

## ARK ADVERTISING

The Ark provides advertisers direct access to 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.
- Subscription and paid newspaper.
- Published every Wednesday.
- Mailed to subscribers' homes.

## OUR MARKET

### BELVEDERE AND TIBURON (94920)

Wealthy and well-educated:

- Median home price in Belvedere is \$3,990,000 and Tiburon is \$3,725,000, compared with \$1,835,000 for all Marin<sup>1</sup>.
- Median family income in Belvedere is \$250,000+ and Tiburon is \$236,310<sup>2</sup>.
- 67% of the civilian employed population is a professional or in management<sup>2</sup>.
- 79% of the population (25 and older) has a bachelor's degree or higher<sup>2</sup>.

### Bedroom community for San Francisco:<sup>2</sup>

- Median age is 49.
- 76% of homes are owner-occupied, and 71% of housing is detached single-family.
- 37% have three or more vehicles.
- 72% of the labor force commutes.
- 73% of those commuters drive to work.
- 46% travel over 30 minutes to work.
- Direct downtown Tiburon ferries to the Financial District.

### MARIN COUNTY<sup>3</sup>

- Per capita income of \$164,118 ranked first in state, more than double California's average.
- Professional and technical services income: \$2.59 billion.  
12.6% of jobs, 6.1% of private earnings.
- Government-employment income: \$1.88 billion.  
8.1% of jobs, 4.4% of private earnings.
- Health-care income: \$1.81 billion.  
11.6% of jobs, 4.2% of private earnings.
- Real-estate income: \$1.71 billion.  
8.1% of jobs, 4% of private earnings.
- Finance and insurance income: \$1.22 billion.  
6.7% of jobs, 2.9% of private earnings.
- Construction income: \$1.18 billion.  
6.1% of jobs, 2.8% of private earnings.
- Retail income: \$1.10 billion.  
9.1% of jobs, 2.6% of private earnings.

<sup>1</sup>Bareis MLS, Jan. 1–Sept. 30, 2022.

<sup>2</sup>US Census 2021 American Community Survey, data.census.gov, most recent data.

<sup>3</sup>US Bureau of Economic Analysis for 2021, bea.gov, most recent data.

## 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, 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>6</sup> Your advertising message is in the hands of more than 6,100<sup>4</sup> readers who are dedicated to the paper and its advertisers.



Circulation as of Nov. 29, 2022:	PAID SALES <sup>6</sup>	PAID READERSHIP <sup>7</sup>	94920 MARKET PENETRATION <sup>8</sup>
Tiburon Peninsula	2,208	5,476	63%
Total Ark Circulation	2,465	6,113	

- ✓ The Ark is one of only two paid weekly newspapers in Marin County.
- ✓ Independent and locally owned.
- ✓ Growing print circulation versus national 19% decline weekdays and 14% decline Sundays in 2020.<sup>1</sup>
- ✓ Readers generally hold onto The Ark for a full week, until the next issue.
- ✓ Readers tend to read The Ark cover to cover, including ads.
- ✓ The Ark's readers support our advertisers.

## OUR READERS

As paid subscribers, The Ark's readers are loyal to the paper and its print advertisers. Since 1973, more than three generations read The Ark.

- Community papers are the #1 most-trusted source of news, beating out national network TV, cable TV, radio, metropolitan papers, direct mailings then social media.<sup>2</sup>
- Community papers are the #1 most-trusted source for local purchasing decisions, beating out social media, direct mailing, in-store promotions, local TV ads, radio ads, cable TV ads then metro papers.<sup>2</sup>
- 75% of Boomer readers believe newspaper advertising is important,<sup>3</sup> and 81% of all readers say their local newspaper provides valuable local shopping and advertising information.<sup>2</sup>
- 8 of 10 say they would rather look through ads in the newspapers than view ads on the internet.<sup>4</sup>
- 7 of 10 agree that they often use newspaper advertising inserts to help make purchasing decisions.<sup>4</sup>
- Two-thirds agree that they often seek out newspaper advertising to find information on the latest offerings and sales available in their area.<sup>4</sup>
- Half say that there are days when they read the newspaper as much for the ads as for the content.<sup>4</sup>
- Broad audience: 44% of teens 13-17 engage with local papers at least once a month,<sup>5</sup> 23% at least weekly. Millennials make up 30% of readers, GenXers 50%.<sup>3</sup>

<sup>1</sup>Pew Research Center Newspapers Fact Sheet, June 29, 2021, pewresearch.org/journalism/fact-sheet/newspapers.

<sup>2</sup>2022 National Newspaper Association Community Readership Survey conducted nationally by Susquehanna Polling and Research, nna.org (membership required).

<sup>3</sup>2022 Coda Ventures survey.

<sup>4</sup>2013 Community Newspaper Readership Study conducted nationally by the Reynolds Journalism Institute, rjionline.org.

<sup>5</sup>2023 National Opinion Research Center survey.

<sup>6</sup>Subscriptions plus newsstand sales.

<sup>7</sup>Paid sales multiplied by pass-along rate of 2.48, per Reynolds Journalism Institute 2013, rjionline.org.

<sup>8</sup>Paid readership in 94920 divided by adults 18 and older (8,743) according to 2020 US Census data, data.census.gov.



## 2024 ADVERTISING CALENDAR

<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></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr> <tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr> <tr><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr> <tr><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td></tr> <tr><td>28</td><td>29</td><td>30</td><td>31</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				<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></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr> <tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr> <tr><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr> <tr><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td></tr> <tr><td>28</td><td>29</td><td>30</td><td>31</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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## DISPLAY ADVERTISING SIZES

The Ark uses a **6-column design format** and is **14 inches tall**.

Ad sizes are **described** as width in columns by height in inches. A 6x7 ad is a half-page ad: 6 columns wide by 7" tall.

**Designers** should use the provided design specs, which account for spacing, where required, between copy and/or other ads. A 6x7 ad is 10.25" wide by 6.875" tall.

<p><b>3x14</b> Half Page Vertical Designers: 3 col x 14 = 5.05" x 13.775"</p>	<p><b>6x14</b> Full Page Designers: 6 col x 14 = 10.25" x 14"</p>
<p><b>6x7</b> Half Page Horizontal Designers: 6 col x 7 = 10.25" x 6.875"</p>	
<p><b>3x7</b> Quarter Page Designers: 3 col x 7 = 5.05" x 6.875"</p>	
<p><b>3x6</b> Designers: 3 col x 6 = 5.05" x 5.875"</p>	<p><b>3x3</b> Designers: 3 col x 3 = 5.05" x 2.875"</p>
<p><b>2x5</b> Page 5 Only Designers: 2 col x 5 = 3.3" x 4.875"</p>	<p><b>3x5</b> Designers: 3 col x 5 = 5.05" x 4.875"</p>
	<p><b>3x4</b> Designers: 3 col x 4 = 5.05" x 3.875"</p>



## DISPLAY ADVERTISING RATES

The Ark uses a **6-column design format** and is **14 inches tall**.

Ad sizes are **described** as width in columns by height in inches. A 6x7 ad is a half-page ad: 6 columns wide by 7" tall.

**Designers** should use the provided design specs, which account for spacing, where required, between copy and/or other ads. A 6x7 ad is 10.25" wide by 6.875" tall.

<p><b>2x5</b> (Page 5 Only) (2 col x 5 = 3.3" x 4.875") 1 Ad: \$148 4 Ads: \$135 12 Ads: \$126 18 Ads: \$121 26 Ads: \$115 52 Ads: \$112 COLOR: + \$60</p>	<p><b>3x3</b> (3 col x 3 = 5.05" x 2.875") 1 Ad: \$133 4 Ads: \$121 12 Ads: \$113 18 Ads: \$109 26 Ads: \$103 52 Ads: \$100 COLOR: + \$60</p>	<p><b>3x4</b> (3 col x 4 = 5.05" x 3.875") 1 Ad: \$177 4 Ads: \$162 12 Ads: \$151 18 Ads: \$145 26 Ads: \$138 52 Ads: \$134 COLOR: + \$60</p>
<p><b>3x5</b> (3 col x 5 = 5.05" x 4.875") 1 Ad: \$222 4 Ads: \$203 12 Ads: \$189 18 Ads: \$182 26 Ads: \$173 52 Ads: \$169 COLOR: + \$60</p>	<p><b>3x6</b> (3 col x 6 = 5.05" x 5.875") 1 Ad: \$266 4 Ads: \$243 12 Ads: \$226 18 Ads: \$219 26 Ads: \$207 52 Ads: \$202 COLOR: + \$60</p>	<p><b>3x7</b> (Quarter Page) (3 col x 7 = 5.05" x 6.875") 1 Ad: \$284 4 Ads: \$273 12 Ads: \$248 18 Ads: \$242 26 Ads: \$232 52 Ads: \$218 COLOR: + \$120</p>
<p><b>3x14</b> (Half Page Vertical) (3 col x 14 = 5.05" x 13.775") 1 Ad: \$564 4 Ads: \$520 12 Ads: \$480 18 Ads: \$463 26 Ads: \$436 52 Ads: \$418 COLOR: + \$185</p>	<p><b>6x7</b> (Half Page Horizontal) (6 col x 7 = 10.25" x 6.875") 1 Ad: \$564 4 Ads: \$520 12 Ads: \$480 18 Ads: \$463 26 Ads: \$436 52 Ads: \$418 COLOR: + \$185</p>	<p><b>6x14</b> (Full Page) (6 col x 13 = 10.25" x 14") 1 Ad: \$1,075 4 Ads: \$996 12 Ads: \$908 18 Ads: \$882 26 Ads: \$837 52 Ads: \$802 COLOR: + \$245</p>

### Front-Page Banner

(3 col x 1.55 = 5.05" x 1.55")  
Inquire for pricing

### Center Spread

(12 col x 14 = 21.5" x 14")  
Inquire for pricing



#### 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 for a 20 percent surcharge.

#### INSERTS

\$850 per issue. 7" x 11" maximum size (may be folded). Contact the advertising department at 415-435-1190 or ads@thearknewspaper.com, for details.





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# AD SUBMISSION GUIDELINES & SPECIFICATIONS

## Digital files

We prefer PDFs, which must be prepared exported in X-1a format for CMYK printing with all fonts embedded. File resolution should be 300 dpi. Please be sure your ad is sized correctly; ad integrity will be lost when an ad is resized. Unlock all elements of the PDF. Note: Small type will lose crispness when printed on newsprint, and newsprint colors may vary from original seen on computer screen.

If a PDF is not available, the following is a list of file formats we will accept:

**InDesign:** Preferred format.

**Illustrator EPS:** All fonts should be outlined and all images should be embedded. Images should be at least 300 dpi.

**Photoshop:** TIF, JPG or EPS files converted to CMYK format. File should be one layer and 300 dpi. 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.

## Email

Email attachments should be no larger than 25MB. Send ad files to [ads@thearknewspaper.com](mailto:ads@thearknewspaper.com). Please identify the advertiser's name in the subject of the email and notify us by phone when sent at 415-435-1190.

For ad files larger than 25MB, we also accept links from cloud-hosting services such as Dropbox. For those without a cloud host, you may consider free file-sharing services such as WeTransfer.com.

## Terms & Conditions

Established Ark advertisers are billed monthly. Accounts are due and payable within 30 days; if an advertiser is late in submitting payment, payments for all future ad placements are due by the issue date their ad runs. Late fees will be added to all overdue accounts. 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. All major credit cards are accepted.

The Ark retains the right to reject any ad or insert, or to require its revision before publication.

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 that 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.

## Cancellations

- **Regular weekly edition:** 100% of ad cost will be charged if a client cancels later than noon on the Wednesday 7 days prior to the print date.
- **Special sections:** 100% of ad cost will be charged if a client cancels later than noon on the Wednesday 14 days prior to the print date.