



- Subscription and paid newspaper
- Published 52 Wednesdays a year
- Mailed to subscribers' homes

1550 Tiburon Boulevard, Suite D, Tiburon, CA 94920  
 p: 415.435.1190 f: 415.435.0849  
 ads@thearknewspaper.com • www.thearknewspaper.com

# ARK ADVERTISING

*The Ark* provides advertisers direct access to the 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. In addition, *The Ark* has primary location advertisers in Santa Cruz, Lake Tahoe, Whistler (Canada) and Idaho.

<sup>1</sup>Forbes Magazine, August 27, 2009. Zip code rankings based on each zip's median home price as of Aug. 14, 2009. The real estate market data were collected by Altos Research, a national research firm that tracks over 15,000 zip codes, accounting for about 90% of all real estate transactions. The data cover the asking price in the residential sales market, including both single-family homes and condominiums.

<sup>2</sup>US Census for 2000 lists median family income as \$143,305 (most recent data available). It is likely the 2010 census will show a median family income above \$200,000.

<sup>3</sup>US Census for 2000 (most recent data available).

<sup>4</sup>US Bureau of Economic Analysis for 2007 (most recent data available).

## OUR MARKET

### BELVEDERE AND TIBURON (94920)

#### Wealthy and well-educated

- Median home price is \$2,620,154<sup>1</sup>
- Median family income is well above \$150,000<sup>2</sup>
- Most expensive zip code in Marin County<sup>1</sup>
- 26th most expensive zip code in the US<sup>1</sup>
- 88% of the civilian employed population has a white-color job<sup>3</sup>
- 66% of the civilian employed population is a professional or in management<sup>3</sup>
- 70% of the population (25 and older) have a bachelor's degree or higher<sup>3</sup>

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

- 84% of the labor force commutes
- 73% of those commuters drive alone
- Mean travel time to work: 32 minutes

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

- Per capita personal income is 54% higher than California's average
- Professional and technical services income: **\$1.94 billion**
  - Professional and technical services jobs: **15% of private employment jobs**
  - Professional and technical services income: **22% of private earnings**
- Finance and insurance income: **\$1.17 billion**
  - Finance and insurance jobs: **7% of private employment jobs**
  - Finance and insurance income: **13% of private earnings**
- Management of companies and enterprises: **\$402 million**
  - Management jobs: **1% of private employment jobs**
  - Management income: **5% of private earnings**



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# 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 county, primarily Belvedere and Tiburon. This core community is one of the wealthiest in the nation, in which *The Ark* enjoys a market penetration of 60%<sup>3</sup>. Your advertising message is in the hands of more than 5,900 readers who are dedicated to the paper and its advertisers.



Circulation as of October 27, 2010:	PAID SALES <sup>1</sup>	PAID READERSHIP <sup>2</sup>	MARKET PENETRATION <sup>3</sup>
Belvedere/Tiburon	2,119	5,001	60%
Total <i>Ark</i> Circulation	2,504	5,909	

<sup>1</sup>Subscriptions plus newsstand sales.  
<sup>2</sup>Paid sales x pass-on factor of 2.36 (source: National Newspaper Association 2009).  
<sup>3</sup>Readership divided by adults 18+ in 94920 (8,384) according to 2008 Census update.  
<sup>4</sup>MLS database (Bareis) for single-family homes sold and closed escrow in 2009.

- ✓ *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

As paid subscribers, **Ark readers are loyal to the paper and its advertisers.** Since 1973, more than three generations now read *The Ark*. According to the National Newspaper Association's 2009 survey of readers of small community newspapers:

- 79% somewhat or strongly agree they prefer to look at newspaper ads than watch ads on television
- 75% read local news often to very often
- 53% say they never read local news online
- 47% say there are days they read the community newspaper as much for the ads as for the news
- nearly 40 percent keep their community newspaper more than a week
- spend an average of 39 minutes with their community newspaper

## 2009 AVERAGE HOME SALE PRICES<sup>4</sup>

Belvedere	\$3,166,957
Tiburon	\$2,229,467
Corte Madera	\$ 983,335
Mill Valley	\$1,174,407



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# 2012 ADVERTISING CALENDAR

★ Indicates Special Section † Ad Material Deadline

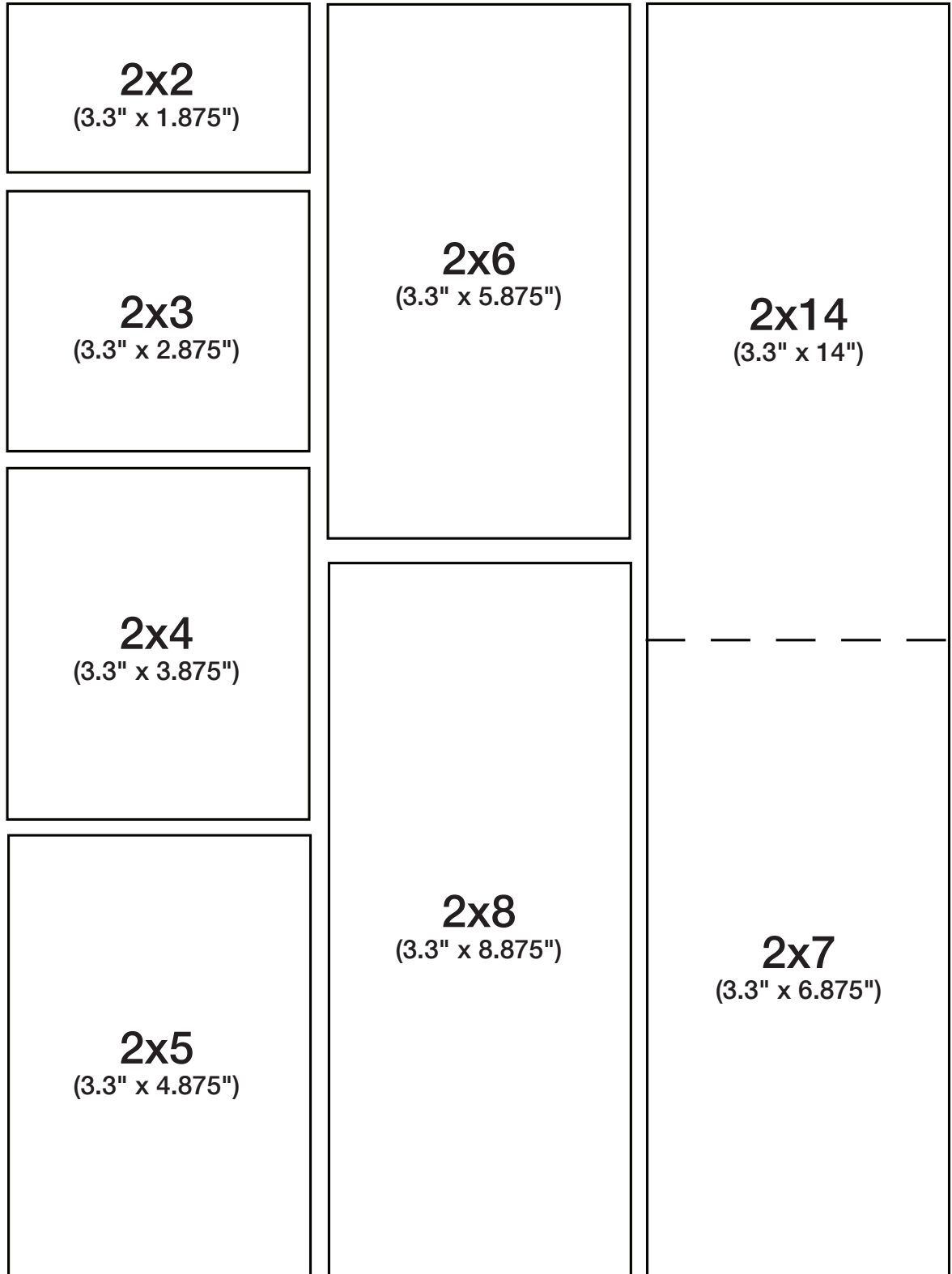
<p><b>JANUARY</b></p> <table border="1"> <thead> <tr><th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr> </thead> <tbody> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr> <tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr> <tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr> <tr><td>29</td><td>30</td><td>31</td><td></td><td></td><td></td><td></td></tr> </tbody> </table> <p>1/25: <b>Generosity ... on the go</b>★ (12/14/11)†</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	31					<p><b>JULY</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>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr> <tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr> <tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr> <tr><td>29</td><td>30</td><td>31</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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<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></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> </tbody> </table> <p>6/17: Father's Day</p> <p>6/27: <b>Generosity... on the go</b>★ (6/11/12)†</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></td><td>1</td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> <tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr> <tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr> <tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table> <p>12/5-12/26: <b>Holiday Season</b></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	31					
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- Published 52 Wednesdays a year
- Mailed to subscribers' homes

1550 Tiburon Boulevard, Suite D, Tiburon, CA 94920  
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# AD SIZES

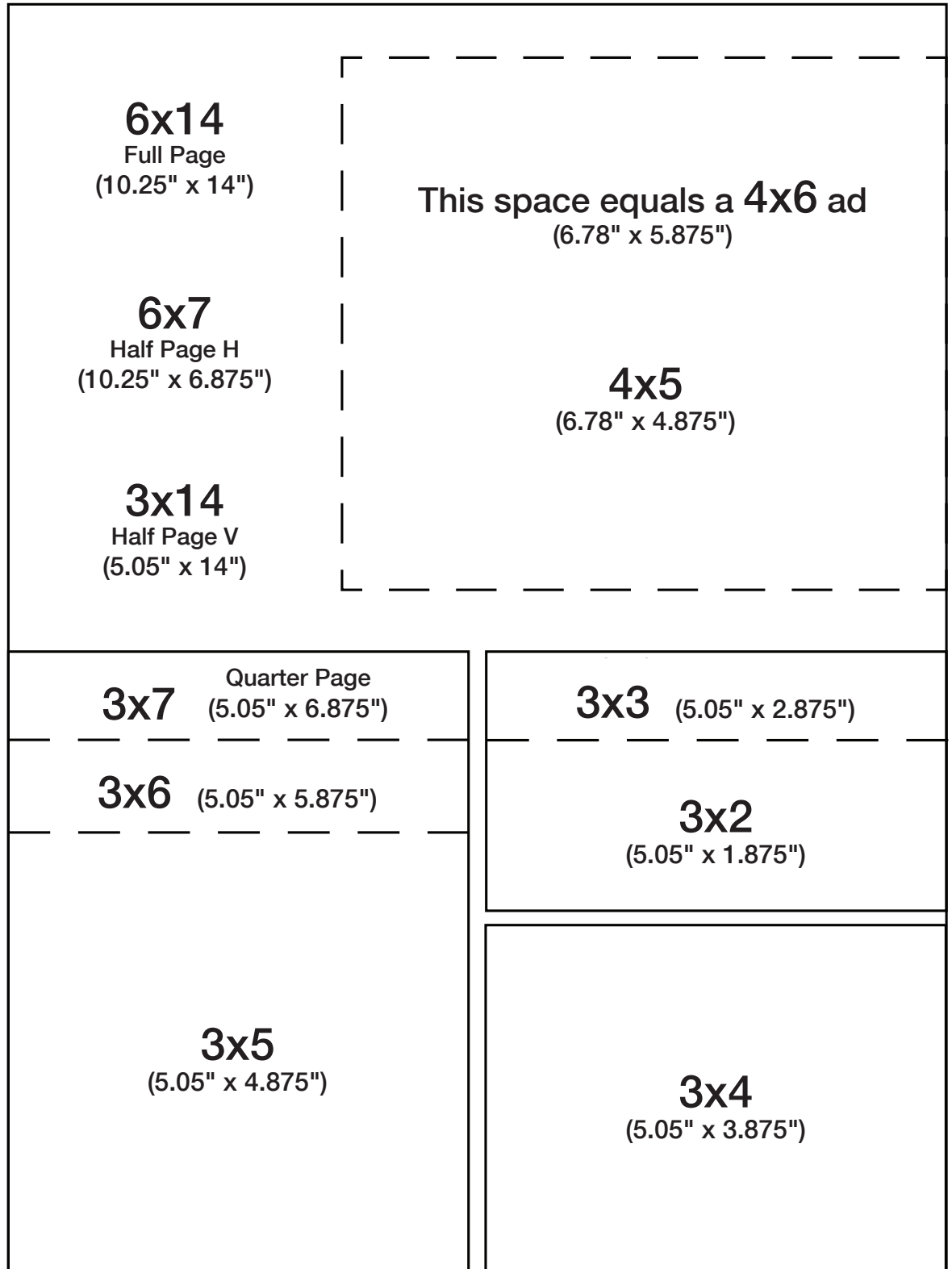




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# DISPLAY ADVERTISING RATES

<b>2x2</b> (3.3" x 1.875") 1 Ad: \$56 4 Ads: \$52 12 Ads: \$48 18 Ads: \$46 26 Ads: \$44 52 Ads: \$43  COLOR: + \$60 SPOT COLOR: + \$35	<b>2x3</b> (3.3" x 2.875") 1 Ad: \$85 4 Ads: \$77 12 Ads: \$72 18 Ads: \$70 26 Ads: \$66 52 Ads: \$64  COLOR: + \$60 SPOT COLOR: + \$35	<b>2x4</b> (3.3" x 3.875") 1 Ad: \$113 4 Ads: \$103 12 Ads: \$96 18 Ads: \$93 26 Ads: \$88 52 Ads: \$86  COLOR: + \$60 SPOT COLOR: + \$35	<b>2x5</b> (3.3" x 4.875") 1 Ad: \$141 4 Ads: \$129 12 Ads: \$120 18 Ads: \$116 26 Ads: \$110 52 Ads: \$107  COLOR: + \$60 SPOT COLOR: + \$35	<b>2x6</b> (3.3" x 5.875") 1 Ad: \$169 4 Ads: \$155 12 Ads: \$144 18 Ads: \$139 26 Ads: \$132 52 Ads: \$128  COLOR: + \$60 SPOT COLOR: + \$35
<b>2x7</b> (3.3" x 6.875") 1 Ad: \$197 4 Ads: \$181 12 Ads: \$168 18 Ads: \$162 26 Ads: \$154 52 Ads: \$150  COLOR: + \$60 SPOT COLOR: + \$35	<b>2x8</b> (3.3" x 7.875") 1 Ad: \$226 4 Ads: \$206 12 Ads: \$192 18 Ads: \$186 26 Ads: \$176 52 Ads: \$171  COLOR: + \$60 SPOT COLOR: + \$35	<b>2x14</b> (3.3" x 14") 1 Ad: \$361 4 Ads: \$347 12 Ads: \$316 18 Ads: \$308 26 Ads: \$294 52 Ads: \$277  COLOR: + \$120 SPOT COLOR: + \$60	<b>3x3</b> (5.05" x 2.875") 1 Ad: \$127 4 Ads: \$116 12 Ads: \$108 18 Ads: \$104 26 Ads: \$99 52 Ads: \$96  COLOR: + \$60 SPOT COLOR: + \$35	<b>3x4</b> (5.05" x 3.875") 1 Ad: \$169 4 Ads: \$155 12 Ads: \$144 18 Ads: \$139 26 Ads: \$132 52 Ads: \$128  COLOR: + \$60 SPOT COLOR: + \$35
<b>3x5</b> (5.05" x 4.875") 1 Ad: \$212 4 Ads: \$194 12 Ads: \$180 18 Ads: \$174 26 Ads: \$165 52 Ads: \$161  COLOR: + \$60 SPOT COLOR: + \$30	<b>3x6</b> (5.05" x 5.875") 1 Ad: \$254 4 Ads: \$232 12 Ads: \$216 18 Ads: \$209 26 Ads: \$198 52 Ads: \$193  COLOR: + \$60 SPOT COLOR: + \$35	<b>3x7</b> (Quarter Page) (5.05" x 6.875") 1 Ad: \$271 4 Ads: \$260 12 Ads: \$237 18 Ads: \$231 26 Ads: \$221 52 Ads: \$208  COLOR: + \$120 SPOT COLOR: + \$60	<b>6x7 or 3x14</b> (Half Page) (10.25" x 6.875") (5.05" x 14") 1 Ad: \$538 4 Ads: \$496 12 Ads: \$458 18 Ads: \$441 26 Ads: \$416 52 Ads: \$399  COLOR: + \$185 SPOT COLOR: + \$95	<b>6x14</b> (Full Page) (10.25" x 14") 1 Ad: \$1025 4 Ads: \$949 12 Ads: \$865 18 Ads: \$840 26 Ads: \$798 52 Ads: \$764  COLOR: + \$245 SPOT COLOR: + \$120

## 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, 435-1190, for details.

## 4 Column Ads

(6.78")  
 Available Upon Request  
 CALL FOR RATES



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# 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 200dpi. 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:** Preferred format. If using CS2 or lower, 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 200dpi but no larger than 300dpi.

**Photoshop:** TIF, JPG or EPS files converted to CMYK format. Please include all fonts included in ad. Images should be at least 200dpi but no larger than 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. We do not have PC fonts. Please submit ads or digital images in PDF, JPG, TIF or EPS format.

## E-mail

*E-mail attachments should be NO LARGER THAN 2MB.* Send ad files to ads@thearknewspaper.com or to your ad sales rep. Please identify advertiser's name in the subject of the e-mail and notify us by phone when sent.

## Large Files

Files larger than 2MB must be sent to *The Ark's* FTP site. Call for details about sending FTP files.

## Disks

Files may be submitted on CD or DVD.

## 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. VISA and MasterCard 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 which 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.