (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><b>6x7 or 3x14</b> (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><b>6x14</b> (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. There is 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.

### 4 Column Ads

(6.78")  
 Available Upon Request  
**CALL FOR RATES**



## AD SUBMISSION GUIDELINES & SPECIFICATIONS

### Digital files

**We prefer PDF files** that are prepared for CMYK printing with all fonts embedded. File resolution, at size, is 300dpi. Please be sure ad is sized correctly. Ad integrity will be lost if ad is resized. Unlock all elements of the PDF. **Note:** *Small type will lose crispness when printed on newsprint, colors may vary from original seen on computer screen.*

If a PDF file is not available, the following is a list of file formats that 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 or to your ad sales rep. Please identify advertiser's name in the subject of the email and notify us by phone when sent.

### Flash drives

Files may be submitted 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.