

WHY ADS?

& WHO READS FAULT LINES

MORE BANG FOR LESS BUCK!

Fault Lines is the SF Bay Area's only newspaper that nobody owns. A free paper for free people.

When you advertise with Fault Lines, you reach a dedicated and loyal base of subscribers and readers throughout the SF Bay Area and Northern California, with hundreds mailed nationally and more downloaded for home printing.

Your ad will shine.

- Our ad to copy ratio will never go above 20%. This ensures that we stay dedicated to the news and that your ad isn't lost in the crowd. You can be sure your ad will be seen by every one of our readers.
- Fault Lines does not accept ads from large chain stores or big-box retailers because *we support community orgs and small businesses* and understand your needs. You will stand out.
- Our rates are amongst the lowest around. With little overhead as an all-volunteer organization, we enable unheard of rates. Our ad rates are purposely affordable so that even the smallest group or individual can afford space. We offer discounts for advertising in multiple issues.

If you are new to advertising, we have a number of special offers, including assistance with design and rock-bottom rates to get you started.

If you already advertise, you can insert your ad for a fraction of your total advertising budget.

STREET-LEVEL COMMUNITY DISTRIBUTION

Fault Lines is published monthly with a current circulation of 7,500 copies. It is distributed primarily to readers throughout the SF Bay Area with hundreds delivered across the nation and internationally. Not only is Fault Lines dropped at over 100 locations throughout the region, approximately half are hand-distributed to a broad segment of politically-conscious activists and community groups eager to find information about news, events, organizations and businesses not found elsewhere in the mainstream media.

Who reads Fault Lines

Our paper reaches an intelligent, socially-aware, and engaged demographic active in their respective communities. We get Fault Lines into the hands of those most hungry for the information not provided by the mainstream media. Our readers tend to be younger, experimental, health-conscious, and culturally plugged-in.

ETHICAL ADS

Your advertising dollar will go far with us. Fault Lines only accepts ads from small businesses, owner-operated establishments, and community institutions. Your ad will never compete with box stores or national chains.

Why? Because we believe in a culture that values diversity and is rooted in the communities we share. Fault Lines is not a business, it's grass roots media at it finest.

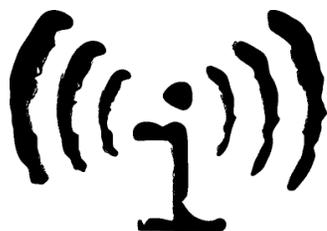
Our low ad-to-copy ratio ensures that every ad is seen by every reader. No long "ad ghettos" where your message gets lost in the crowd. All ads are placed in spreads with the content our readers seek out. And if you get in early enough each month, we can guarantee your insertion in the Fault Lines section of your choice.

ADVERTISE NOW

Contact our sales staff Monday through Friday for any questions or assistance you require.

Email FaultLines@mutualaid.org

Fault Lines/SF Bay Area IMC
2940 16th St., Ste 216
San Francisco, CA 94103-3682
<http://www.indybay.org/FaultLines/>



Fault Lines

Newspaper of the SF Bay Area Independent Media Center

Ad Rates

& SUBMISSION GUIDE

Contact our helpful sales reps at FaultLines@mutualaid.org

RATES by FREQUENCY

	<u># of consecutive placements</u>		
	1x	3x <small>10% disc</small>	6x <small>20% disc BEST RATE!</small>
1/4 page	\$150	\$135	\$120
1/6 page	\$150	\$135	\$120
1/8 page	\$75	\$68	\$60
1/16 page	\$40	\$36	\$32

(specify "vert" or "box" when ordering)

TECH SPECS for AD SUBMISSIONS

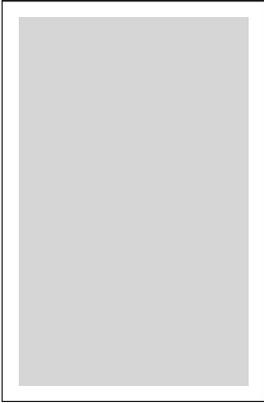
Fault Lines accepts ads in the following formats:

- Acrobat PDF .pdf
- TIFF image .tif
- JPEG graphic (hi-res, 300dpi) .jpg

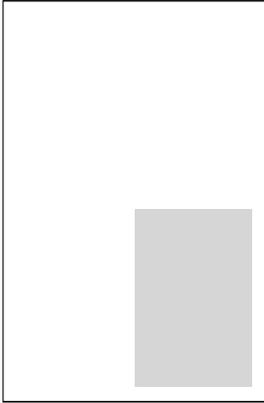
The following are acceptable media formats:

- Email is preferable
- CD-Rs
- Zip Disks

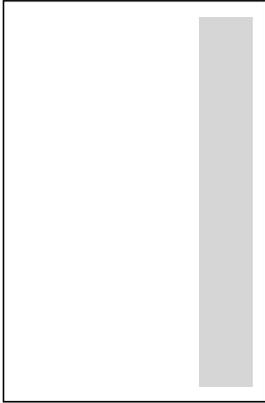
Email ads to FaultLines@mutualaid.org.
Checks can be made out to SF Bay Area IMC.
Contact your sales rep for more information.



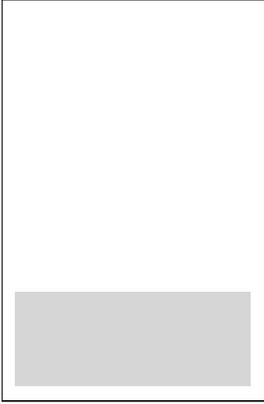
Print Size:
10" width x 16" height



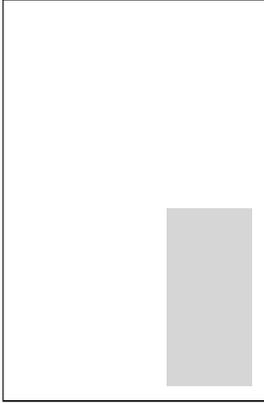
1/4 (box):
5w x 7.75h



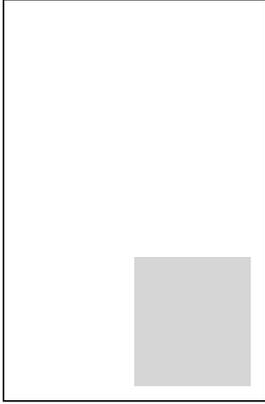
1/4 (vert):
2.4w x 15.7h



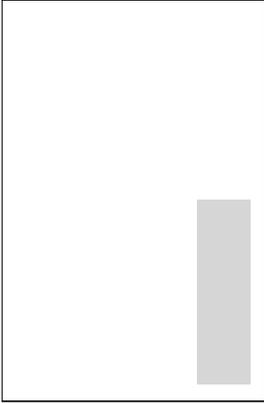
1/4 (box):
10.1w x 3.9h



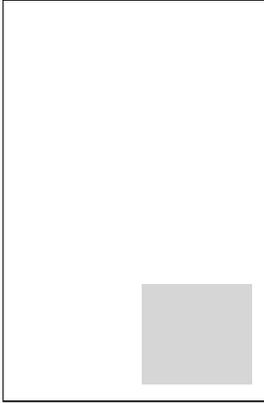
1/6 (vert):
3.25w x 7.75h



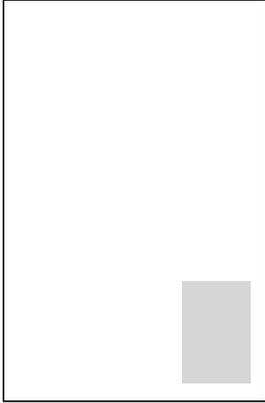
1/6 (box):
4.9w x 5h



1/8 (vert):
2.4w x 7.75h

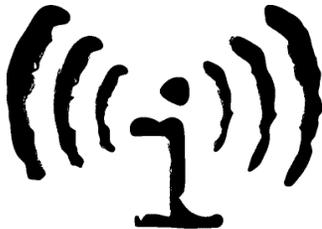


1/8 (box):
5w x 3.81h



1/16:
2.4w x 3.81h

Don't forget to ask about our SPECIAL rates for first time advertisers!
We can DESIGN your ad for you. Ask about placement!



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