

BAY WOOF

NEWS WITH BITE

WELCOME!

Welcome to *Bay Woof*, an informative and entertaining monthly newspaper for dogs and their people. Our mission is to be the voice of the local dog community and an essential resource for people who love their pets - the wonderfully dense and diverse population of the San Francisco Bay Area.

Bay Woof officially launched with the March 2007 edition and was met with rave reviews. Our website (www.baywoof.com) became interactive the same day, offering selected content from the paper and resource lists for dog-related activities and services in the Bay Area, including social groups, animal shelters, and rescue organizations.

Our circulation started at 30,000 and has already increased, due to hot demand throughout San Francisco, the Peninsula, the East Bay and now the South Bay. The paper is available at hundreds of dog-specific locations, such as vet clinics and animal shelters, as well as general community gathering places like coffeehouses, bookstores, and libraries.

Rocket (Publisher/Art Director) is thrilled to continue in the canine publication field, along with her colleagues from a former local dog paper. As a team, we are proud to bring our readers the best of the Bay Area's canine news and views, each and every month.

In our pages, readers will find engaging articles by the best and brightest of local pet professionals. Regular columns and special features cover a wide range of topics, including dog training and health, dog-friendly travel, dog sports, and all things canine. Great graphic design and wonderful photographs make the paper a visual feast.

Bay Woof advertisers can count on reaching a large target audience of Bay Area residents who spend money on their pets, their cars, their homes, and more. Our four annual theme issues provide excellent tie-in opportunities for your business.

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*.

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GEOGRAPHIC DISTRIBUTION

Bay Woof celebrated its launch in March 2007 with 30,000 copies distributed throughout the Bay Area. We have already expanded our circulation and will continue to do so, based on demand. We currently serve San Francisco, the Peninsula, the East Bay and South 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

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 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 2008

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 issues features:

MAY: OUTSTANDING VOLUNTEERS OF THE DOG COMMUNITY

JUNE: WORKING DOGS

Focus on working dog breeds, training facilities and organizations.

JULY: BIG DOGS/ LITTLE DOGS

Big and small, we love them all.

SEPTEMBER: ANNUAL HEALTH ISSUE

BAY WOOF

NEWS WITH BITE

MORE THAN 32,000 COPIES DISTRIBUTED MONTHLY
in San Francisco and the greater Bay Area

RESERVE your space for 12 months – SAVE 25%!
6 month – SAVE 10%!

SIZE	12x	6x	1x	Full COLOR	Spot COLOR	Premium POSITION
Full Page	\$ 1,500	\$ 1,800	\$ 2,000	+ \$ 200	+ \$ 100	+ 25%
Half	\$ 800	\$ 1,100	\$ 1,200	+ \$ 150	+ \$ 75	+ 25%
Quarter	\$ 450	\$ 500	\$ 700	+ \$ 100	+ \$ 50	+ 25%
Eighth	\$ 350	\$ 425	\$ 500	+ \$ 100	+ \$ 50	+ 25%
Sixteenth	\$ 150	\$ 165	\$ 175	+ \$ 25	+ \$ 10	+ 25%

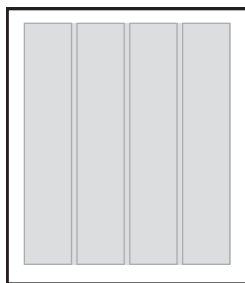
BAY WOOF

NEWS WITH BITE

FULL PAGE

SIZE	12x	6x	1x	Full COLOR	Spot COLOR	Premium POSITION
Full Page	\$ 1,500	\$ 1,800	\$ 2,000	+ \$ 200	+ \$ 100	+ 25%

SPECIFICATIONS



Full Page
10.5 W x 12 h

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).

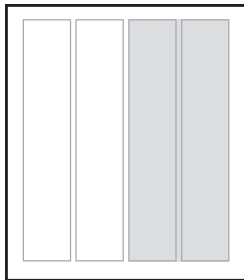
BAY WOOF

NEWS WITH BITE

HALF PAGE

SIZE	12x	6x	1x	Full COLOR	Spot COLOR	Premium POSITION
Half	\$ 800	\$ 1,100	\$ 1,200	+ \$ 150	+ \$ 75	+ 25%

SPECIFICATIONS



Half Page V
5.0313" w X 12" h

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.

COLOR REQUIREMENTS:

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

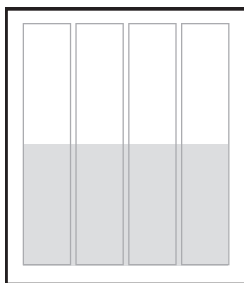
- All type should be at least 7.5 pts.
- All borders should be 1 point or thicker.

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).



Half Page H
10.25" w X 5.9063" h

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

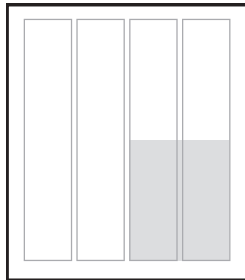
BAY WOOF

NEWS WITH BITE

QUARTER PAGE

SIZE	12x	6x	1x	Full COLOR	Spot COLOR	Premium POSITION
Quarter	\$ 450	\$ 500	\$ 700	+ \$ 100	+ \$ 50	+ 25%

SPECIFICATIONS



Quarter Page S
5.0313" w X 5.9063" h

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.

COLOR REQUIREMENTS:

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

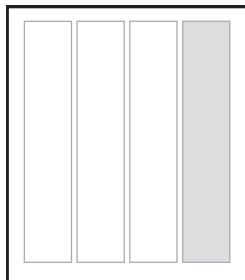
- All type should be at least 7.5 pts.
- All borders should be 1 point or thicker.

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).



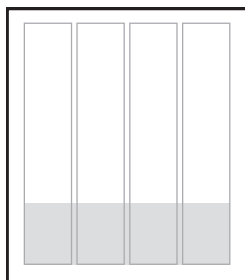
Quarter Page V
2.4219" w X 12" h

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



Quarter Page H
10.5" w X 2.8594" h

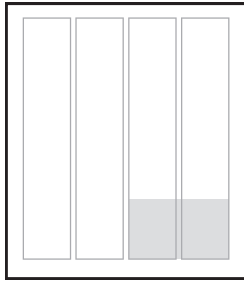
BAY WOOF

NEWS WITH BITE

EIGHTH PAGE

SIZE	12x	6x	1x	Full COLOR	Spot COLOR	Premium POSITION
Eighth	\$ 350	\$ 425	\$ 500	+ \$ 100	+ \$ 50	+ 25%

SPECIFICATIONS



Eighth Page

5.0313" w X 2.8594" h

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).

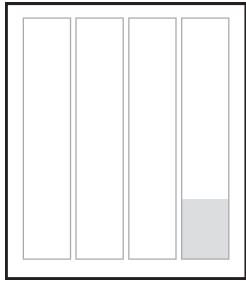
BAY WOOF

NEWS WITH BITE

SIXTEENTH PAGE

SIZE	12x	6x	1x	Full COLOR	Spot COLOR	Premium POSITION
Sixteenth	\$ 150	\$ 165	\$ 175	+ \$ 25	+ \$ 10	+ 25%

SPECIFICATIONS



Sixteenth Page
2.4219" w X 2.8594" h

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:

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- Delivered on a CD

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- 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:

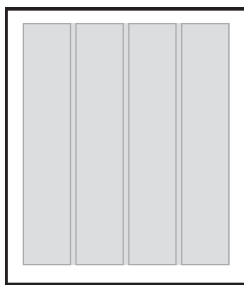
- For full color ads, the color mode must be CMYK (with ALL black text and images set to 100%K).

BAY WOOF

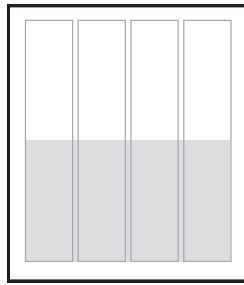
NEWS WITH BITE

ALL AD SIZES AND SPECIFICATIONS

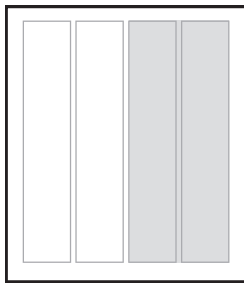
Publication dates will always be the 15th of the month. All materials (if we're building the ad) must be in-house by the first of the month). If an ad is coming to us "camera ready," advertisers can have up until one week before publication to submit artwork. Payment for that month's run must be received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



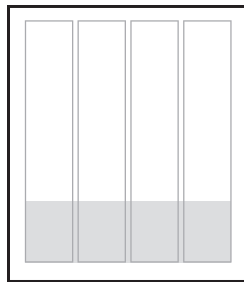
Full Page
10.5 W x 12 h



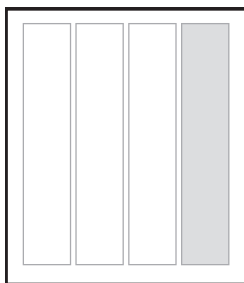
Half Page H
10.25" w X 5.9063" h



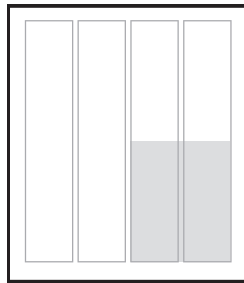
Half Page V
5.0313" w X 12" h



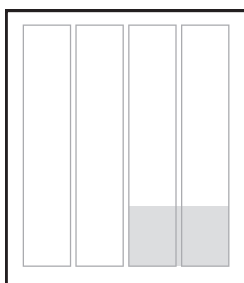
Quarter Page H
10.5" w X 2.8594" h



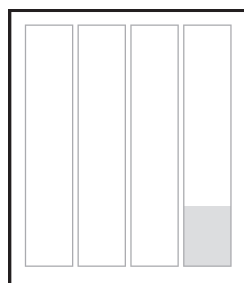
Quarter Page V
2.4219" w X 12" h



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

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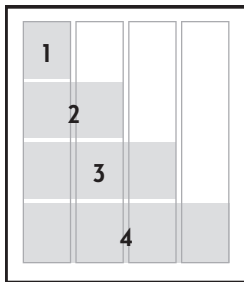
CO-OP ADVERTISING

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

*Call for details. Co-ops can be shared many diferent ways.

SIZE	12x	6x	1x	Full COLOR	Spot COLOR	No premium placement available
Per Block	\$ 100	\$ 125	\$ 150	+ \$ 25	+ \$ 10	

SPECIFICATIONS



Co-Op Page
2.4219" w X 2.8594" h

Note: 2 or more Co-op blocks can be horizontal or vertical

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