



282 Second Street, 4<sup>th</sup> Floor  
San Francisco, CA 94105

Updated November 2008

## SFAdvertising.com Banner Rate card

- A. Home page or Newsletter page:  
\$150/month 728x90 pixel Leaderboard (banner above site)  
\$130/month 234x60 pixel Half banner (next to SFAC banner)  
\$125/month 120x600 pixel Skyscraper (vertical side)  
\$120/month 120x120 pixel Square button (side)  
*\*The Newsletter is emailed the first week of the month to SFAC members*
- B. Job Listing or Online Directory pages:  
\$140/month 728x90 pixel Leaderboard (banner above site)  
\$120/month 234x60 pixel Half banner (next to SFAC banner)  
\$115/month 120x600 pixel Skyscraper (vertical side)  
\$110/month 120x120 pixel Square button (side)
- C. All other pages:  
\$125/month 728x90 pixel Leaderboard (banner above site)  
\$105/month 234x60 pixel Half banner (next to SFAC banner)  
\$100/month 120x600 pixel Skyscraper (vertical side)  
\$95/month 120x120 pixel Square button (side)
- D. SFAC packages:  
Leaderboard: Any combination of package A, B, and C (1 from each list): \$399  
Half banner: Any combination of package A, B, and C (1 from each list): \$340
- E. Save 10% on pre-paid yearly contract for any list

### Banner Specifications

- File size for the banner must total 25 kilobytes or less.
- You can use static or animated files, as long as file size constraints are met (sorry, no flash.)
- Only .gif and .jpg file formats are accepted at this time.
- Banner ads are displayed in rotation throughout each category.
- All ads are subject to the review and approval of SFAdvertising.com.

### Payment Information

- Payments are due 7 days into each monthly cycle.
- Only Visa, MasterCard, and American Express are accepted.

Feel free to contact us at [info@sfadvertising.com](mailto:info@sfadvertising.com) for more information.



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## Sample home page on SFAdvertising.com

Leaderboard above entire page  
(the area that the Google ads are placed)

Half banner  
(your banner would be placed next to the SF Advertising banner)

The screenshot shows the SF Advertising website home page. At the top, there are four small advertisements for 'San Francisco Sales Jobs', 'Iron Creative', 'SF Marketing Agency', and 'Superior MacComm Videos'. Below these is a blue banner for 'SF ADVERTISING' with the tagline 'Your Bay Area Advertising Connection'. A blue box with an arrow pointing to the banner contains the text '728 x 90 Pixels'. Below the banner is a navigation menu with links for 'News & Events', 'Agency Directory', 'Job Listings', 'Ad Links', 'Books/Magazines', 'Videos', and 'Contact'. Below the navigation menu is a section for news articles. An orange box with an arrow pointing to the first article, 'Ad Rankings For Your Super Bowl File', contains the text '234 x 60 pixels'. To the right of the news section is a blue sidebar with a 'Get our free SFAC' offer and a 'What do you want to see?' section with radio button options for 'More agency news', 'Interviews with ad execs', 'Portfolios of job seekers', 'More agency creative work', and 'Local industry gossip'.



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## **SFAdvertising.com Featured Agency Rate card**

One Month Feature, \$149

- Your agency will be featured on the designated "Featured Agency" page.
- Your logo will be prominently displayed.
- Up to three examples of your work may be shown.
- Agency will be profiled using standard text from your website (no custom text is offered at this time.)
- Up to 5 agency awards can be highlighted.
- A link to your agency's website may be included.

### File Specifications

- Profile may be up to 100 words long.
- File size for the images (logo and examples of work) must total 100 kilobytes or less.
- You may use static or animated files, as long as file size constraints are met (sorry, no flash.)
- Only .gif and .jpg file formats are accepted at this time.
- All ads and text content are subject to the review and approval of SFAdvertising.com.

### Payment Information

- Payments are due 7 days into each monthly cycle.
- Only Visa, MasterCard, and American Express are accepted.

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## Sample Featured Agency page on SFAdvertising.com

**Iron Creative**  
SF Ad Agency: Iron Specializes in Bay Area  
Breakthrough Marketing  
[www.ironcreative.com](http://www.ironcreative.com)

**SF Marketing Agency**  
Online, TV, Radio, Print, Outdoor Get  
measurable results with Swift  
[www.swift.net](http://www.swift.net)

**Top-Class PR Agency**  
We Could Tell You How Good We Are, But  
We'd Rather Just Show You.  
[www.powerpr.com](http://www.powerpr.com)

Ads by Google

Advertise on this site

The screenshot shows the SF Advertising website interface. At the top, there is a navigation menu with links for News&Events, Agency Directory, Job Listings, Ad Links, Books/Magazines, Videos, and Contact. Below the menu, there is a 'Featured Agency' section with a dropdown menu showing 'A-F', 'G-L', 'M-R', 'S-Z', and 'Agency Archive'. The featured agency page for Rocket Science PR is displayed, featuring the agency's logo, name, and a detailed description of their services. The page also includes contact information for Mark X. Addison, President. To the right of the agency page, there are images of magazine covers, including Business Week and San Jose Mercury News. A blue arrow points to the 'Rocket Science PR' text, with a box containing the text 'Your company'.

Your company