



**NO CONTRACT**  
required for New Zones.

San Francisco Chronicle | SFGate.com

**SAN FRANCISCO CHRONICLE ZONE RATES**

FULL PAGE	FREQUENCY - NUMBER OF DAYS AN AD RUNS IN A 30-DAY PERIOD				
	1-2 Days	3-5 Days	6-8 Days	9-11 Days	12 Days +
<b>Zone</b>					
North Bay	\$1,026	\$978	\$935	\$893	\$850
San Fran	\$2,415	\$2,300	\$2,200	\$2,100	\$2,000
Peninsula	\$1,962	\$1,869	\$1,788	\$1,706	\$1,625
East Bay	\$1,811	\$1,725	\$1,650	\$1,575	\$1,500
<b>Multiple Zones</b>	<b>1-2 Days</b>	<b>3-5 Days</b>	<b>6-8 Days</b>	<b>9-11 Days</b>	<b>12 Days +</b>
SF & NB	\$3,269	\$3,114	\$2,978	\$2,843	\$2,707
SF & EB	\$4,015	\$3,824	\$3,658	\$3,491	\$3,325
SF & PN	\$4,158	\$3,960	\$3,788	\$3,616	\$3,444
NB & EB	\$2,696	\$2,568	\$2,456	\$2,344	\$2,232
NB & PN	\$2,839	\$2,704	\$2,586	\$2,469	\$2,351
EB & PN	\$3,585	\$3,414	\$3,266	\$3,117	\$2,969

HALF PAGE	FREQUENCY - NUMBER OF DAYS AN AD RUNS IN A 30-DAY PERIOD				
	1-2 Days	3-5 Days	6-8 Days	9-11 Days	12 Days +
<b>Zone</b>					
North Bay	\$565	\$538	\$514	\$491	\$468
San Fran	\$1,328	\$1,265	\$1,210	\$1,155	\$1,100
Peninsula	\$1,079	\$1,028	\$983	\$938	\$894
East Bay	\$996	\$949	\$908	\$866	\$825
<b>Multiple Zones</b>	<b>1-2 Days</b>	<b>3-5 Days</b>	<b>6-8 Days</b>	<b>9-11 Days</b>	<b>12 Days +</b>
SF & NB	\$1,799	\$1,712	\$1,638	\$1,564	\$1,489
SF & EB	\$2,207	\$2,102	\$2,011	\$1,920	\$1,829
SF & PN	\$2,287	\$2,178	\$2,083	\$1,988	\$1,894
NB & EB	\$1,483	\$1,412	\$1,351	\$1,290	\$1,228
NB & PN	\$1,562	\$1,488	\$1,423	\$1,358	\$1,293
EB & PN	\$1,971	\$1,878	\$1,796	\$1,714	\$1,633

**NEW ZONE BUYS GUIDELINES:**

- Ads must run within 30 days of the first insertion but do not have to appear in the same calendar month.
- This is a frequency program; no contract required.
- Frequency is determined by how many days ads run, not number of ads in 30-day period.
- Advertisers may use different zones and different sizes, including multi-zone. Each day will contribute to 30-day fulfillment.
- Half and full pages only.
- All color advertising is based on availability.
- Ads will contribute to dollar volume contract.
- Ads may be run in Classified or ROP zone, and will still contribute.
- At end of month, Accounting will rate ads with proper frequency and re-rate if necessary.
- Maximum advertiser can buy on the new zone is two zones in one day. Advertiser must use the full-run rates for more than two zones.
- Color charge is \$850 per ad. Double-truck color charge is \$1,785.
- Color charges are not discounted.