



SAN FRANCISCO
ARCHITECTURAL
HERITAGE
2007 FRANKLIN ST.
SAN FRANCISCO
CALIFORNIA 94109
www.sfheritage.org

Heritage News Advertising Guidelines

As of January 1, 2011 *Heritage News* is returning to its original printed publication. This exciting revival is a great opportunity for advertisers to take advantage of heightened exposure to the preservation-minded community of the Bay Area. The newsletter is distributed to our members and to local architecture, planning, preservation and government organizations.

Distribution

Heritage News is distributed to 900 Heritage members and donors, and an additional 400 copies are distributed to other organizations including the Planning Department, the San Francisco Public Library, and others.

2012 Ad Rates

Rates	1 insertion	2 insertions	4 insertions (whole year)
Full page	\$600/ad	\$525/ad	\$400/ad
Half page	\$350/ad	\$315/ad	\$275/ad
Quarter page	\$200/ad	\$175/ad	\$150/ad
Business card-size	\$100/ad	\$85/ad	\$70/ad

Ad Sizes

- Full page (8.5 x 11)
- 1/2 page (8.5 x 5.5)
- 1/4 page (4.25 x 5.5)
- Business card size 3.75 x 1.75)

Deadline for Space Reservation and Art Submission

Issue	Space Reservation	Art Submission
Spring	January 31	February 10
Summer	April 30	May 11
Fall	July 31	August 10
Winter	October 31	November 10

Space is reserved on a first-come, first-serve basis.

Artwork is accepted in GIF, JPG and PDF formats.

Note: All ads are subject to approval by Heritage editorial staff. Payment must be received 14 days prior to publication.

For questions or to place an ad, contact Communications Officer Constance Farrell at cfarrell@sfheritage.org or call 415.441.3000 x22.