

# BAY WOOF

## WELCOME!

Welcome to *Bay Woof*, the San Francisco Bay Area's premier publication for local dogs and their human companions. Our mission is to be the voice of the local canine community and an essential resource for dog people throughout Northern California. Feedback from readers and advertisers consistently confirms that we are hitting our target.

Every issue of *Bay Woof* features articles by the best and brightest local pet professionals. Our regular columns and special features cover a wide range of topics, including canine health, training, travel, and sports, as well as what's up with local animal shelters and rescue groups. Our monthly calendar is the go-to guide for dog festivals, seminars, and fundraisers. Fabulous graphic design and photography make the paper and website a delight to read.

Our website ([BayWoof.com](http://BayWoof.com)) offers selected content from the printed paper and resources for dog-related activities and services in the Bay Area, including social groups, animal shelters, and rescue organizations. The dog park map and interactive distribution search feature make locating a local dog park or finding the nearest copy of *Bay Woof* only a click away. Advertising on [BayWoof.com](http://BayWoof.com) is an excellent way to stretch your advertising dollars beyond the printed publication.

*Bay Woof* is a vibrant brand in the San Francisco Bay Area dog world, and the best way to reach Bay Area pet lovers is through our pages. Free at more than 450 locations in the East Bay, Marin, Peninsula, San Francisco, and South Bay, more than 50,000 readers each month peruse the paper to find information, products, and services that can help them live better lives with their dogs. Contact us today to learn how easy and economical it can be to advertise with us.

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*.

# BAY WOOF

## MORE THAN 50,000 READERS, MONTHLY

*Bay Woof* began publishing 10 years ago, in March 2007, and has grown to a dedicated readership of 50,000. It is distributed throughout San Francisco, the East Bay, Peninsula, and South Bay. 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

Now in the North Bay to Novato and all the way south to San Jose. Ask for us at your favorite vet clinic, pet supply store, and coffee shop.

For an exact list of where *Bay Woof* is available, consult [BayWoof.com/Find-a-Paper](http://BayWoof.com/Find-a-Paper)

# BAY WOOF

**WOOF!**

There are almost 75 million dogs in the USA, more than 2 times as many as in any other country in the world - *American Pet Products Association*

## NEWS WITH BITE

*Bay Woof* is a must-read for all Bay Area dog people. 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. 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 warm the heart. Sirius Dog Training owner and author Kelly Gorman Dunbar contributes canine cogitations in *The Monthly Woof*.

There is also humor aplenty, including the work of local and national cartoonists, and Mr Smarty Pants' take on dog factoids.

## EDITORIAL CALENDAR 2017

Every month of the year, *Bay Woof* provides a great advertising magnet in its ongoing very specialized theme: dogs. For more specific targeting, we are planning the upcoming issue features:

**JANUARY: TRAINING GOALS FOR THE NEW YEAR** From tricks and games to tips on behavior problem-solving, it's a great to start off the new year.

**FEBRUARY: FOR THE LOVE OF DOG** Fun things to do and share with your beloved canine.

**MARCH: DOG-FRIENDLY TRAVEL** Don't miss out on this great resource!

**APRIL: CANINE SPORTS**

**MAY: DOGS IN ART** The Canine Muse

**JUNE: WORKING DOGS**

**AUGUST: BEAST OF THE BAY WINNERS!** Celebrating our readers' picks for favorite dog-friendly, Bay Area hip-and-happenin' places. It's a resource for folks to hold onto year-round.

**SEPTEMBER: FOOD!** Nutritional foods and snacks for healthy dogs.

**OCTOBER: ANNUAL CANINE HEALTH AND WELLNESS issue** Holistic and veterinary special

**NOVEMBER: GRATITUDE issue** Thanks to volunteers working for animal advocacy.

**DECEMBER: HOLIDAY CELEBRATIONS AND GIFT GUIDE** Artisans and shop-keepers give their picks for canines and their affectionados.

# BAY WOOF

**RESERVE your space for 12 months and SAVE!**

SIZE	1x	4x	8x	12x	COLOR	PLACEMENT
Full Page	\$2,885	\$2,695	\$2,295	\$1,995	INCLUDED	+ 25%
3/4-Page	\$2,195	\$2,095	\$1,825	\$1,545	INCLUDED	+ 25%
3/5-Page	\$1,875	\$1,695	\$1,495	\$1,295	INCLUDED	+ 25%
Half	\$1,695	\$1,545	\$1,295	\$1,095	INCLUDED	+ 25%
Junior	\$1,695	\$1,545	\$1,295	\$1,095	INCLUDED	+ 25%
2/5-Page	\$1,395	\$1,295	\$1,125	\$945	INCLUDED	+ 25%
3/10-Page	\$1,095	\$995	\$865	\$755	INCLUDED	+ 25%
1/4-Page	\$945	\$845	\$725	\$675	INCLUDED	+ 25%
1/5-Page	\$760	\$685	\$595	\$565	INCLUDED	+ 25%
3/20-Page	\$575	\$525	\$475	\$435	INCLUDED	+ 25%
1/10-Page	\$390	\$355	\$325	\$295	INCLUDED	+ 25%
Pet Services 2 Tiles	NA	NA	\$215	\$195	INCLUDED	NA
Pet Services 1 Tile	NA	NA	\$145	\$125	INCLUDED	NA

SIZE	1x	4x	8x	12x	COLOR	PLACEMENT
Back Cover	\$3,885	\$3,695	\$3,295	\$2,995	INCLUDED	NA
Inside Front	\$3,395	\$3,195	\$2,795	\$2,495	INCLUDED	NA
Inside Back	\$3,195	\$2,995	\$2,595	\$2,295	INCLUDED	NA

**COMBINE** your plan with web advertising and SAVE! See web-only rates on page 7.

**SPECIAL:** Offer applies to advertisers who agree to 12 months of printed display ads only. Pet Services ads not included. Advertiser will supply artwork or pay small production fee. Offer expires Dec 31, 2016. For details call: 510-238-9101

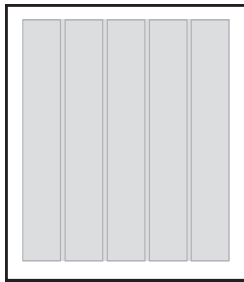
**DEADLINES:**

- For camera-ready ad artwork, deadline is the 10th of the month prior to publication date.
- For assistance building your ad, we must receive your ad materials (logos, photos and text) no later than the 5th of the month prior to publication date.

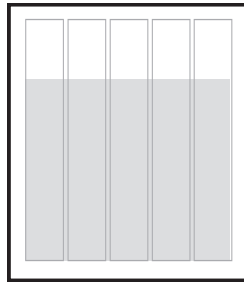
# BAY WOOF

## DISPLAY AD SIZES AND SPECIFICATIONS

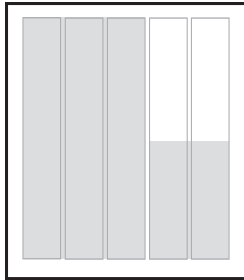
Publication dates will always be the 15th of the month. All materials (if we're building the ad) must be in-house by the first of the month). If an ad is coming to us "camera ready," advertisers can have up until one week before publication to submit artwork. Payment for that month's run must be received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



**Full Page**  
9.75" w X 11.25" h

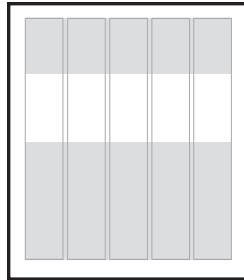


**3/4-Page Square**  
9.75" w X 8.375" h



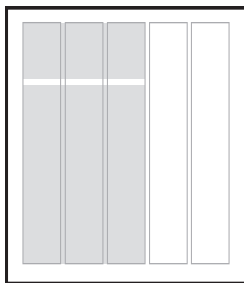
**3/5-Page Vertical**  
5.75" w x 11.25" h

**1/5-Page Square**  
3.75" w X 5.5" h



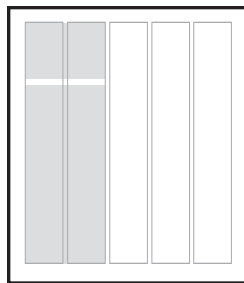
**1/4-Page Horizontal**  
9.75" w X 2.625" h

**1/2-Page Horizontal**  
9.75" w X 5.5" h



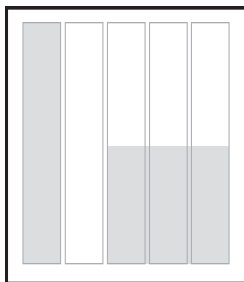
**3/20-Page Horizontal**  
5.75" w X 2.625" h

**Junior Page**  
5.75" w X 8.375" h



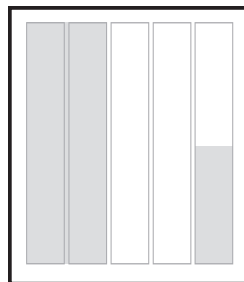
**1/10-Page Horizontal**  
3.75" w X 2.625" h

**3/10-Page Vertical**  
3.75" w X 8.375" h



**1/5-Page Vertical**  
1.75" w X 11.25" h

**3/10-Page Square**  
5.75" w X 5.5" h



**2/5-Page Vertical**  
3.75" w X 11.25" h

**1/10-Page Vertical**  
1.75" w X 5.5" h

## SPECIFICATIONS

### SUBMISSION:

- Ads must be submitted as electronic files and sent as an e-mail attachment to [ads@themonthly.com](mailto:ads@themonthly.com).
- If file size is over 10 megabytes, call Andreas for instructions: 510-238-9101 x14

### FILE FORMAT:

- Press-optimized PDF

### ADHERE TO THESE GUIDELINES:

- All color images must be CMYK with a maximum ink coverage of 240%
- All images should be at least 300 pixels per inch at print size.
- Line art should be at least 900 pixels per inch.
- Black text and rules set to 100%K (No rich black in text).
- Rules should be at least 0.25 points wide.
- Type should not be smaller than 6 points.
- White type on a dark background should not be smaller than 7 points.
- The outside edges of an ad's border must conform exactly to the dimensions specified and must be clearly defined (for example, a line around the edge). No ads may float.

### DEADLINES:

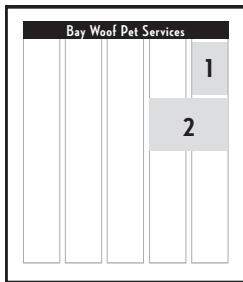
- For camera-ready ad artwork, deadline is the 10th of the month prior to publication date.
- For assistance building your ad, we must receive your ad materials (logos, photos and text) no later than the 5th of the month prior to the publication date.

# BAY WOOF

## PET SERVICES DIRECTORY

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

SIZE	12x	6x	3x	1x	COLOR	No premium placement available
1 Block	\$125	\$145	n/a	n/a	+ \$20	
2 Blocks	\$195	\$215	n/a	n/a	+\$20	



Pet Services Directory

**1 Block**  
2.25" w X 2.25" h

**2 Blocks H**  
4.75" w X 2.25" h

Note: 2 Pet Services blocks can only run horizontally.

### SPECIFICATIONS

#### SUBMISSION:

- Ads must be submitted as electronic files and sent as an e-mail attachment to [ads@themonthly.com](mailto:ads@themonthly.com).
- If file size is over 10 megabytes, call Andreas for instructions: 510-238-9101 x14

#### FILE FORMAT:

- Press-optimized PDF

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- All images should be at least 300 pixels per inch at print size.
- Line art should be at least 900 pixels per inch.
- Black text and rules set to 100%K (No rich black in text).
- Rules should be at least 0.25 points wide.
- Type should not be smaller than 6 points.
- White type on a dark background should not be smaller than 7 points.
- The outside edges of an ad's border must conform exactly to the dimensions specified and must be clearly defined (for example, a line around the edge). No ads may float.

# BAY WOOF

## WEB ADVERTISING on BayWoof.com

SIZE	12 months	6 months	1 month
Banner	\$ 230/mo	\$275/mo	\$300
Square	\$310/mo	\$350/mo	\$375

### BANNER

640PX WIDTH BY 100PX HEIGHT

#### Acceptable File Formats

JPEG, SWF, GIF with a maximum file size of 30k. Ads may be subtly animated. All content is subject to editorial approval.

- \* **WEB SPECIAL** offer applies to advertisers who commit to 12 months of printed display ads only. Pet Service Directory ads are not included in this offer. Advertiser will supply artwork for web ad. Offer expires Dec 31, 2016. Call our office for details: 510-238-9101.

#### DEADLINES:

- For web-ready ad artwork, deadline is the **25th of the month prior to publication date.**
- For assistance building your ad, we must receive your ad materials (logos, photos and text) no later than the **20th of the month prior to the publication date.**

**SQUARE**  
250PX WIDTH  
BY  
250PX HEIGHT

# BAY WOOF

## EMAIL NEWSLETTER ADVERTISING with *BAY WOOF*

*Bay Woof's* bimonthly emails target more than 4,500 subscribers on the 1st and the 15th of the month.

Ad artwork due no later than the 25th of the previous month. If we're assisting you with ad production, we'll need your materials (artwork, logos and text) no later than the 20th. Choose to run in both months' e-newsletters and save. Choose multiple months and save even more.

	12 months	6 months	1 month
1x/month	\$100/mo	\$125/mo	\$150
2x/month	\$150/mo	\$175/mo	\$200/mo

### Acceptable File Formats

JPEG, or GIF with a maximum file size of 30k. Ads may be subtly animated. All content is subject to editorial approval.

**SIZE**  
450PX WIDTH  
BY  
375PX HEIGHT



# BAY WOOF

## AD ARTWORK DEADLINES for ADVERTISING with BAY WOOF

*Bay Woof* is a monthly, print publication, and is distributed to more than 420 Bay Area locations on the last week of the month prior to publication. Ad artwork for PRINT is due by the 10th of the previous month. We also host a coordinating website and distribute email newsletters. Ad artwork for Web and E-Newsletters is due the 25th of the prior month.

Issue	Print Ad Art Deadline	Web/E-News Ad Art Deadline
JANUARY: Training Goals for the New Year	Dec 10	Dec 25
FEBRUARY: For the Love of Dog	Jan 10	Jan 25
MARCH: Dog-friendly Travel	Feb 10	Feb 25
APRIL: Canine Sports	Mar 10	Mar 25
MAY: Dogs in Art	April 10	April 25
JUNE: Working Dogs	May 10	May 25
JULY:	June 10	June 25
AUGUST: BEAST OF THE BAY WINNERS!	July 10	July 25
SEPTEMBER: Food and Nutrition	Aug 10	Aug 25
OCTOBER: Annual Canine Health and Wellness	Sept 10	Sept 25
NOVEMBER: Gratitude to Volunteers	Oct 10	Oct 25
DECEMBER: Holiday Celebrations and Gift Guide	Nov 10	Nov 25

**NOTE:** If *Bay Woof* is building your ad from your materials, we'll need all materials (text, logos, photos) no later than 5 days before the deadlines above.