

RETAIL RATE BOOK | Run of Section

Run of Section: will appear in the section of your choice • Effective June 29, 2009



TOP OF THE NEWS

World/Nation
 • Haiti speaks: The U.S. suspends medical evacuations of injured Haitians in a dispute over payment for their care. A3
 • Bin Laden taps: The al Qaeda leader borrows on an unreported laptop global warming. A8
 • Artistist convicted: An allegation appeared in guilty of murdering a doctor who of food late-term abortions. A4
 • Health care: Some health plans will soon be required to cover mental health treatment in the same way they cover physical ailments. A7

Sporting Green
 • Warriors: Stephen Jackson, above, returns to the court, but he's heard reluctantly as Warriors lose to the 49ers. B4
 • Golf: Phil Mickelson says he's not cheating, and the PGA Tour looks like up. B8

Bay Area
 • Reservations unveiled: The proposed Bernal Heights library opens today. C3
 • Heat madness: Orange health care plans to cut transit service and raise prices. C3

Business
 • All talk: World Chevrolet really pull the plug on its Richmond refinery? D1
 • Pedal fix: Toyota began shipping gas pedal parts to its dealers for use in fixing millions of vehicles with accelerator that could stick. B4

Databook
 • Hot balls: Company C and Amy between produce a strategy list. E2

Photo
 • "Blood Water": Teachers writing memorial about the classroom project that went awry. E2
 • "Ford Cuts": Play about dysfunctional family gets for more than just laughs. E2

San Francisco Chronicle
 SFGate.com | Printed on recycled paper

FERRY BUILDING

SUNDAY PROFILE
 Neal Bevers
SFMOMA a canvas of potential to director
 By Julian Guthrie
 CHRONICLE STAFF WRITER

Neal Bevers was 16 years old when he was stopped in his tracks by a large black, yellow and white painting hanging in the San Francisco Museum of Art. He looked at the painting by Clyfford Still. He read the title: "Self Portrait." He looked at the painting again.

Bevers was then the youngest person to get a job at SFMOMA, and he was the youngest person to get a job at SFMOMA. He was the youngest person to get a job at SFMOMA.

TO THEOLOGICAL
OF BAPTIST



San Francisco Chronicle | SFGate.com

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The San Francisco Chronicle and SFGate.com • 901 Mission Street, San Francisco, CA 94103 • Tel 415.777.1111 • www.SFGate.com/chronicleadinfo

Rev. 02/05/10
 Effective 06/29/09

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ADVERTISING OFFICES

SAN FRANCISCO

901 Mission Street
San Francisco, CA 94103
(415) 777-7250
Fax: (415) 896-6410

ALAMEDA

1025 Atlantic Ave., Suite 101
Alameda, CA 94501
(415) 777-7267
Fax: (415) 536-5119

SAN CARLOS

610 Quarry Road
San Carlos, CA 94070
(415) 777-8833
Fax: (650) 287-2932

NOVATO

35 Leveroni Ct., #150
Novato, CA 94949
(415) 777-7728
Fax: (415) 536-4286

RATE POLICY

Advertisers who sell goods or services through one or more retail outlets that the advertiser owns and operates in the Retail Trading Area (RTA) will receive the advertising retail rate. These rates are also available to franchise operations within our RTA when franchisor assumes responsibility for both placement and payment of all advertising containing multiple franchise listings.

Retail rates are net and non-commissionable.

Advertising insertions previously ordered and scheduled but then subsequently cancelled by the advertiser after San Francisco Chronicle deadlines will be billed at the corresponding rate. Refer to published deadlines and Terms & Conditions.

Our Designated Market Area (DMA) is comprised of the following counties: San Francisco, Alameda, Contra Costa, San Mateo, Santa Clara, Marin, Napa, Sonoma, Solano, Lake, Mendocino. Our RTA includes all of our DMA, as well as Monterey, Santa Cruz and San Joaquin counties. In all other areas the General Advertising Rates apply.

HOLIDAY RATE

Sunday circulation applies. Sunday rates will be charged on Thanksgiving Day and Christmas Day.

San Francisco Chronicle | SFGate.com

Your Audience Delivered

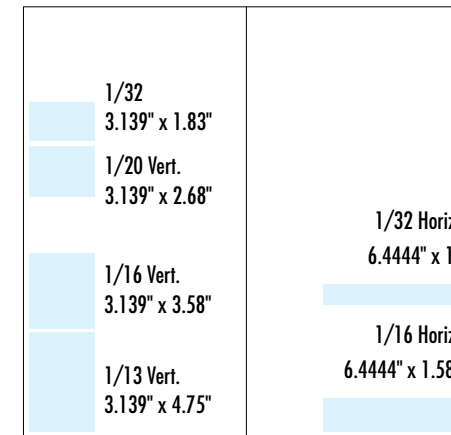
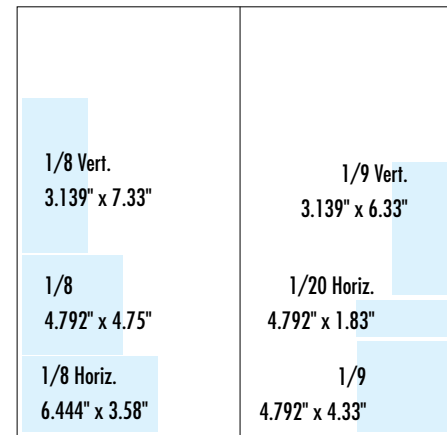
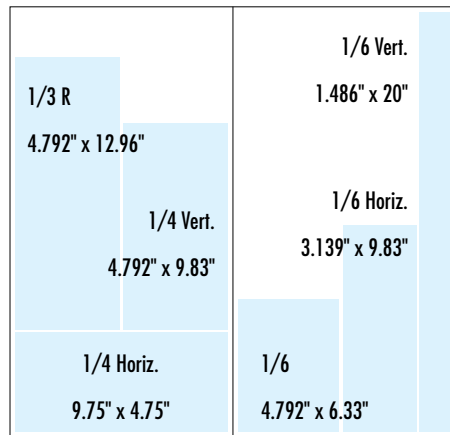
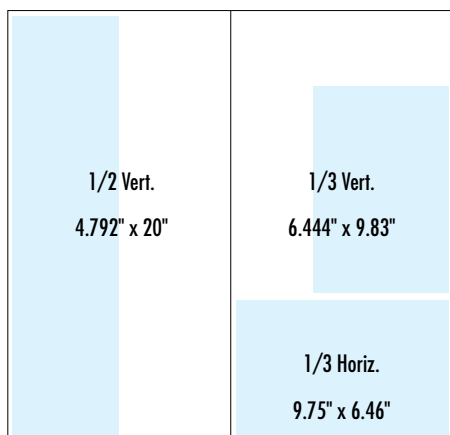
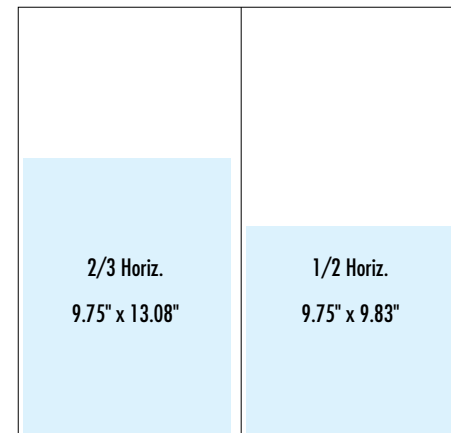
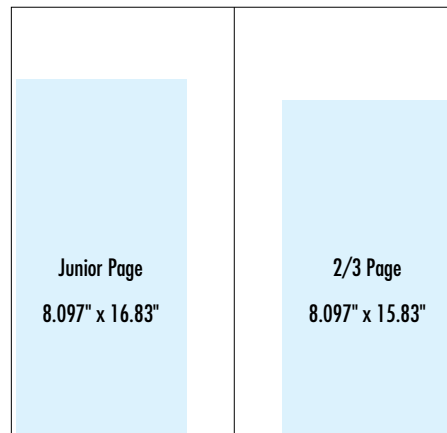
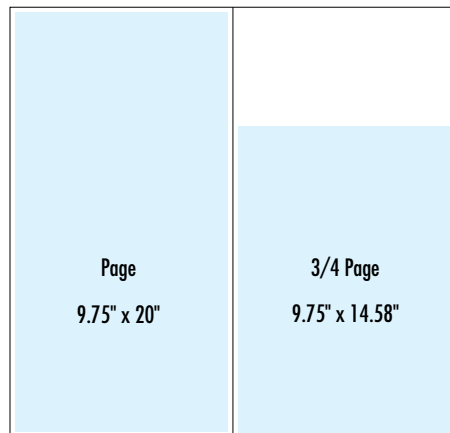
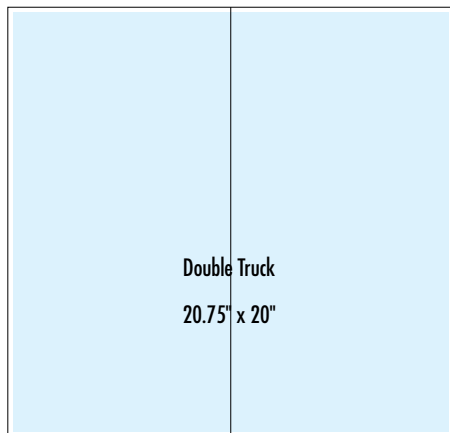
BROADSHEET

| Modular Size | Shape | Width (Inches) | Depth (Inches) | Tab Equivalent* |
|--------------|------------|----------------|----------------|-----------------|
| Double Truck | | 20.75 | 20 | |
| Page | | 9.75 | 20 | |
| 3/4 | | 9.75 | 14.58 | |
| Junior Page | | 8.097 | 16.83 | |
| 2/3 | | 8.097 | 15.83 | |
| 2/3 | Horizontal | 9.75 | 13.08 | |
| 1/2 | Horizontal | 9.75 | 9.83 | Page |
| 1/2 | Vertical | 4.792 | 20 | |
| 1/3 | Horizontal | 9.75 | 6.46 | 2/3 Horizontal |
| 1/3 | Vertical | 6.444 | 9.83 | 2/3 Vertical |
| 1/3 | R | 4.792 | 12.96 | |
| 1/4 | Horizontal | 9.75 | 4.75 | 1/2 Horizontal |
| 1/4 | Vertical | 4.792 | 9.83 | 1/2 Vertical |
| 1/6 | | 4.792 | 6.33 | |
| 1/6 | Vertical | 1.486 | 20 | |
| 1/6 | Horizontal | 3.139 | 9.83 | 1/3 Horizontal |
| 1/8 | | 4.792 | 4.75 | 1/4 Vertical |
| 1/8 | Horizontal | 6.444 | 3.58 | |
| 1/8 | Vertical | 3.139 | 7.33 | |
| 1/9 | | 4.792 | 4.33 | |
| 1/9 | Vertical | 3.139 | 6.33 | |
| 1/13 | Vertical | 3.139 | 4.75 | |
| 1/16 | Horizontal | 6.444 | 1.58 | 1/8 Vertical |
| 1/16 | Vertical | 3.139 | 3.58 | |
| 1/20 | Vertical | 3.139 | 2.68 | |
| 1/20 | Horizontal | 4.729 | 1.83 | |
| 1/32 | | 3.139 | 1.83 | 1/16 Horizontal |
| 1/32 | Horizontal | 6.444 | 1 | |

BROADSHEET SPECIFICATIONS

Sheet Area: 66P x 126P (11" x 21")
 Left/Right margins: 3P9 (.625")
 Top/Bottom margins: 2P3 (.375")
 Column gutter width: 1P (.167")
 Maximum ad height: 20"

*Broadsheet rates only eligible for broadsheet-sized products.



TABLOID

| Modular Size | Shape | Width (Inches) | Depth (Inches) | Broadsheet Equivalent |
|---------------------|------------|----------------|----------------|-----------------------|
| Double Truck | | 20.25 | 9.83 | |
| Page | | 9.75 | 9.83 | 1/2 Horizontal |
| 2/3 | Vertical | 6.444 | 9.83 | 1/3 Vertical |
| 2/3 | Horizontal | 9.75 | 6.46 | 1/3 Horizontal |
| 1/2 | Vertical | 4.792 | 9.83 | 1/4 Vertical |
| 1/2 | Horizontal | 9.75 | 4.75 | 1/4 Horizontal |
| 1/3 | Vertical | 3.139 | 9.83 | 1/6 Horizontal |
| 1/3 | Horizontal | 9.75 | 3.08 | |
| 1/4 | Vertical | 4.792 | 4.75 | 1/8 |
| 1/4 | Horizontal | 9.75 | 2.33 | |
| 1/8 | Vertical | 3.139 | 3.58 | 1/16 Vertical |
| 1/8 | Horizontal | 4.792 | 2.33 | |
| 1/16 | Vertical | 1.486 | 3.58 | 1/32 |
| 1/16 | Horizontal | 3.139 | 1.83 | |

Tab rates only eligible for tab-sized products.

TABLOID SPECIFICATIONS

Sheet Area: 63P x 66P (10.5" x 11")

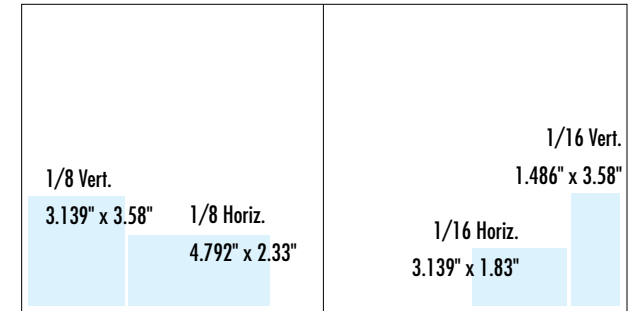
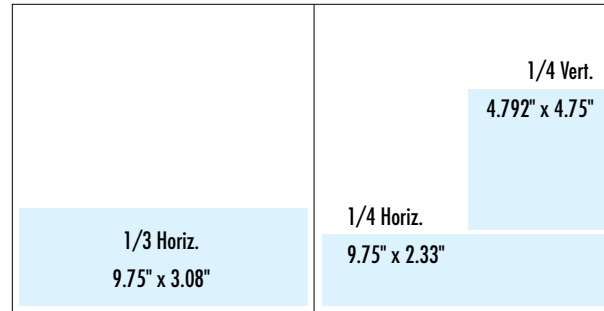
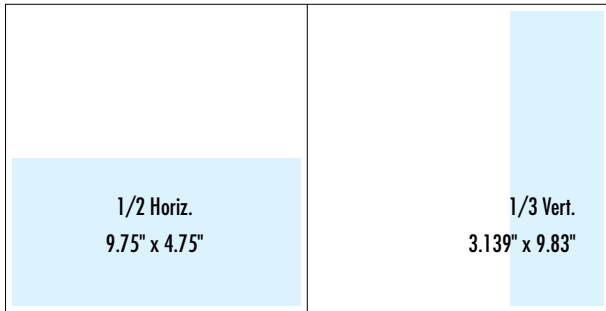
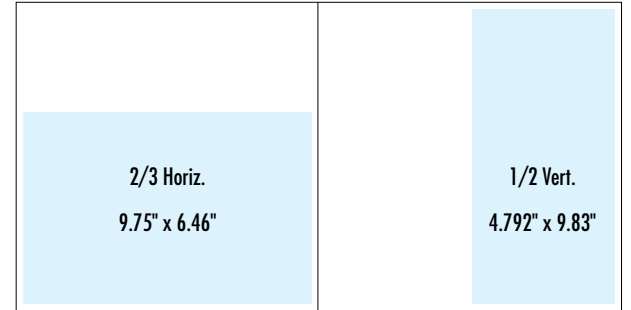
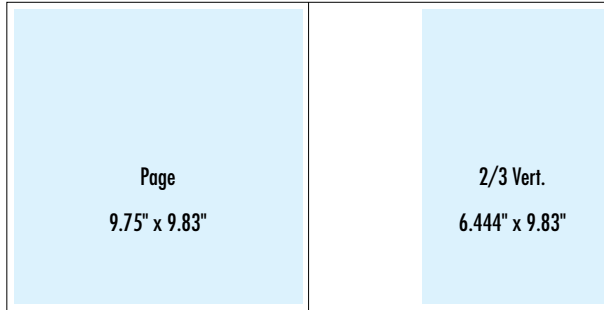
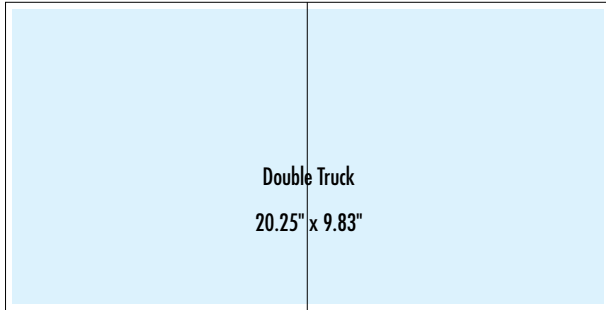
Image Area: 58P6 x 60P6 (9.75" x 10.08") (Includes .25" for folio)

Left/Right margins: 2P3 (.375")

Top/Bottom margins: 2P9 (.458")

Column gutter width: 1P (.167")

Maximum ad height: 9.83



DOLLAR VOLUME PORTFOLIO COURTESY RATES

| Annual Net Spending | Feature Pricing | Chronicle Magazine, SFIS | Comics, Spadea | Zone Frequency |
|---------------------|-----------------|--------------------------|----------------|----------------|
| Open | | | | |
| \$50,000 | Open | 3x | 3x | 13x |
| \$75,000 | Open | 3x | 6x | 13x |
| \$100,000 | Open | 3x | 6x | 13x |
| \$125,000 | 13x | 6x | 13x | 26x |
| \$150,000 | 13x | 6x | 13x | 26x |
| \$175,000 | 26x | 6x | 26x | 26x |
| \$200,000 | 26x | 6x | 26x | 26x |
| \$225,000 | 48x | 6x | 48x | 26x |
| \$250,000 | 48x | 6x | 48x | 26x |
| \$300,000 | 48x | 6x | 48x | 26x |
| \$350,000 | 48x | 6x | 48x | 48x |
| \$400,000 | 48x | 6x | 48x | 48x |
| \$450,000 | 48x | 6x | 48x | 48x |
| \$500,000 | 48x | 6x | 48x | 48x |
| \$625,000 | 48x | 12x | 48x | 72x |
| \$750,000 | 48x | 12x | 48x | 72x |
| \$875,000 | 48x | 12x | 48x | 72x |
| \$1,000,000 | 48x | 12x | 48x | 96x |
| \$1,250,000 | 48x | 12x | 48x | 96x |
| \$1,500,000 | 48x | 12x | 48x | 96x |
| \$1,750,000 | 48x | 12x | 48x | 96x |
| \$2,000,000 | 48x | 12x | 48x | 96x |

DOLLAR VOLUME AGREEMENT GUIDELINES:

1. A signed, annual Dollar Volume Portfolio Agreement is required to earn other than open rates.
2. Minimum size ROP advertisement for the Dollar Volume Agreement is 1/32 of an page.
3. All San Francisco Chronicle Retail spending, including ROP, zones, color, Chronicle Magazine, SFIS, preprints, Color Comics, Direct Marketing, SFGate and other media products, count toward this Dollar Volume Agreement, except postal cost for direct mail.
4. Performance is evaluated on net spending amounts.

San Francisco Chronicle | SFGate.com

Your Audience Delivered

Open Rates

| | | | | | | | | | | | |
|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <p>100% page ownership</p> <p>Daily \$83,850.00</p> <p>Sunday \$92,235.00</p> <p>Color \$8,580.00</p> | <p>100% page ownership</p> <p>Daily \$38,700.00</p> <p>Sunday \$42,570.00</p> <p>Color \$3,960.00</p> | <p>75% page ownership</p> <p>Daily \$28,350.00</p> <p>Sunday \$31,185.00</p> <p>Color \$2,970.00</p> | <p>70% page ownership</p> <p>Daily \$27,000.00</p> <p>Sunday \$29,700.00</p> <p>Color \$2,805.00</p> | <p>66% page ownership</p> <p>Daily \$25,200.00</p> <p>Sunday \$27,720.00</p> <p>Color \$2,640.00</p> | <p>66% page ownership</p> <p>Daily \$25,200.00</p> <p>Sunday \$27,720.00</p> <p>Color \$2,640.00</p> | <p>50% page ownership</p> <p>Daily \$18,900.00</p> <p>Sunday \$20,790.00</p> <p>Color \$1,980.00</p> | <p>50% page ownership</p> <p>Daily \$18,900.00</p> <p>Sunday \$20,790.00</p> <p>Color \$1,980.00</p> | <p>33% page ownership</p> <p>Daily \$12,600.00</p> <p>Sunday \$13,860.00</p> <p>Color \$1,320.00</p> | <p>33% page ownership</p> <p>Daily \$12,600.00</p> <p>Sunday \$13,860.00</p> <p>Color \$1,320.00</p> | <p>33% page ownership</p> <p>Daily \$12,600.00</p> <p>Sunday \$13,860.00</p> <p>Color \$1,320.00</p> | <p>25% page ownership</p> <p>Daily \$9,450.00</p> <p>Sunday \$10,395.00</p> <p>Color \$990.00</p> |
| Double Truck 20.75" x 20" | Page 9.75" x 20" | 3/4 9.75" x 14.58" | Junior Page 8.097" x 16.83" | 2/3 8.097" x 15.83" | 2/3 Horizontal 9.75" x 13.08" | 1/2 Horizontal 9.75" x 9.83" | 1/2 Vertical 4.792" x 20" | 1/3 Horizontal 9.75" x 6.46" | 1/3 Vertical 6.444" x 9.83" | 1/3 R 4.792" x 12.96" | 1/4 Horizontal 9.75" x 4.75" |

| | | | | | | | | | | | |
|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <p>25% page ownership</p> <p>Daily \$9,450.00</p> <p>Sunday \$10,395.00</p> <p>Color \$990.00</p> | <p>16% page ownership</p> <p>Daily \$6,300.00</p> <p>Sunday \$6,930.00</p> <p>Color \$660.00</p> | <p>16% page ownership</p> <p>Daily \$6,300.00</p> <p>Sunday \$6,930.00</p> <p>Color \$660.00</p> | <p>16% page ownership</p> <p>Daily \$6,300.00</p> <p>Sunday \$6,930.00</p> <p>Color \$660.00</p> | <p>12% page ownership</p> <p>Daily \$4,800.00</p> <p>Sunday \$5,280.00</p> <p>Color \$495.00</p> | <p>12% page ownership</p> <p>Daily \$4,800.00</p> <p>Sunday \$5,280.00</p> <p>Color \$495.00</p> | <p>12% page ownership</p> <p>Daily \$4,800.00</p> <p>Sunday \$5,280.00</p> <p>Color \$495.00</p> | <p>11% page ownership</p> <p>Daily \$4,200.00</p> <p>Sunday \$4,620.00</p> <p>Color \$437.25</p> | <p>11% page ownership</p> <p>Daily \$4,200.00</p> <p>Sunday \$4,620.00</p> <p>Color \$437.25</p> | <p>7% page ownership</p> <p>Daily \$3,000.00</p> <p>Sunday \$3,300.00</p> <p>Color \$313.50</p> | <p>6% page ownership</p> <p>Daily \$2,400.00</p> <p>Sunday \$2,640.00</p> <p>Color \$495.00</p> | <p>6% page ownership</p> <p>Daily \$2,400.00</p> <p>Sunday \$2,640.00</p> <p>Color \$495.00</p> |
| 1/4 Vertical 4.792" x 9.83" | 1/6 4.792" x 6.33" | 1/6 Vertical 1.486" x 20" | 1/6 Horizontal 3.139" x 9.83" | 1/8 4.792" x 4.75" | 1/8 Horizontal 6.444" x 3.58" | 1/8 Vertical 3.139" x 7.33" | 1/9 4.792" x 4.33" | 1/9 Vertical 3.139" x 6.33" | 1/13 Vertical 3.139" x 4.75" | 1/16 Horizontal 6.444" x 1.58" | 1/16 Vertical 3.139" x 3.58" |

| | | | |
|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <p>5% page ownership</p> <p>Daily \$1,800.00</p> <p>Sunday \$1,980.00</p> <p>Color \$396.00</p> | <p>5% page ownership</p> <p>Daily \$1,800.00</p> <p>Sunday \$1,980.00</p> <p>Color \$396.00</p> | <p>3% page ownership</p> <p>Daily \$1,200.00</p> <p>Sunday \$1,320.00</p> <p>Color \$247.50</p> | <p>3% page ownership</p> <p>Daily \$1,200.00</p> <p>Sunday \$1,320.00</p> <p>Color \$247.50</p> |
| 1/20 Vertical 3.139" x 2.68" | 1/20 Horizontal 4.792" x 1.83" | 1/32 3.139" x 1.83" | 1/32 Horizontal 6.444" x 1" |

Dollar Volume Contracts

| Level | Discount* | Level | Discount* |
|---------|-----------|-----------|-----------|
| 50,000 | 13.00% | 400,000 | 24.00% |
| 75,000 | 13.75% | 450,000 | 25.50% |
| 100,000 | 14.50% | 500,000 | 30.50% |
| 125,000 | 15.50% | 625,000 | 35.00% |
| 150,000 | 16.00% | 750,000 | 36.50% |
| 175,000 | 17.00% | 875,000 | 38.00% |
| 200,000 | 18.00% | 1,000,000 | 41.00% |
| 225,000 | 19.00% | 1,250,000 | 44.25% |
| 250,000 | 19.75% | 1,500,000 | 45.75% |
| 300,000 | 21.00% | 1,750,000 | 47.25% |
| 350,000 | 22.50% | 2,000,000 | 48.50% |

* Discount percentages are approximate; see your San Francisco account executive for details

Run of Section: will appear in the section of your choice

Run of Paper (may appear in any section) = 15% discount
* Does not apply to 96 Hours, Zones, and Feature Sections

Guaranteed Position = 33% premium

Glossy Position = 40% premium (space and color)
*Available Oct. 5th, 2009

- Color is charged for each page of double trucks or married pages.
- Color material is required two days in advance of new space deadline.
- Refer to mechanical specifications when submitting color material.
- No discounts apply to color

Frequency Full-Run

| Level | Discount* |
|-------|-----------|
| 6x | 14.00% |
| 13x | 15.50% |
| 26x | 17.25% |
| 48x | 19.00% |

Broadsheet rates only eligible for broadsheet-sized products.

1. A signed, annual Frequency Portfolio Agreement is required to earn other than the open rates.
2. Minimum size ROP and zone advertisements for the Frequency Portfolio Agreement is 1/32 of a page.
3. Each full-run buy of ROP, Chronicle Magazine, Color Comics, SFIS, counts as one insertion and receives the rate or discount based on the annual insertion frequency level as indicated in the grid above. Multiple insertions in one issue count as multiple insertions.
4. The following do not count toward the Frequency Portfolio Agreement fulfillment: Classified and General advertising, Yahoo!, SFGate.com, other media products and all Special Classification Advertising.
5. Each Preprint buy counts as one insertion and receives the discount based on the annual preprint insertion frequency level.
6. Each Direct Marketing Product counts as one insertion.

A variety of additional digital media advertising opportunities are available on SFGate.com. Please ask your account executive.

Open Rates

| |
|------------------------|
| 100% page ownership |
| Daily \$37,950.00 |
| Sunday \$41,745.00 |
| Color \$4,224.00 |

Double Truck
20.25" x 9.83"

| |
|------------------------|
| 100% page ownership |
| Daily \$18,900.00 |
| Sunday \$20,790.00 |
| Color \$1,980.00 |

Page
9.75" x 9.83"

| |
|-----------------------|
| 66% page ownership |
| Daily \$12,600.00 |
| Sunday \$13,860.00 |
| Color \$1,320.00 |

2/3 Vert.
6.444" x 9.83"

| |
|-----------------------|
| 66% page ownership |
| Daily \$12,600.00 |
| Sunday \$13,860.00 |
| Color \$1,320.00 |

2/3 Horiz.
9.75" x 6.46"

| |
|-----------------------|
| 50% page ownership |
| Daily \$9,450.00 |
| Sunday \$10,395.00 |
| Color \$990.00 |

1/2 Vert.
4.792" x 9.83"

| |
|-----------------------|
| 50% page ownership |
| Daily \$9,450.00 |
| Sunday \$10,395.00 |
| Color \$990.00 |

1/2 Horiz.
9.75" x 4.75"

| |
|-----------------------|
| 33% page ownership |
| Daily \$6,300.00 |
| Sunday \$6,930.00 |
| Color \$660.00 |

1/3 Vert.
3.139" x 9.83"

| |
|-----------------------|
| 33% page ownership |
| Daily \$6,300.00 |
| Sunday \$6,930.00 |
| Color \$660.00 |

1/3 Horiz.
9.75" x 3.08"

| |
|-----------------------|
| 25% page ownership |
| Daily \$4,800.00 |
| Sunday \$5,280.00 |
| Color \$495.00 |

1/4 Vert.
4.792" x 4.75"

| |
|-----------------------|
| 25% page ownership |
| Daily \$4,800.00 |
| Sunday \$5,280.00 |
| Color \$495.00 |

1/4 Horiz.
9.75" x 2.33"

| |
|-----------------------|
| 12% page ownership |
| Daily \$2,400.00 |
| Sunday \$2,640.00 |
| Color \$495.00 |

1/8 Vert.
3.139" x 3.58"

| |
|-----------------------|
| 12% page ownership |
| Daily \$2,400.00 |
| Sunday \$2,640.00 |
| Color \$495.00 |

1/8 Horiz.
4.792" x 2.33"

| |
|----------------------|
| 6% page ownership |
| Daily \$1,200.00 |
| Sunday \$1,320.00 |
| Color \$247.50 |

1/16 Horiz.
3.139" x 1.83"

| |
|----------------------|
| 6% page ownership |
| Daily \$1,200.00 |
| Sunday \$1,320.00 |
| Color \$247.50 |

1/16 Vert.
1.486" x 3.58"

Dollar Volume Contracts

| Level | Discount* |
|---------|-----------|
| 50,000 | 13.00% |
| 75,000 | 13.75% |
| 100,000 | 14.50% |
| 125,000 | 15.50% |
| 150,000 | 16.00% |
| 175,000 | 17.00% |
| 200,000 | 18.00% |
| 225,000 | 19.00% |
| 250,000 | 19.75% |
| 300,000 | 21.00% |
| 350,000 | 22.50% |

| Level | Discount* |
|-----------|-----------|
| 400,000 | 24.00% |
| 450,000 | 25.50% |
| 500,000 | 30.50% |
| 625,000 | 35.00% |
| 750,000 | 36.50% |
| 875,000 | 38.00% |
| 1,000,000 | 41.00% |
| 1,250,000 | 44.25% |
| 1,500,000 | 45.75% |
| 1,750,000 | 47.25% |
| 2,000,000 | 48.50% |

Run of Section: will appear in the section of your choice
Run of Paper (may appear in any section) = 15% discount
 * Does not apply to 96 Hours, Zones, and Feature Sections
Guaranteed Position = 33% premium
Glossy Position = 40% premium (space and color)
 *Available Oct. 5th, 2009

- Color is charged for each page of double trucks or married pages.
- Color material is required two days in advance of new space deadline.
- Refer to mechanical specifications when submitting color material.
- No discounts apply to color

* Discount percentages are approximate; see your San Francisco account executive for details

Frequency Full-Run

| Level | Discount* |
|-------|-----------|
| 6x | 14.00% |
| 13x | 15.50% |
| 26x | 17.25% |
| 48x | 19.00% |

Tabloid rates only eligible for tab-sized products.

1. A signed, annual Frequency Portfolio Agreement is required to earn other than the open rates.
2. Minimum size ROP and zone advertisements for the Frequency Portfolio Agreement is 1/32 of a page.
3. Each full-run buy of ROP, Chronicle Magazine, Color Comics, SFIS, counts as one insertion and receives the rate or discount based on the annual insertion frequency level as indicated in the grid above. Multiple insertions in one issue count as multiple insertions.
4. The following do not count toward the Frequency Portfolio Agreement fulfillment: Classified and General advertising, Yahoo!, SFGate.com, other media products and all Special Classification Advertising.
5. Each Preprint buy counts as one insertion and receives the discount based on the annual preprint insertion frequency level.
6. Each Direct Marketing Product counts as one insertion.

A variety of additional digital media advertising opportunities are available on SFGate.com. Please ask your account executive.

20% on first pickup, 30% on second pickup, 50% on third and subsequent pickups. Applies to Dollar Volume Agreement only. Feature Section or zoned advertising does not qualify for the pickup discount program. An ad appearing in ROP daily or Sunday may be re-run with no change in size or copy as often as desired within the six days following the first insertion or on insertion date (same day). Discount applies to space only. Sunday is never discounted and no content changes allowed other than hours of operation or days/dates.

Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------------|-------------|-------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|
| Open | \$24,651.90 | \$11,377.80 | \$8,334.90 | \$7,938.00 | \$7,408.80 | \$5,556.60 | \$3,704.40 | \$2,778.30 | \$1,852.20 | \$1,411.20 | \$1,234.80 | \$882.00 | \$705.60 | \$529.20 | \$352.80 |
| 13x | \$24,148.80 | \$11,145.60 | \$8,164.80 | \$7,776.00 | \$7,257.60 | \$5,443.20 | \$3,628.80 | \$2,721.60 | \$1,814.40 | \$1,382.40 | \$1,209.60 | \$864.00 | \$691.20 | \$518.40 | \$345.60 |
| 26x | \$23,422.10 | \$10,810.20 | \$7,919.10 | \$7,542.00 | \$7,039.20 | \$5,279.40 | \$3,519.60 | \$2,639.70 | \$1,759.80 | \$1,340.80 | \$1,173.20 | \$838.00 | \$670.40 | \$502.80 | \$335.20 |
| 48x | \$22,695.40 | \$10,474.80 | \$7,673.40 | \$7,308.00 | \$6,820.80 | \$5,115.60 | \$3,410.40 | \$2,557.80 | \$1,705.20 | \$1,299.20 | \$1,136.80 | \$812.00 | \$649.60 | \$487.20 | \$324.80 |

Broadsheet rates only eligible for broadsheet-sized products.

Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------------|-------------|------------|------------|------------|------------|------------|----------|-----------|
| Open | \$11,157.30 | \$5,556.60 | \$3,704.40 | \$2,778.30 | \$1,852.20 | \$1,411.20 | \$705.60 | \$352.80 |
| 13x | \$10,929.60 | \$5,443.20 | \$3,628.80 | \$2,721.60 | \$1,814.40 | \$1,382.40 | \$691.20 | \$345.60 |
| 26x | \$10,600.70 | \$5,279.40 | \$3,519.60 | \$2,639.70 | \$1,759.80 | \$1,340.80 | \$670.40 | \$335.20 |
| 48x | \$10,271.80 | \$5,115.60 | \$3,410.40 | \$2,557.80 | \$1,705.20 | \$1,299.20 | \$649.60 | \$324.80 |

Tab rates only eligible for tab-sized products.

WEEKLY FEATURE SECTION RATES APPLY TO:

| | |
|-------------------------|--------------------------|
| Datebook | Home & Garden (Sunday) |
| Mon: Health | Style (Sunday) |
| Tues: General Coverage | Insight + Books (Sunday) |
| Weds: Home & Garden | Food & Wine (Sunday) |
| Thurs: Restaurants | *Subject to change |
| Fri: The Great Outdoors | |

Advertising in the Weekly featured sections contributes to annual Dollar Volume and Frequency agreements. No discounts apply to these rates.

DOLLAR VOLUME COURTESY RATES

| Annual Net Spending | Frequency Pricing | Chronicle Magazine, SFIS | Comics, Spadea |
|---------------------|-------------------|--------------------------|----------------|
| Open | | | |
| \$50,000 | Open | 3x | 3x |
| \$75,000 | Open | 3x | 6x |
| \$100,000 | Open | 3x | 6x |
| \$125,000 | 13x | 6x | 13x |
| \$150,000 | 13x | 6x | 13x |
| \$175,000 | 26x | 6x | 26x |
| \$200,000 | 26x | 6x | 26x |
| \$225,000 | 48x | 6x | 48x |
| \$250,000 | 48x | 6x | 48x |
| \$300,000 | 48x | 6x | 48x |
| \$350,000 | 48x | 6x | 48x |
| \$400,000 | 48x | 6x | 48x |
| \$450,000 | 48x | 6x | 48x |
| \$500,000 | 48x | 6x | 48x |
| \$625,000 | 48x | 12x | 48x |
| \$750,000 | 48x | 12x | 48x |
| \$875,000 | 48x | 12x | 48x |
| \$1,000,000 | 48x | 12x | 48x |
| \$1,250,000 | 48x | 12x | 48x |
| \$1,500,000 | 48x | 12x | 48x |
| \$2,000,000 | 48x | 12x | 48x |

SPECIAL CATEGORY DOLLAR VOLUME AGREEMENT GUIDELINES:

1. A signed, annual Dollar Volume Portfolio Agreement is required to earn other than open rates.
2. Minimum size ROP advertisement for the Dollar Volume Agreement is 1/32 of a page.
3. All San Francisco Chronicle Retail spending, including ROP, zones, color, Chronicle Magazine, SFIS, preprints, Color Comics, Direct Marketing, SFGate and other media products, count toward this Dollar Volume Agreement, except postal cost for direct mail.
4. Performance is evaluated on net spending amounts.

ELECTRONIC RATES APPLY TO:

Retail advertisers whose primary business is selling to the public one of the following product groups:

- Consumer electronic products, including TVs, CD players, receivers, DVD players, satellite dishes, speakers, digital cameras, camcorders, wiring and accessories, VCRs, computers and appliances.
- Digital cameras, camcorders and photo finishing and photographic supplies.
- Music and video products, including CDs, tapes, VCR tapes, DVDs and music — or movie-related accessories.

FURNITURE RATES APPLY TO:

Retail advertisers whose primary business is selling home furniture, including mattresses, home office and outdoor furniture. Not included are advertisers whose business is primarily selling floor coverings, window treatments, repairs, art, antiques, household accessories or businesses that sell products not related to the home.

GROCERY RATES APPLY TO:

Retail advertisers whose primary business is selling groceries and other items typically found in grocery stores.

Open Rates

| | | | | | | | | | | | |
|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| <p>100% page ownership</p> <p>Daily \$73,788.00</p> <p>Sunday \$81,055.00</p> <p>Color \$8,580.00</p> | <p>100% page ownership</p> <p>Daily \$34,056.00</p> <p>Sunday \$37,410.00</p> <p>Color \$3,960.00</p> | <p>75% page ownership</p> <p>Daily \$24,948.00</p> <p>Sunday \$27,405.00</p> <p>Color \$2,970.00</p> | <p>70% page ownership</p> <p>Daily \$23,760.00</p> <p>Sunday \$26,100.00</p> <p>Color \$2,805.00</p> | <p>66% page ownership</p> <p>Daily \$22,176.00</p> <p>Sunday \$24,360.00</p> <p>Color \$2,640.00</p> | <p>66% page ownership</p> <p>Daily \$22,176.00</p> <p>Sunday \$24,360.00</p> <p>Color \$2,640.00</p> | <p>50% page ownership</p> <p>Daily \$16,632.00</p> <p>Sunday \$18,270.00</p> <p>Color \$1,980.00</p> | <p>50% page ownership</p> <p>Daily \$16,632.00</p> <p>Sunday \$18,270.00</p> <p>Color \$1,980.00</p> | <p>33% page ownership</p> <p>Daily \$11,088.00</p> <p>Sunday \$12,180.00</p> <p>Color \$1,320.00</p> | <p>33% page ownership</p> <p>Daily \$11,088.00</p> <p>Sunday \$12,180.00</p> <p>Color \$1,320.00</p> | <p>33% page ownership</p> <p>Daily \$11,088.00</p> <p>Sunday \$12,180.00</p> <p>Color \$1,320.00</p> | <p>25% page ownership</p> <p>Daily \$8,316.00</p> <p>Sunday \$9,135.00</p> <p>Color \$990.00</p> |
| Double Truck 20.75" x 20" | Page 9.75" x 20" | 3/4 9.75" x 14.58" | Junior Page 8.097" x 16.83" | 2/3 8.097" x 15.83" | 2/3 Horizontal 9.75" x 13.08" | 1/2 Horizontal 9.75" x 9.83" | 1/2 Vertical 4.792" x 20" | 1/3 Horizontal 9.75" x 6.46" | 1/3 Vertical 6.444" x 9.83" | 1/3 R 4.792" x 12.96" | 1/4 Horizontal 9.75" x 4.75" |

| | | | | | | | | | | | |
|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <p>25% page ownership</p> <p>Daily \$8,316.00</p> <p>Sunday \$9,135.00</p> <p>Color \$990.00</p> | <p>16% page ownership</p> <p>Daily \$5,544.00</p> <p>Sunday \$6,090.00</p> <p>Color \$660.00</p> | <p>16% page ownership</p> <p>Daily \$5,544.00</p> <p>Sunday \$6,090.00</p> <p>Color \$660.00</p> | <p>16% page ownership</p> <p>Daily \$5,544.00</p> <p>Sunday \$6,090.00</p> <p>Color \$660.00</p> | <p>12% page ownership</p> <p>Daily \$4,224.00</p> <p>Sunday \$4,640.00</p> <p>Color \$495.00</p> | <p>12% page ownership</p> <p>Daily \$4,224.00</p> <p>Sunday \$4,640.00</p> <p>Color \$495.00</p> | <p>12% page ownership</p> <p>Daily \$4,224.00</p> <p>Sunday \$4,640.00</p> <p>Color \$495.00</p> | <p>11% page ownership</p> <p>Daily \$3,696.00</p> <p>Sunday \$4,060.00</p> <p>Color \$437.25</p> | <p>11% page ownership</p> <p>Daily \$3,696.00</p> <p>Sunday \$4,060.00</p> <p>Color \$437.25</p> | <p>7% page ownership</p> <p>Daily \$2,640.00</p> <p>Sunday \$2,900.00</p> <p>Color \$313.50</p> | <p>6% page ownership</p> <p>Daily \$2,112.00</p> <p>Sunday \$2,320.00</p> <p>Color \$495.00</p> | <p>6% page ownership</p> <p>Daily \$2,112.00</p> <p>Sunday \$2,320.00</p> <p>Color \$495.00</p> |
| 1/4 Vertical 4.792" x 9.83" | 1/6 4.792" x 6.33" | 1/6 Vertical 1.486" x 20" | 1/6 Horizontal 3.139" x 9.83" | 1/8 4.792" x 4.75" | 1/8 Horizontal 6.444" x 3.58" | 1/8 Vertical 3.139" x 7.33" | 1/9 4.792" x 4.33" | 1/9 Vertical 3.139" x 6.33" | 1/13 Vertical 3.139" x 4.75" | 1/16 Horizontal 6.444" x 1.58" | 1/16 Vertical 3.139" x 3.58" |

| | | | |
|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <p>5% page ownership</p> <p>Daily \$1,584.00</p> <p>Sunday \$1,740.00</p> <p>Color \$396.00</p> | <p>5% page ownership</p> <p>Daily \$1,584.00</p> <p>Sunday \$1,740.00</p> <p>Color \$396.00</p> | <p>3% page ownership</p> <p>Daily \$1,056.00</p> <p>Sunday \$1,160.00</p> <p>Color \$247.50</p> | <p>3% page ownership</p> <p>Daily \$1,056.00</p> <p>Sunday \$1,160.00</p> <p>Color \$247.50</p> |
| 1/20 Vertical 3.139" x 2.68" | 1/20 Horizontal 4.792" x 1.83" | 1/32 3.139" x 1.83" | 1/32 Horizontal 6.444" x 1" |

Dollar Volume Contracts

| Level | Discount* | Level | Discount* |
|---------|-----------|-----------|-----------|
| 50,000 | 13.00% | 400,000 | 24.00% |
| 75,000 | 13.75% | 450,000 | 25.50% |
| 100,000 | 14.50% | 500,000 | 30.50% |
| 125,000 | 15.50% | 625,000 | 35.00% |
| 150,000 | 16.00% | 750,000 | 36.50% |
| 175,000 | 17.00% | 875,000 | 38.00% |
| 200,000 | 18.00% | 1,000,000 | 41.00% |
| 225,000 | 19.00% | 1,250,000 | 44.25% |
| 250,000 | 19.75% | 1,500,000 | 45.75% |
| 300,000 | 21.00% | 2,000,000 | 48.50% |
| 350,000 | 22.50% | | |

* Discount percentages are approximate; see your San Francisco account executive for details

Run of Section: will appear in the section of your choice

Run of Paper (may appear in any section) = 15% discount
* Does not apply to 96 Hours, Zones, and Feature Sections

Guaranteed Position = 33% premium

Glossy Position = 40% premium (space and color)
*Available Oct. 5th, 2009

- Color is charged for each page of double trucks or married pages.
- Color material is required two days in advance of new space deadline.
- Refer to mechanical specifications when submitting color material.
- No discounts apply to color

Frequency Full-Run

| Level | Discount* |
|-------|-----------|
| 6x | 13.75% |
| 13x | 15.25% |
| 26x | 17.00% |
| 48x | 18.75% |

Broadsheet rates only eligible for broadsheet-sized products.

- A signed, annual Frequency Portfolio Agreement is required to earn other than the open rates.
- Minimum size ROP and zone advertisements for the Frequency Portfolio Agreement is 1/32 of a page.
- Each full-run buy of ROP, Chronicle Magazine, Color Comics, SFIS, counts as one insertion and receives the rate or discount based on the annual insertion frequency level as indicated in the grid above. Multiple insertions in one issue count as multiple insertions.
- The following do not count toward the Frequency Portfolio Agreement fulfillment: Classified and General advertising, Yahoo!, SFGate.com, other media products and all Special Classification Advertising.
- Each Preprint buy counts as one insertion and receives the discount based on the annual preprint insertion frequency level.
- Each Direct Marketing Product counts as one insertion.

A variety of additional digital media advertising opportunities are available on SFGate.com. Please ask your account executive.

Open Rates

| | | | |
|------------------------|-------------|--|--|
| 100% page ownership | | | |
| Daily | \$33,396.00 | | |
| Sunday | \$36,685.00 | | |
| Color | \$4,224.00 | | |

Double Truck
20.25" x 9.83"

| | | | |
|------------------------|-------------|--|--|
| 100% page ownership | | | |
| Daily | \$16,632.00 | | |
| Sunday | \$18,270.00 | | |
| Color | \$1,980.00 | | |

Page
9.75" x 9.83"

| | | | |
|-----------------------|-------------|--|--|
| 66% page ownership | | | |
| Daily | \$11,088.00 | | |
| Sunday | \$12,180.00 | | |
| Color | \$1,320.00 | | |

2/3 Vert.
6.444" x 9.83"

| | | | |
|-----------------------|-------------|--|--|
| 66% page ownership | | | |
| Daily | \$11,088.00 | | |
| Sunday | \$12,180.00 | | |
| Color | \$1,320.00 | | |

2/3 Horiz.
9.75" x 6.46"

| | | | |
|-----------------------|------------|--|--|
| 50% page ownership | | | |
| Daily | \$8,316.00 | | |
| Sunday | \$9,135.00 | | |
| Color | \$990.00 | | |

1/2 Vert.
4.792" x 9.83"

| | | | |
|-----------------------|------------|--|--|
| 50% page ownership | | | |
| Daily | \$8,316.00 | | |
| Sunday | \$9,135.00 | | |
| Color | \$990.00 | | |

1/2 Horiz.
9.75" x 4.75"

| | | | |
|-----------------------|------------|--|--|
| 33% page ownership | | | |
| Daily | \$5,544.00 | | |
| Sunday | \$6,090.00 | | |
| Color | \$660.00 | | |

1/3 Vert.
3.139" x 9.83"

| | | | |
|-----------------------|------------|--|--|
| 33% page ownership | | | |
| Daily | \$5,544.00 | | |
| Sunday | \$6,090.00 | | |
| Color | \$660.00 | | |

1/3 Horiz.
9.75" x 3.08"

| | | | |
|-----------------------|------------|--|--|
| 25% page ownership | | | |
| Daily | \$4,224.00 | | |
| Sunday | \$4,640.00 | | |
| Color | \$495.00 | | |

1/4 Vert.
4.792" x 4.75"

| | | | |
|-----------------------|------------|--|--|
| 25% page ownership | | | |
| Daily | \$4,224.00 | | |
| Sunday | \$4,640.00 | | |
| Color | \$495.00 | | |

1/4 Horiz.
9.75" x 2.33"

| | | | |
|-----------------------|------------|--|--|
| 12% page ownership | | | |
| Daily | \$2,112.00 | | |
| Sunday | \$2,320.00 | | |
| Color | \$495.00 | | |

1/8 Vert.
3.139" x 3.58"

| | | | |
|-----------------------|------------|--|--|
| 12% page ownership | | | |
| Daily | \$2,112.00 | | |
| Sunday | \$2,320.00 | | |
| Color | \$495.00 | | |

1/8 Horiz.
4.792" x 2.33"

| | | | |
|----------------------|------------|--|--|
| 6% page ownership | | | |
| Daily | \$1,056.00 | | |
| Sunday | \$1,160.00 | | |
| Color | \$247.50 | | |

1/16 Horiz.
3.139" x 1.83"

| | | | |
|----------------------|------------|--|--|
| 6% page ownership | | | |
| Daily | \$1,056.00 | | |
| Sunday | \$1,160.00 | | |
| Color | \$247.50 | | |

1/16 Vert.
1.486" x 3.58"

Dollar Volume Contracts

| Level | Discount* |
|---------|-----------|
| 50,000 | 13.00% |
| 75,000 | 13.75% |
| 100,000 | 14.50% |
| 125,000 | 15.50% |
| 150,000 | 16.00% |
| 175,000 | 17.00% |
| 200,000 | 18.00% |
| 225,000 | 19.00% |
| 250,000 | 19.75% |
| 300,000 | 21.00% |
| 350,000 | 22.50% |

| Level | Discount* |
|-----------|-----------|
| 400,000 | 24.00% |
| 450,000 | 25.50% |
| 500,000 | 30.50% |
| 625,000 | 35.00% |
| 750,000 | 36.50% |
| 875,000 | 38.00% |
| 1,000,000 | 41.00% |
| 1,250,000 | 44.25% |
| 1,500,000 | 45.75% |
| 1,750,000 | 47.25% |
| 2,000,000 | 48.50% |

Run of Section: will appear in the section of your choice
Run of Paper (may appear in any section) = 15% discount
 * Does not apply to 96 Hours, Zones, and Feature Sections

Guaranteed Position = 33% premium
Glossy Position = 40% premium (space and color)
 *Available Oct. 5th, 2009

- Color is charged for each page of double trucks or married pages.
- Color material is required two days in advance of new space deadline.
- Refer to mechanical specifications when submitting color material.
- No discounts apply to color

* Discount percentages are approximate; see your San Francisco account executive for details

Frequency Full-Run

| Level | Discount* |
|-------|-----------|
| 6x | 14.00% |
| 13x | 15.50% |
| 26x | 17.25% |
| 48x | 19.00% |

Tabloid rates only eligible for tab-sized products.

1. A signed, annual Frequency Portfolio Agreement is required to earn other than the open rates.
2. Minimum size ROP and zone advertisements for the Frequency Portfolio Agreement is 1/32 of a page.
3. Each full-run buy of ROP, Chronicle Magazine, Color Comics, SFIS, counts as one insertion and receives the rate or discount based on the annual insertion frequency level as indicated in the grid above. Multiple insertions in one issue count as multiple insertions.
4. The following do not count toward the Frequency Portfolio Agreement fulfillment: Classified and General advertising, Yahoo!, SFGate.com, other media products and all Special Classification Advertising.
5. Each Preprint buy counts as one insertion and receives the discount based on the annual preprint insertion frequency level.
6. Each Direct Marketing Product counts as one insertion.

A variety of additional digital media advertising opportunities are available on SFGate.com. Please ask your account executive.

20% on first pickup, 30% on second pickup, 50% on third and subsequent pickups. Applies to Dollar Volume Agreement only. Feature Section or zoned advertising does not qualify for the pickup discount program. An ad appearing in ROP daily or Sunday may be re-run with no change in size or copy as often as desired within the six days following the first insertion or on insertion date (same day). Discount applies to space only. Sunday is never discounted and no content changes allowed other than hours of operation or days/dates.

Open Rates

| | | | | | | | | | | | |
|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| <p>100% page ownership</p> <p>Daily \$63,726.00</p> <p>Sunday \$70,154.50</p> <p>Color \$8,580.00</p> | <p>100% page ownership</p> <p>Daily \$29,412.00</p> <p>Sunday \$32,379.00</p> <p>Color \$3,960.00</p> | <p>75% page ownership</p> <p>Daily \$21,546.00</p> <p>Sunday \$23,719.50</p> <p>Color \$2,970.00</p> | <p>70% page ownership</p> <p>Daily \$20,520.00</p> <p>Sunday \$22,590.00</p> <p>Color \$2,805.00</p> | <p>66% page ownership</p> <p>Daily \$19,152.00</p> <p>Sunday \$21,084.00</p> <p>Color \$2,640.00</p> | <p>66% page ownership</p> <p>Daily \$19,152.00</p> <p>Sunday \$21,084.00</p> <p>Color \$2,640.00</p> | <p>50% page ownership</p> <p>Daily \$14,364.00</p> <p>Sunday \$15,813.00</p> <p>Color \$1,980.00</p> | <p>50% page ownership</p> <p>Daily \$14,364.00</p> <p>Sunday \$15,813.00</p> <p>Color \$1,980.00</p> | <p>33% page ownership</p> <p>Daily \$9,576.00</p> <p>Sunday \$10,542.00</p> <p>Color \$1,320.00</p> | <p>33% page ownership</p> <p>Daily \$9,576.00</p> <p>Sunday \$10,542.00</p> <p>Color \$1,320.00</p> | <p>33% page ownership</p> <p>Daily \$9,576.00</p> <p>Sunday \$10,542.00</p> <p>Color \$1,320.00</p> | <p>25% page ownership</p> <p>Daily \$7,182.00</p> <p>Sunday \$7,906.50</p> <p>Color \$990.00</p> |
| Double Truck 20.75" x 20" | Page 9.75" x 20" | 3/4 9.75" x 14.58" | Junior Page 8.097" x 16.83" | 2/3 8.097" x 15.83" | 2/3 Horizontal 9.75" x 13.08" | 1/2 Horizontal 9.75" x 9.83" | 1/2 Vertical 4.792" x 20" | 1/3 Horizontal 9.75" x 6.46" | 1/3 Vertical 6.444" x 9.83" | 1/3 R 4.792" x 12.96" | 1/4 Horizontal 9.75" x 4.75" |

| | | | | | | | | | | | |
|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <p>25% page ownership</p> <p>Daily \$7,182.00</p> <p>Sunday \$7,906.50</p> <p>Color \$990.00</p> | <p>16% page ownership</p> <p>Daily \$4,788.00</p> <p>Sunday \$5,271.00</p> <p>Color \$660.00</p> | <p>16% page ownership</p> <p>Daily \$4,788.00</p> <p>Sunday \$5,271.00</p> <p>Color \$660.00</p> | <p>16% page ownership</p> <p>Daily \$4,788.00</p> <p>Sunday \$5,271.00</p> <p>Color \$660.00</p> | <p>12% page ownership</p> <p>Daily \$3,648.00</p> <p>Sunday \$4,016.00</p> <p>Color \$495.00</p> | <p>12% page ownership</p> <p>Daily \$3,648.00</p> <p>Sunday \$4,016.00</p> <p>Color \$495.00</p> | <p>12% page ownership</p> <p>Daily \$3,648.00</p> <p>Sunday \$4,016.00</p> <p>Color \$495.00</p> | <p>11% page ownership</p> <p>Daily \$3,192.00</p> <p>Sunday \$3,514.00</p> <p>Color \$437.25</p> | <p>11% page ownership</p> <p>Daily \$3,192.00</p> <p>Sunday \$3,514.00</p> <p>Color \$437.25</p> | <p>7% page ownership</p> <p>Daily \$2,280.00</p> <p>Sunday \$2,510.00</p> <p>Color \$313.50</p> | <p>6% page ownership</p> <p>Daily \$1,824.00</p> <p>Sunday \$2,008.00</p> <p>Color \$495.00</p> | <p>6% page ownership</p> <p>Daily \$1,824.00</p> <p>Sunday \$2,008.00</p> <p>Color \$495.00</p> |
| 1/4 Vertical 4.792" x 9.83" | 1/6 4.792" x 6.33" | 1/6 Vertical 1.486" x 20" | 1/6 Horizontal 3.139" x 9.83" | 1/8 4.792" x 4.75" | 1/8 Horizontal 6.444" x 3.58" | 1/8 Vertical 3.139" x 7.33" | 1/9 4.792" x 4.33" | 1/9 Vertical 3.139" x 6.33" | 1/13 Vertical 3.139" x 4.75" | 1/16 Horizontal 6.444" x 1.58" | 1/16 Vertical 3.139" x 3.58" |

| | | | |
|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <p>5% page ownership</p> <p>Daily \$1,368.00</p> <p>Sunday \$1,506.00</p> <p>Color \$396.00</p> | <p>5% page ownership</p> <p>Daily \$1,368.00</p> <p>Sunday \$1,506.00</p> <p>Color \$396.00</p> | <p>3% page ownership</p> <p>Daily \$912.00</p> <p>Sunday \$1,004.00</p> <p>Color \$247.50</p> | <p>3% page ownership</p> <p>Daily \$912.00</p> <p>Sunday \$1,004.00</p> <p>Color \$247.50</p> |
| 1/20 Vertical 3.139" x 2.68" | 1/20 Horizontal 4.792" x 1.83" | 1/32 3.139" x 1.83" | 1/32 Horizontal 6.444" x 1" |

Dollar Volume Contracts

| Level | Discount* | Level | Discount* |
|---------|-----------|-----------|-----------|
| 50,000 | 13.00% | 400,000 | 24.00% |
| 75,000 | 13.75% | 450,000 | 25.50% |
| 100,000 | 14.50% | 500,000 | 30.50% |
| 125,000 | 15.50% | 625,000 | 35.00% |
| 150,000 | 16.00% | 750,000 | 36.50% |
| 175,000 | 17.00% | 875,000 | 38.00% |
| 200,000 | 18.00% | 1,000,000 | 41.00% |
| 225,000 | 19.00% | 1,250,000 | 44.25% |
| 250,000 | 19.75% | 1,500,000 | 45.75% |
| 300,000 | 21.00% | 2,000,000 | 48.50% |
| 350,000 | 22.50% | | |

* Discount percentages are approximate; see your San Francisco account executive for details

Run of Section: will appear in the section of your choice

Run of Paper (may appear in any section) = 15% discount
* Does not apply to 96 Hours, Zones, and Feature Sections

Guaranteed Position = 33% premium

Glossy Position = 40% premium (space and color)
*Available Oct. 5th, 2009

- Color is charged for each page of double trucks or married pages.
- Color material is required two days in advance of new space deadline.
- Refer to mechanical specifications when submitting color material.
- No discounts apply to color

Frequency Full-Run

| Level | Discount* |
|-------|-----------|
| 6x | 14.00% |
| 13x | 15.50% |
| 26x | 17.25% |
| 48x | 19.00% |

Broadsheet rates only eligible for broadsheet-sized products.

- A signed, annual Frequency Portfolio Agreement is required to earn other than the open rates.
- Minimum size ROP and zone advertisements for the Frequency Portfolio Agreement is 1/32 of a page.
- Each full-run buy of ROP, Chronicle Magazine, Color Comics, SFIS, counts as one insertion and receives the rate or discount based on the annual insertion frequency level as indicated in the grid above. Multiple insertions in one issue count as multiple insertions.
- The following do not count toward the Frequency Portfolio Agreement fulfillment: Classified and General advertising, Yahoo!, SFGate.com, other media products and all Special Classification Advertising.
- Each Preprint buy counts as one insertion and receives the discount based on the annual preprint insertion frequency level.
- Each Direct Marketing Product counts as one insertion.

A variety of additional digital media advertising opportunities are available on SFGate.com. Please ask your account executive.

Open Rates

| | |
|------------------------|-------------|
| 100% page ownership | |
| Daily | \$28,842.00 |
| Sunday | \$31,751.50 |
| Color | \$4,224.00 |

Double Truck
20.25" x 9.83"

| | |
|------------------------|-------------|
| 100% page ownership | |
| Daily | \$14,364.00 |
| Sunday | \$15,813.00 |
| Color | \$1,980.00 |

Page
9.75" x 9.83"

| | |
|-----------------------|-------------|
| 66% page ownership | |
| Daily | \$9,576.00 |
| Sunday | \$10,542.00 |
| Color | \$1,320.00 |

2/3 Vert.
6.444" x 9.83"

| | |
|-----------------------|-------------|
| 66% page ownership | |
| Daily | \$9,576.00 |
| Sunday | \$10,542.00 |
| Color | \$1,320.00 |

2/3 Horiz.
9.75" x 6.46"

| | |
|-----------------------|------------|
| 50% page ownership | |
| Daily | \$7,182.00 |
| Sunday | \$7,906.50 |
| Color | \$990.00 |

1/2 Vert.
4.792" x 9.83"

| | |
|-----------------------|------------|
| 50% page ownership | |
| Daily | \$7,182.00 |
| Sunday | \$7,906.50 |
| Color | \$990.00 |

1/2 Horiz.
9.75" x 4.75"

| | |
|-----------------------|------------|
| 33% page ownership | |
| Daily | \$4,788.00 |
| Sunday | \$5,271.00 |
| Color | \$660.00 |

1/3 Vert.
3.139" x 9.83"

| | |
|-----------------------|------------|
| 33% page ownership | |
| Daily | \$4,788.00 |
| Sunday | \$5,271.00 |
| Color | \$660.00 |

1/3 Horiz.
9.75" x 3.08"

| | |
|-----------------------|------------|
| 25% page ownership | |
| Daily | \$3,648.00 |
| Sunday | \$4,016.00 |
| Color | \$495.00 |

1/4 Vert.
4.792" x 4.75"

| | |
|-----------------------|------------|
| 25% page ownership | |
| Daily | \$3,648.00 |
| Sunday | \$4,016.00 |
| Color | \$495.00 |

1/4 Horiz.
9.75" x 2.33"

| | |
|-----------------------|------------|
| 12% page ownership | |
| Daily | \$1,824.00 |
| Sunday | \$2,008.00 |
| Color | \$495.00 |

1/8 Vert.
3.139" x 3.58"

| | |
|-----------------------|------------|
| 12% page ownership | |
| Daily | \$1,824.00 |
| Sunday | \$2,008.00 |
| Color | \$495.00 |

1/8 Horiz.
4.792" x 2.33"

| | |
|----------------------|------------|
| 6% page ownership | |
| Daily | \$912.00 |
| Sunday | \$1,004.00 |
| Color | \$247.50 |

1/16 Horiz.
3.139" x 1.83"

| | |
|----------------------|------------|
| 6% page ownership | |
| Daily | \$912.00 |
| Sunday | \$1,004.00 |
| Color | \$247.50 |

1/16 Vert.
1.486" x 3.58"

Dollar Volume Contracts

| Level | Discount* |
|---------|-----------|
| 50,000 | 13.00% |
| 75,000 | 13.75% |
| 100,000 | 14.50% |
| 125,000 | 15.50% |
| 150,000 | 16.00% |
| 175,000 | 17.00% |
| 200,000 | 18.00% |
| 225,000 | 19.00% |
| 250,000 | 19.75% |
| 300,000 | 21.00% |
| 350,000 | 22.50% |

| Level | Discount* |
|-----------|-----------|
| 400,000 | 24.00% |
| 450,000 | 25.50% |
| 500,000 | 30.50% |
| 625,000 | 35.00% |
| 750,000 | 36.50% |
| 875,000 | 38.00% |
| 1,000,000 | 41.00% |
| 1,250,000 | 44.25% |
| 1,500,000 | 45.75% |
| 1,750,000 | 47.25% |
| 2,000,000 | 48.50% |

Run of Section: will appear in the section of your choice
Run of Paper (may appear in any section) = 15% discount
 * Does not apply to 96 Hours, Zones, and Feature Sections

Guaranteed Position = 33% premium

Glossy Position = 40% premium (space and color)
 *Available Oct. 5th, 2009

- Color is charged for each page of double trucks or married pages.
- Color material is required two days in advance of new space deadline.
- Refer to mechanical specifications when submitting color material.
- No discounts apply to color

* Discount percentages are approximate; see your San Francisco account executive for details

Frequency Full-Run

| Level | Discount* |
|-------|-----------|
| 6x | 14.00% |
| 13x | 15.50% |
| 26x | 17.25% |
| 48x | 19.00% |

Tabloid rates only eligible for tab-sized products.

- A signed, annual Frequency Portfolio Agreement is required to earn other than the open rates.
- Minimum size ROP and zone advertisements for the Frequency Portfolio Agreement is 1/32 of a page.
- Each full-run buy of ROP, Chronicle Magazine, Color Comics, SFIS, counts as one insertion and receives the rate or discount based on the annual insertion frequency level as indicated in the grid above. Multiple insertions in one issue count as multiple insertions.
- The following do not count toward the Frequency Portfolio Agreement fulfillment: Classified and General advertising, Yahoo!, SFGate.com, other media products and all Special Classification Advertising.
- Each Preprint buy counts as one insertion and receives the discount based on the annual preprint insertion frequency level.
- Each Direct Marketing Product counts as one insertion.

A variety of additional digital media advertising opportunities are available on SFGate.com. Please ask your account executive.

20% on first pickup, 30% on second pickup, 50% on third and subsequent pickups. Applies to Dollar Volume Agreement only. Feature Section or zoned advertising does not qualify for the pickup discount program. An ad appearing in ROP daily or Sunday may be re-run with no change in size or copy as often as desired within the six days following the first insertion or on insertion date (same day). Discount applies to space only. Sunday is never discounted and no content changes allowed other than hours of operation or days/dates.

Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-----------|-------------|-------------|------------|------------|------------|------------|------------|-----------|
| Open | \$22,770.00 | \$11,340.00 | \$7,560.00 | \$5,670.00 | \$3,780.00 | \$2,880.00 | \$1,440.00 | \$720.00 |
| 50,000 | \$22,770.00 | \$11,340.00 | \$7,560.00 | \$5,670.00 | \$3,780.00 | \$2,880.00 | \$1,440.00 | \$720.00 |
| 75,000 | \$22,770.00 | \$11,340.00 | \$7,560.00 | \$5,670.00 | \$3,780.00 | \$2,880.00 | \$1,440.00 | \$720.00 |
| 100,000 | \$22,770.00 | \$11,340.00 | \$7,560.00 | \$5,670.00 | \$3,780.00 | \$2,880.00 | \$1,440.00 | \$720.00 |
| 125,000 | \$22,264.00 | \$11,088.00 | \$7,392.00 | \$5,544.00 | \$3,696.00 | \$2,816.00 | \$1,408.00 | \$704.00 |
| 150,000 | \$22,264.00 | \$11,088.00 | \$7,392.00 | \$5,544.00 | \$3,696.00 | \$2,816.00 | \$1,408.00 | \$704.00 |
| 175,000 | \$21,631.50 | \$10,773.00 | \$7,182.00 | \$5,386.50 | \$3,591.00 | \$2,736.00 | \$1,368.00 | \$684.00 |
| 200,000 | \$21,631.50 | \$10,773.00 | \$7,182.00 | \$5,386.50 | \$3,591.00 | \$2,736.00 | \$1,368.00 | \$684.00 |
| 225,000 | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 250,000 | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 300,000 | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 350,000 | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 400,000 | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 450,000 | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 500,000 | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 625,000 | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 750,000 | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 875,000 | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 1,000,000 | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 1,250,000 | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 1,500,000 | \$20,568.90 | \$10,243.80 | \$6,829.20 | \$5,121.90 | \$3,414.60 | \$2,601.60 | \$1,300.80 | \$650.40 |
| 1,750,000 | \$20,037.60 | \$9,979.20 | \$6,652.80 | \$4,989.60 | \$3,326.40 | \$2,534.40 | \$1,267.20 | \$633.60 |
| 2,000,000 | \$19,531.60 | \$9,727.20 | \$6,484.80 | \$4,863.60 | \$3,242.40 | \$2,470.40 | \$1,235.20 | \$617.60 |



Tab rates only eligible for tab-sized products.

*Only Run of Section Rates apply

Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------|-------------|-------------|------------|------------|------------|------------|------------|-----------|
| Open | \$22,770.00 | \$11,340.00 | \$7,560.00 | \$5,670.00 | \$3,780.00 | \$2,880.00 | \$1,440.00 | \$720.00 |
| 3x | \$22,770.00 | \$11,340.00 | \$7,560.00 | \$5,670.00 | \$3,780.00 | \$2,880.00 | \$1,440.00 | \$720.00 |
| 6x | \$22,770.00 | \$11,340.00 | \$7,560.00 | \$5,670.00 | \$3,780.00 | \$2,880.00 | \$1,440.00 | \$720.00 |
| 13x | \$22,264.00 | \$11,088.00 | \$7,392.00 | \$5,544.00 | \$3,696.00 | \$2,816.00 | \$1,408.00 | \$704.00 |
| 26x | \$21,631.50 | \$10,773.00 | \$7,182.00 | \$5,386.50 | \$3,591.00 | \$2,736.00 | \$1,368.00 | \$684.00 |
| 48x | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 52x | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |
| 96x | \$20,999.00 | \$10,458.00 | \$6,972.00 | \$5,229.00 | \$3,486.00 | \$2,656.00 | \$1,328.00 | \$664.00 |

Tab rates only eligible for tab-sized products.

*Only Run of Section Rates apply



Daily

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|---------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 25000 | \$73,955.70 | \$34,133.40 | \$25,004.70 | \$23,814.00 | \$22,226.40 | \$16,669.80 | \$11,113.20 | \$8,334.90 | \$5,556.60 | \$4,233.60 | \$3,704.40 | \$2,646.00 | \$2,116.80 | \$1,587.60 | \$1,058.40 |
| 35,000 | \$73,368.75 | \$33,862.50 | \$24,806.25 | \$23,625.00 | \$22,050.00 | \$16,537.50 | \$11,025.00 | \$8,268.75 | \$5,512.50 | \$4,200.00 | \$3,675.00 | \$2,625.00 | \$2,100.00 | \$1,575.00 | \$1,050.00 |
| 50,000 | \$72,837.70 | \$33,617.40 | \$24,626.70 | \$23,454.00 | \$21,890.40 | \$16,417.80 | \$10,945.20 | \$8,208.90 | \$5,472.60 | \$4,169.60 | \$3,648.40 | \$2,606.00 | \$2,084.80 | \$1,563.60 | \$1,042.40 |
| 75,000 | \$72,278.70 | \$33,359.40 | \$24,437.70 | \$23,274.00 | \$21,722.40 | \$16,291.80 | \$10,861.20 | \$8,145.90 | \$5,430.60 | \$4,137.60 | \$3,620.40 | \$2,586.00 | \$2,068.80 | \$1,551.60 | \$1,034.40 |
| 100,000 | \$71,747.65 | \$33,114.30 | \$24,258.15 | \$23,103.00 | \$21,562.80 | \$16,172.10 | \$10,781.40 | \$8,086.05 | \$5,390.70 | \$4,107.20 | \$3,593.80 | \$2,567.00 | \$2,053.60 | \$1,540.20 | \$1,026.80 |
| 125,000 | \$71,020.95 | \$32,778.90 | \$24,012.45 | \$22,869.00 | \$21,344.40 | \$16,008.30 | \$10,672.20 | \$8,004.15 | \$5,336.10 | \$4,065.60 | \$3,557.40 | \$2,541.00 | \$2,032.80 | \$1,524.60 | \$1,016.40 |
| 150,000 | \$70,322.20 | \$32,456.40 | \$23,776.20 | \$22,644.00 | \$21,134.40 | \$15,850.80 | \$10,567.20 | \$7,925.40 | \$5,283.60 | \$4,025.60 | \$3,522.40 | \$2,516.00 | \$2,012.80 | \$1,509.60 | \$1,006.40 |
| 175,000 | \$69,483.70 | \$32,069.40 | \$23,492.70 | \$22,374.00 | \$20,882.40 | \$15,661.80 | \$10,441.20 | \$7,830.90 | \$5,220.60 | \$3,977.60 | \$3,480.40 | \$2,486.00 | \$1,988.80 | \$1,491.60 | \$994.40 |
| 200,000 | \$68,757.00 | \$31,734.00 | \$23,247.00 | \$22,140.00 | \$20,664.00 | \$15,498.00 | \$10,332.00 | \$7,749.00 | \$5,166.00 | \$3,936.00 | \$3,444.00 | \$2,460.00 | \$1,968.00 | \$1,476.00 | \$984.00 |
| 225,000 | \$68,058.25 | \$31,411.50 | \$23,010.75 | \$21,915.00 | \$20,454.00 | \$15,340.50 | \$10,227.00 | \$7,670.25 | \$5,113.50 | \$3,896.00 | \$3,409.00 | \$2,435.00 | \$1,948.00 | \$1,461.00 | \$974.00 |
| 250,000 | \$67,331.55 | \$31,076.10 | \$22,765.05 | \$21,681.00 | \$20,235.60 | \$15,176.70 | \$10,117.80 | \$7,588.35 | \$5,058.90 | \$3,854.40 | \$3,372.60 | \$2,409.00 | \$1,927.20 | \$1,445.40 | \$963.60 |
| 300,000 | \$66,381.25 | \$30,637.50 | \$22,443.75 | \$21,375.00 | \$19,950.00 | \$14,962.50 | \$9,975.00 | \$7,481.25 | \$4,987.50 | \$3,800.00 | \$3,325.00 | \$2,375.00 | \$1,900.00 | \$1,425.00 | \$950.00 |

Broadsheet rates only eligible for broadsheet-sized products.

Must run one ad in Sunday Travel Section and pick-up the same ad within 6 days in a daily, non-Main News section.

*Only Run of Section Rates apply

Sunday

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|---------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 25000 | \$81,362.45 | \$37,551.90 | \$27,508.95 | \$26,199.00 | \$24,452.40 | \$18,339.30 | \$12,226.20 | \$9,169.65 | \$6,113.10 | \$4,657.60 | \$4,075.40 | \$2,911.00 | \$2,328.80 | \$1,746.60 | \$1,164.40 |
| 35,000 | \$80,719.60 | \$37,255.20 | \$27,291.60 | \$25,992.00 | \$24,259.20 | \$18,194.40 | \$12,129.60 | \$9,097.20 | \$6,064.80 | \$4,620.80 | \$4,043.20 | \$2,888.00 | \$2,310.40 | \$1,732.80 | \$1,155.20 |
| 50,000 | \$80,104.70 | \$36,971.40 | \$27,083.70 | \$25,794.00 | \$24,074.40 | \$18,055.80 | \$12,037.20 | \$9,027.90 | \$6,018.60 | \$4,585.60 | \$4,012.40 | \$2,866.00 | \$2,292.80 | \$1,719.60 | \$1,146.40 |
| 75,000 | \$79,517.75 | \$36,700.50 | \$26,885.25 | \$25,605.00 | \$23,898.00 | \$17,923.50 | \$11,949.00 | \$8,961.75 | \$5,974.50 | \$4,552.00 | \$3,983.00 | \$2,845.00 | \$2,276.00 | \$1,707.00 | \$1,138.00 |
| 100,000 | \$78,902.85 | \$36,416.70 | \$26,677.35 | \$25,407.00 | \$23,713.20 | \$17,784.90 | \$11,856.60 | \$8,892.45 | \$5,928.30 | \$4,516.80 | \$3,952.20 | \$2,823.00 | \$2,258.40 | \$1,693.80 | \$1,129.20 |
| 125,000 | \$78,120.25 | \$36,055.50 | \$26,412.75 | \$25,155.00 | \$23,478.00 | \$17,608.50 | \$11,739.00 | \$8,804.25 | \$5,869.50 | \$4,472.00 | \$3,913.00 | \$2,795.00 | \$2,236.00 | \$1,677.00 | \$1,118.00 |
| 150,000 | \$77,337.65 | \$35,694.30 | \$26,148.15 | \$24,903.00 | \$23,242.80 | \$17,432.10 | \$11,621.40 | \$8,716.05 | \$5,810.70 | \$4,427.20 | \$3,873.80 | \$2,767.00 | \$2,213.60 | \$1,660.20 | \$1,106.80 |
| 175,000 | \$76,415.30 | \$35,268.60 | \$25,836.30 | \$24,606.00 | \$22,965.60 | \$17,224.20 | \$11,482.80 | \$8,612.10 | \$5,741.40 | \$4,374.40 | \$3,827.60 | \$2,734.00 | \$2,187.20 | \$1,640.40 | \$1,093.60 |
| 200,000 | \$75,632.70 | \$34,907.40 | \$25,571.70 | \$24,354.00 | \$22,730.40 | \$17,047.80 | \$11,365.20 | \$8,523.90 | \$5,682.60 | \$4,329.60 | \$3,788.40 | \$2,706.00 | \$2,164.80 | \$1,623.60 | \$1,082.40 |
| 225,000 | \$74,850.10 | \$34,546.20 | \$25,307.10 | \$24,102.00 | \$22,495.20 | \$16,871.40 | \$11,247.60 | \$8,435.70 | \$5,623.80 | \$4,284.80 | \$3,749.20 | \$2,678.00 | \$2,142.40 | \$1,606.80 | \$1,071.20 |
| 250,000 | \$74,067.50 | \$34,185.00 | \$25,042.50 | \$23,850.00 | \$22,260.00 | \$16,695.00 | \$11,130.00 | \$8,347.50 | \$5,565.00 | \$4,240.00 | \$3,710.00 | \$2,650.00 | \$2,120.00 | \$1,590.00 | \$1,060.00 |
| 300,000 | \$73,005.40 | \$33,694.80 | \$24,683.40 | \$23,508.00 | \$21,940.80 | \$16,455.60 | \$10,970.40 | \$8,227.80 | \$5,485.20 | \$4,179.20 | \$3,656.80 | \$2,612.00 | \$2,089.60 | \$1,567.20 | \$1,044.80 |

Broadsheet rates only eligible for broadsheet-sized products.

Must run one ad in Sunday Travel Section and pick-up the same ad within 6 days in a daily, non-Main News section.

*Only Run of Section Rates apply

Cruise Package: Daily + Sunday | Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|---------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|
| 25000 | \$100,899.50 | \$46,569.00 | \$34,114.50 | \$32,490.00 | \$30,324.00 | \$22,743.00 | \$15,162.00 | \$11,371.50 | \$7,581.00 | \$5,776.00 | \$5,054.00 | \$3,610.00 | \$2,888.00 | \$2,166.00 | \$1,444.00 |
| 35,000 | \$100,061.00 | \$46,182.00 | \$33,831.00 | \$32,220.00 | \$30,072.00 | \$22,554.00 | \$15,036.00 | \$11,277.00 | \$7,518.00 | \$5,728.00 | \$5,012.00 | \$3,580.00 | \$2,864.00 | \$2,148.00 | \$1,432.00 |
| 50,000 | \$99,502.00 | \$45,924.00 | \$33,642.00 | \$32,040.00 | \$29,904.00 | \$22,428.00 | \$14,952.00 | \$11,214.00 | \$7,476.00 | \$5,696.00 | \$4,984.00 | \$3,560.00 | \$2,848.00 | \$2,136.00 | \$1,424.00 |
| 75,000 | \$98,663.50 | \$45,537.00 | \$33,358.50 | \$31,770.00 | \$29,652.00 | \$22,239.00 | \$14,826.00 | \$11,119.50 | \$7,413.00 | \$5,648.00 | \$4,942.00 | \$3,530.00 | \$2,824.00 | \$2,118.00 | \$1,412.00 |
| 100,000 | \$96,427.50 | \$44,505.00 | \$32,602.50 | \$31,050.00 | \$28,980.00 | \$21,735.00 | \$14,490.00 | \$10,867.50 | \$7,245.00 | \$5,520.00 | \$4,830.00 | \$3,450.00 | \$2,760.00 | \$2,070.00 | \$1,380.00 |
| 125,000 | \$95,589.00 | \$44,118.00 | \$32,319.00 | \$30,780.00 | \$28,728.00 | \$21,546.00 | \$14,364.00 | \$10,773.00 | \$7,182.00 | \$5,472.00 | \$4,788.00 | \$3,420.00 | \$2,736.00 | \$2,052.00 | \$1,368.00 |
| 150,000 | \$94,471.00 | \$43,602.00 | \$31,941.00 | \$30,420.00 | \$28,392.00 | \$21,294.00 | \$14,196.00 | \$10,647.00 | \$7,098.00 | \$5,408.00 | \$4,732.00 | \$3,380.00 | \$2,704.00 | \$2,028.00 | \$1,352.00 |
| 175,000 | \$93,353.00 | \$43,086.00 | \$31,563.00 | \$30,060.00 | \$28,056.00 | \$21,042.00 | \$14,028.00 | \$10,521.00 | \$7,014.00 | \$5,344.00 | \$4,676.00 | \$3,340.00 | \$2,672.00 | \$2,004.00 | \$1,336.00 |
| 200,000 | \$90,837.50 | \$41,925.00 | \$30,712.50 | \$29,250.00 | \$27,300.00 | \$20,475.00 | \$13,650.00 | \$10,237.50 | \$6,825.00 | \$5,200.00 | \$4,550.00 | \$3,250.00 | \$2,600.00 | \$1,950.00 | \$1,300.00 |
| 225,000 | \$89,999.00 | \$41,538.00 | \$30,429.00 | \$28,980.00 | \$27,048.00 | \$20,286.00 | \$13,524.00 | \$10,143.00 | \$6,762.00 | \$5,152.00 | \$4,508.00 | \$3,220.00 | \$2,576.00 | \$1,932.00 | \$1,288.00 |
| 250,000 | \$89,160.50 | \$41,151.00 | \$30,145.50 | \$28,710.00 | \$26,796.00 | \$20,097.00 | \$13,398.00 | \$10,048.50 | \$6,699.00 | \$5,104.00 | \$4,466.00 | \$3,190.00 | \$2,552.00 | \$1,914.00 | \$1,276.00 |
| 300,000 | \$86,365.50 | \$39,861.00 | \$29,200.50 | \$27,810.00 | \$25,956.00 | \$19,467.00 | \$12,978.00 | \$9,733.50 | \$6,489.00 | \$4,944.00 | \$4,326.00 | \$3,090.00 | \$2,472.00 | \$1,854.00 | \$1,236.00 |

Broadsheet rates only eligible for broadsheet-sized products.

Must run one ad in Sunday Travel Section and pick-up the same ad within 6 days in a daily, non-Main News section.

*Only Run of Section Rates apply

Daily Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|---------|-------------|-------------|-------------|------------|------------|------------|------------|------------|
| 25,000 | \$33,471.90 | \$16,669.80 | \$11,113.20 | \$8,334.90 | \$5,556.60 | \$4,233.60 | \$2,116.80 | \$1,058.40 |
| 35,000 | \$33,206.25 | \$16,537.50 | \$11,025.00 | \$8,268.75 | \$5,512.50 | \$4,200.00 | \$2,100.00 | \$1,050.00 |
| 50,000 | \$32,965.90 | \$16,417.80 | \$10,945.20 | \$8,208.90 | \$5,472.60 | \$4,169.60 | \$2,084.80 | \$1,042.40 |
| 50,000 | \$32,965.90 | \$16,417.80 | \$10,945.20 | \$8,208.90 | \$5,472.60 | \$4,169.60 | \$2,084.80 | \$1,042.40 |
| 75,000 | \$32,712.90 | \$16,291.80 | \$10,861.20 | \$8,145.90 | \$5,430.60 | \$4,137.60 | \$2,068.80 | \$1,034.40 |
| 100,000 | \$32,472.55 | \$16,172.10 | \$10,781.40 | \$8,086.05 | \$5,390.70 | \$4,107.20 | \$2,053.60 | \$1,026.80 |
| 125,000 | \$32,143.65 | \$16,008.30 | \$10,672.20 | \$8,004.15 | \$5,336.10 | \$4,065.60 | \$2,032.80 | \$1,016.40 |
| 175,000 | \$31,447.90 | \$15,661.80 | \$10,441.20 | \$7,830.90 | \$5,220.60 | \$3,977.60 | \$1,988.80 | \$994.40 |
| 200,000 | \$31,119.00 | \$15,498.00 | \$10,332.00 | \$7,749.00 | \$5,166.00 | \$3,936.00 | \$1,968.00 | \$984.00 |
| 225,000 | \$30,802.75 | \$15,340.50 | \$10,227.00 | \$7,670.25 | \$5,113.50 | \$3,896.00 | \$1,948.00 | \$974.00 |
| 250,000 | \$30,473.85 | \$15,176.70 | \$10,117.80 | \$7,588.35 | \$5,058.90 | \$3,854.40 | \$1,927.20 | \$963.60 |
| 300,000 | \$30,043.75 | \$14,962.50 | \$9,975.00 | \$7,481.25 | \$4,987.50 | \$3,800.00 | \$1,900.00 | \$950.00 |

Tab rates only eligible for tab-sized products.

Must run one ad in Sunday Travel Section and pick-up the same ad within 6 days in a daily, non-Main News section.

*Only Run of Section Rates apply

San Francisco Chronicle | SFGate.com

Your Audience Delivered

The San Francisco Chronicle and SFGate.com • 901 Mission Street, San Francisco, CA 94103 • Tel 415.777.1111 • www.SFGate.com/chronicleadinfo

Rev. 02/05/10
Effective 06/29/09

Sunday Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|---------|-------------|-------------|-------------|------------|------------|------------|------------|------------|
| 25,000 | \$36,824.15 | \$18,339.30 | \$12,226.20 | \$9,169.65 | \$6,113.10 | \$4,657.60 | \$2,328.80 | \$1,164.40 |
| 35,000 | \$36,533.20 | \$18,194.40 | \$12,129.60 | \$9,097.20 | \$6,064.80 | \$4,620.80 | \$2,310.40 | \$1,155.20 |
| 50,000 | \$36,254.90 | \$18,055.80 | \$12,037.20 | \$9,027.90 | \$6,018.60 | \$4,585.60 | \$2,292.80 | \$1,146.40 |
| 50,000 | \$36,254.90 | \$18,055.80 | \$12,037.20 | \$9,027.90 | \$6,018.60 | \$4,585.60 | \$2,292.80 | \$1,146.40 |
| 75,000 | \$35,989.25 | \$17,923.50 | \$11,949.00 | \$8,961.75 | \$5,974.50 | \$4,552.00 | \$2,276.00 | \$1,138.00 |
| 125,000 | \$35,356.75 | \$17,608.50 | \$11,739.00 | \$8,804.25 | \$5,869.50 | \$4,472.00 | \$2,236.00 | \$1,118.00 |
| 150,000 | \$35,002.55 | \$17,432.10 | \$11,621.40 | \$8,716.05 | \$5,810.70 | \$4,427.20 | \$2,213.60 | \$1,106.80 |
| 175,000 | \$34,585.10 | \$17,224.20 | \$11,482.80 | \$8,612.10 | \$5,741.40 | \$4,374.40 | \$2,187.20 | \$1,093.60 |
| 200,000 | \$34,230.90 | \$17,047.80 | \$11,365.20 | \$8,523.90 | \$5,682.60 | \$4,329.60 | \$2,164.80 | \$1,082.40 |
| 225,000 | \$33,876.70 | \$16,871.40 | \$11,247.60 | \$8,435.70 | \$5,623.80 | \$4,284.80 | \$2,142.40 | \$1,071.20 |
| 250,000 | \$33,522.50 | \$16,695.00 | \$11,130.00 | \$8,347.50 | \$5,565.00 | \$4,240.00 | \$2,120.00 | \$1,060.00 |
| 300,000 | \$33,041.80 | \$16,455.60 | \$10,970.40 | \$8,227.80 | \$5,485.20 | \$4,179.20 | \$2,089.60 | \$1,044.80 |

Tab rates only eligible for tab-sized products.

Must run one ad in Sunday Travel Section and pick-up the same ad within 6 days in a daily, non-Main News section.

*Only Run of Section Rates apply

San Francisco Chronicle | SFGate.com

Your Audience Delivered

The San Francisco Chronicle and SFGate.com • 901 Mission Street, San Francisco, CA 94103 • Tel 415.777.1111 • www.SFGate.com/chronicleadinfo

Rev. 02/05/10
Effective 06/29/09

Cruise Package: Daily + Sunday | Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|---------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|
| 25,000 | \$45,666.50 | \$22,743.00 | \$15,162.00 | \$11,371.50 | \$7,581.00 | \$5,776.00 | \$2,888.00 | \$1,444.00 |
| 35,000 | \$45,287.00 | \$22,554.00 | \$15,036.00 | \$11,277.00 | \$7,518.00 | \$5,728.00 | \$2,864.00 | \$1,432.00 |
| 75,000 | \$44,654.50 | \$22,239.00 | \$14,826.00 | \$11,119.50 | \$7,413.00 | \$5,648.00 | \$2,824.00 | \$1,412.00 |
| 75,000 | \$44,654.50 | \$22,239.00 | \$14,826.00 | \$11,119.50 | \$7,413.00 | \$5,648.00 | \$2,824.00 | \$1,412.00 |
| 100,000 | \$43,642.50 | \$21,735.00 | \$14,490.00 | \$10,867.50 | \$7,245.00 | \$5,520.00 | \$2,760.00 | \$1,380.00 |
| 125,000 | \$43,263.00 | \$21,546.00 | \$14,364.00 | \$10,773.00 | \$7,182.00 | \$5,472.00 | \$2,736.00 | \$1,368.00 |
| 150,000 | \$42,757.00 | \$21,294.00 | \$14,196.00 | \$10,647.00 | \$7,098.00 | \$5,408.00 | \$2,704.00 | \$1,352.00 |
| 175,000 | \$42,251.00 | \$21,042.00 | \$14,028.00 | \$10,521.00 | \$7,014.00 | \$5,344.00 | \$2,672.00 | \$1,336.00 |
| 200,000 | \$41,112.50 | \$20,475.00 | \$13,650.00 | \$10,237.50 | \$6,825.00 | \$5,200.00 | \$2,600.00 | \$1,300.00 |
| 225,000 | \$40,733.00 | \$20,286.00 | \$13,524.00 | \$10,143.00 | \$6,762.00 | \$5,152.00 | \$2,576.00 | \$1,288.00 |
| 250,000 | \$40,353.50 | \$20,097.00 | \$13,398.00 | \$10,048.50 | \$6,699.00 | \$5,104.00 | \$2,552.00 | \$1,276.00 |
| 300,000 | \$39,088.50 | \$19,467.00 | \$12,978.00 | \$9,733.50 | \$6,489.00 | \$4,944.00 | \$2,472.00 | \$1,236.00 |

Tab rates only eligible for tab-sized products.

Must run one ad in Sunday Travel Section and pick-up the same ad within 6 days in a daily, non-Main News section.

*Only Run of Section Rates apply

San Francisco Chronicle | SFGate.com

Your Audience Delivered

Full-Run | Color

| Package Weekly Cost | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page |
|---------------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|
| 1-Week | \$32,028.48 | \$22,489.68 | \$17,719.04 | \$12,381.36 | \$9,587.36 | \$8,398.84 | \$6,164.40 | \$5,517.60 | \$4,197.60 |
| 2-Week | \$30,665.16 | \$21,522.00 | \$16,951.68 | \$11,841.24 | \$9,167.52 | \$8,031.48 | \$5,894.00 | \$5,301.28 | \$4,035.36 |
| 3-Week | \$29,301.84 | \$20,556.00 | \$16,184.36 | \$11,301.12 | \$8,747.68 | \$7,664.12 | \$5,623.20 | \$5,084.64 | \$3,872.88 |
| 4-Week | \$26,572.68 | \$18,624.00 | \$14,650.92 | \$10,221.72 | \$7,907.36 | \$6,928.84 | \$5,082.00 | \$4,651.68 | \$3,548.16 |

Must run four ads within a seven-day period. All 2+ weeks in Full-Run and Zone require signed agreements.

*Only Run of Section Rates apply

Zone 1, 3 & 6 | Color

| Package Weekly Cost | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page |
|---------------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|
| 1-Week* | \$5,470.71 | \$3,822.28 | \$2,998.08 | \$2,173.22 | \$1,714.86 | \$1,504.27 | \$1,117.25 | \$1,116.54 | \$859.98 |

Must run one ad Mon./Tue. in Full-Run and two ads Wed., Thurs. or Fri. in the zone

Must run four consecutive weeks. Requires signed agreement.

*Only Run of Section Rates apply

Zone 5 | Color

| Package Weekly Cost | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page |
|---------------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|
| 1-Week* | \$4,641.03 | \$3,213.72 | \$2,501.01 | \$1,727.19 | \$1,327.23 | \$1,164.98 | \$850.58 | \$908.16 | \$703.62 |

Must run one ad Mon./Tue. in Full-Run and two ads Wed., Thurs. or Fri. in the zone

Must run four consecutive weeks. Requires signed agreement.

*Only Run of Section Rates apply

Full-Run | B&W

| Package Weekly Cost | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page |
|---------------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|
| 1-Week | \$27,276.48 | \$19,321.68 | \$15,343.04 | \$10,797.36 | \$8,399.36 | \$7,349.44 | \$5,412.00 | \$4,329.60 | \$3,247.20 |
| 2-Week | \$25,913.16 | \$18,354.00 | \$14,575.68 | \$10,257.24 | \$7,979.52 | \$6,982.08 | \$5,141.60 | \$4,113.28 | \$3,084.96 |
| 3-Week | \$24,549.84 | \$17,388.00 | \$13,808.36 | \$9,717.12 | \$7,559.68 | \$6,614.72 | \$4,870.80 | \$3,896.64 | \$2,922.48 |
| 4-Week | \$21,820.68 | \$15,456.00 | \$12,274.92 | \$8,637.72 | \$6,719.36 | \$5,879.44 | \$4,329.60 | \$3,463.68 | \$2,597.76 |

Must run four ads within a seven-day period. All 2+ weeks in Full-Run require signed agreements.

*Only Run of Section Rates apply

Zone 1, 3 & 6 | B&W

| Package Weekly Cost | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page |
|---------------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|
| 1-Week* | \$3,664.71 | \$2,618.28 | \$2,095.08 | \$1,571.22 | \$1,263.36 | \$1,105.44 | \$831.30 | \$665.04 | \$498.78 |

Must run one ad Mon./Tue. in Full-Run and two ads Wed., Thurs. or Fri. in the zone

Must run four consecutive weeks. Requires signed agreement.

*Only Run of Section Rates apply

Zone 5 | B&W

| Package Weekly Cost | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page |
|---------------------|------------|------------|------------|------------|----------|----------|-----------|-----------|-----------|
| 1-Week* | \$2,886.03 | \$2,043.72 | \$1,623.51 | \$1,142.19 | \$888.48 | \$777.42 | \$572.70 | \$458.16 | \$343.62 |

Must run one ad Mon./Tue. in Full-Run and two ads Wed., Thurs. or Fri. in the zone

Must run four consecutive weeks. Requires signed agreement.

*Only Run of Section Rates apply

Broadsheet

| Special Rates (1) | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 page |
|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|
| Daily | \$32,869.20 | \$15,170.40 | \$11,113.20 | \$10,584.00 | \$9,878.40 | \$7,408.80 | \$4,939.20 | \$3,704.40 | \$2,469.60 | \$1,881.60 | \$1,646.40 | \$1,176.00 | \$940.80 | \$705.60 | \$470.40 |
| Sunday | \$66,031.88 | \$30,476.25 | \$22,325.63 | \$21,262.50 | \$19,845.00 | \$14,883.75 | \$9,922.50 | \$7,441.88 | \$4,961.25 | \$3,780.00 | \$3,307.50 | \$2,362.50 | \$1,890.00 | \$1,417.50 | \$945.00 |

| Feature Section (2) | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|---------------------|-------------|-------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|
| Open | \$24,651.90 | \$11,377.80 | \$8,334.90 | \$7,938.00 | \$7,408.80 | \$5,556.60 | \$3,704.40 | \$2,778.30 | \$1,852.20 | \$1,411.20 | \$1,234.80 | \$882.00 | \$705.60 | \$529.20 | \$352.80 |
| 13x | \$24,148.80 | \$11,145.60 | \$8,164.80 | \$7,776.00 | \$7,257.60 | \$5,443.20 | \$3,628.80 | \$2,721.60 | \$1,814.40 | \$1,382.40 | \$1,209.60 | \$864.00 | \$691.20 | \$518.40 | \$345.60 |
| 26x | \$23,422.10 | \$10,810.20 | \$7,919.10 | \$7,542.00 | \$7,039.20 | \$5,279.40 | \$3,519.60 | \$2,639.70 | \$1,759.80 | \$1,340.80 | \$1,173.20 | \$838.00 | \$670.40 | \$502.80 | \$335.20 |
| 48x | \$22,695.40 | \$10,474.80 | \$7,673.40 | \$7,308.00 | \$6,820.80 | \$5,115.60 | \$3,410.40 | \$2,557.80 | \$1,705.20 | \$1,299.20 | \$1,136.80 | \$812.00 | \$649.60 | \$487.20 | \$324.80 |

| Datebook & 96 Hours (2) | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------------------------|-------------|-------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|
| Open | \$22,010.63 | \$10,158.75 | \$7,441.88 | \$7,087.50 | \$6,615.00 | \$4,961.25 | \$3,307.50 | \$2,480.63 | \$1,653.75 | \$1,260.00 | \$1,102.50 | \$787.50 | \$630.00 | \$472.50 | \$315.00 |
| 13x | \$20,543.25 | \$9,481.50 | \$6,945.75 | \$6,615.00 | \$6,174.00 | \$4,630.50 | \$3,087.00 | \$2,315.25 | \$1,543.50 | \$1,176.00 | \$1,029.00 | \$735.00 | \$588.00 | \$441.00 | \$294.00 |
| 26x | \$19,075.88 | \$8,804.25 | \$6,449.63 | \$6,142.50 | \$5,733.00 | \$4,299.75 | \$2,866.50 | \$2,149.88 | \$1,433.25 | \$1,092.00 | \$955.50 | \$682.50 | \$546.00 | \$409.50 | \$273.00 |
| 48x | \$16,141.13 | \$7,449.75 | \$5,457.38 | \$5,197.50 | \$4,851.00 | \$3,638.25 | \$2,425.50 | \$1,819.13 | \$1,212.75 | \$924.00 | \$808.50 | \$577.50 | \$462.00 | \$346.50 | \$231.00 |
| Stacks | \$16,141.13 | \$7,449.75 | \$5,457.38 | \$5,197.50 | \$4,851.00 | \$3,638.25 | \$2,425.50 | \$1,819.13 | \$1,212.75 | \$924.00 | \$808.50 | \$577.50 | \$462.00 | \$346.50 | \$231.00 |

Broadsheet rates only eligible for broadsheet-sized products.

*Only Run of Section Rates apply

SPECIAL RATES APPLY TO:

(1) Available to the following categories: Art Galleries, Hotels, Motels, shopping Centers and Tourist Attractions. Cultural/Community Events - Available to specified private foundations as defined by IRS Code section 501c(3). Clubs - Available to local nightclubs running on the "Club Page" within daily or Sunday Datebook. Charity - Available to charities distributing funds exclusively within the S.F. DMA and approved by the San Francisco Chronicle. Religious - Place of worship.

(2) Available to Restaurants

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Your Audience Delivered

Tabloid

| Special Rates (1) | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------------------|-------------|-------------|------------|------------|------------|------------|------------|-----------|
| Daily | \$14,876.40 | \$7,408.80 | \$4,939.20 | \$3,704.40 | \$2,469.60 | \$1,881.60 | \$940.80 | \$470.40 |
| Sunday | \$29,885.63 | \$14,883.75 | \$9,922.50 | \$7,441.88 | \$4,961.25 | \$3,780.00 | \$1,890.00 | \$945.00 |

| Feature Section (2) | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|---------------------|-------------|------------|------------|------------|------------|------------|----------|-----------|
| Open | \$11,157.30 | \$5,556.60 | \$3,704.40 | \$2,778.30 | \$1,852.20 | \$1,411.20 | \$705.60 | \$352.80 |
| 13x | \$10,929.60 | \$5,443.20 | \$3,628.80 | \$2,721.60 | \$1,814.40 | \$1,382.40 | \$691.20 | \$345.60 |
| 26x | \$10,600.70 | \$5,279.40 | \$3,519.60 | \$2,639.70 | \$1,759.80 | \$1,340.80 | \$670.40 | \$335.20 |
| 48x | \$10,271.80 | \$5,115.60 | \$3,410.40 | \$2,557.80 | \$1,705.20 | \$1,299.20 | \$649.60 | \$324.80 |

| Datebook & 96 Hours (2) | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------------------------|------------|------------|------------|------------|------------|------------|----------|-----------|
| Open | \$9,961.88 | \$4,961.25 | \$3,307.50 | \$2,480.63 | \$1,653.75 | \$1,260.00 | \$630.00 | \$315.00 |
| 13x | \$9,297.75 | \$4,630.50 | \$3,087.00 | \$2,315.25 | \$1,543.50 | \$1,176.00 | \$588.00 | \$294.00 |
| 26x | \$8,633.63 | \$4,299.75 | \$2,866.50 | \$2,149.88 | \$1,433.25 | \$1,092.00 | \$546.00 | \$273.00 |
| 48x | \$7,305.38 | \$3,638.25 | \$2,425.50 | \$1,819.13 | \$1,212.75 | \$924.00 | \$462.00 | \$231.00 |
| Stacks | \$7,305.38 | \$3,638.25 | \$2,425.50 | \$1,819.13 | \$1,212.75 | \$924.00 | \$462.00 | \$231.00 |

Tab rates only eligible for tab-sized products.

*Only Run of Section Rates apply

SPECIAL RATES APPLY TO:

(1) Available to the following categories: Art Galleries, Hotels, Motels, shopping Centers and Tourist Attractions. Cultural/Community Events - Available to specified private foundations as defined by IRS Code section 501c(3). Clubs - Available to local nightclubs running on the "Club Page" within daily or Sunday Datebook. Charity - Available to charities distributing funds exclusively within the S.F. DMA and approved by the San Francisco Chronicle. Religious - Place of worship.

(2) Available to Restaurants

San Francisco Chronicle | SFGate.com

Your Audience Delivered

Daily Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|
| Open | \$31,304.00 | \$14,448.00 | \$10,584.00 | \$10,080.00 | \$9,408.00 | \$7,056.00 | \$4,704.00 | \$3,528.00 | \$2,352.00 | \$1,792.00 | \$1,568.00 | \$1,120.00 | \$896.00 | \$672.00 | \$448.00 |

Broadsheet rates only eligible for broadsheet-sized products.

*Only Run of Section Rates apply

Sunday Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|
| Open | \$46,956.00 | \$21,672.00 | \$15,876.00 | \$15,120.00 | \$14,112.00 | \$10,584.00 | \$7,056.00 | \$5,292.00 | \$3,528.00 | \$2,688.00 | \$2,352.00 | \$1,680.00 | \$1,344.00 | \$1,008.00 | \$672.00 |

Broadsheet rates only eligible for broadsheet-sized products.

*Only Run of Section Rates apply

Daily Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------|-------------|------------|------------|------------|------------|------------|----------|-----------|
| Open | \$15,052.80 | \$7,056.00 | \$4,704.00 | \$3,528.00 | \$2,352.00 | \$1,792.00 | \$896.00 | \$448.00 |

Tab rates only eligible for tab-sized products.

*Only Run of Section Rates apply

Sunday Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------|-------------|-------------|------------|------------|------------|------------|------------|-----------|
| Open | \$22,579.20 | \$10,584.00 | \$7,056.00 | \$5,292.00 | \$3,528.00 | \$2,688.00 | \$1,344.00 | \$672.00 |

Tab rates only eligible for tab-sized products.

*Only Run of Section Rates apply

*Special Section rate only eligible for products listed on the published Stacks/Special Section Calendar. Contact your Account Executive for additional details.

Full-Run Color | Daily & Sunday | Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------|------------|------------|------------|-------------|------------|------------|------------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|
| Open | \$8,580.00 | \$3,960.00 | \$2,970.00 | \$2,805.00 | \$2,640.00 | \$1,980.00 | \$1,320.00 | \$990.00 | \$660.00 | \$495.00 | \$437.25 | \$313.50 | \$495.00 | \$379.50 | \$247.50 |

Broadsheet rates only eligible for broadsheet-sized products.

Zone Color | San Francisco | Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------|------------|----------|----------|-------------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|
| Open | \$1,300.00 | \$600.00 | \$450.00 | \$425.00 | \$400.00 | \$300.00 | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$66.25 | \$47.50 | \$75.00 | \$57.50 | \$37.50 |

Broadsheet rates only eligible for broadsheet-sized products.

Zone Color | Peninsula | Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------|------------|----------|----------|-------------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|
| Open | \$1,300.00 | \$600.00 | \$450.00 | \$425.00 | \$400.00 | \$300.00 | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$66.25 | \$47.50 | \$75.00 | \$57.50 | \$37.50 |

Broadsheet rates only eligible for broadsheet-sized products.

Zone Color | East Bay | Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------|------------|----------|----------|-------------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|
| Open | \$1,300.00 | \$600.00 | \$450.00 | \$425.00 | \$400.00 | \$300.00 | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$66.25 | \$47.50 | \$75.00 | \$57.50 | \$37.50 |

Broadsheet rates only eligible for broadsheet-sized products.

Zone Color | North Bay | Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------|----------|----------|----------|-------------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|
| Open | \$780.00 | \$360.00 | \$270.00 | \$255.00 | \$240.00 | \$180.00 | \$120.00 | \$90.00 | \$60.00 | \$45.00 | \$39.75 | \$28.50 | \$52.50 | \$40.25 | \$26.25 |

Broadsheet rates only eligible for broadsheet-sized products.

- Color is charged for each page of double trucks or married pages.
- Color material is required two days in advance.
- All color advertising subject to availability.
- No discounts on color charges.
- Refer to mechanical specifications when submitting color material.

Full-Run Color | Daily & Sunday | Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------|------------|------------|------------|----------|----------|----------|----------|-----------|
| Open | \$4,224.00 | \$1,980.00 | \$1,320.00 | \$990.00 | \$660.00 | \$495.00 | \$495.00 | \$247.50 |

Tab rates only eligible for tab-sized products.

Zone Color | San Francisco | Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Open | \$640.00 | \$300.00 | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$75.00 | \$37.50 |

Tab rates only eligible for tab-sized products.

Zone Color | Peninsula | Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Open | \$640.00 | \$300.00 | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$75.00 | \$37.50 |

Tab rates only eligible for tab-sized products.

Zone Color | East Bay | Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Open | \$640.00 | \$300.00 | \$200.00 | \$150.00 | \$100.00 | \$75.00 | \$75.00 | \$37.50 |

Tab rates only eligible for tab-sized products.

Zone Color | North Bay | Tabloid

| Level | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Open | \$384.00 | \$180.00 | \$120.00 | \$90.00 | \$60.00 | \$45.00 | \$52.50 | \$26.25 |

Tab rates only eligible for tab-sized products.

- Color is charged for each page of double trucks or married pages.
- Color material is required two days in advance.
- All color advertising subject to availability.
- No discounts on color charges.
- Refer to mechanical specifications when submitting color material.

San Francisco Chronicle | SFGate.com

Your Audience Delivered



San Francisco

All of the City and County of San Francisco, plus Daly City.

Peninsula

From San Francisco city line south (not including Daly City) to the southern boundary of San Jose.

North Bay

Marin County, Sonoma County, Napa County and north along the coast to the Oregon border.

East Bay Shore and East Bay Valley

Stretches from Fremont in the south to the Rodeo/Pinole area in the north; its east/west boundaries reach from Bay shoreline to the Berkeley/Oakland hills. Also covers the area east of the Berkeley/Oakland hills, including the majority of Contra Costa County, as well as the Dublin/Pleasanton/Livermore area in Alameda County and Vallejo/Benicia area up to Sacramento.

San Francisco | Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------|-------------|-------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|
| Open | \$21,915.60 | \$10,114.89 | \$7,409.75 | \$7,056.90 | \$6,586.44 | \$4,939.83 | \$3,293.22 | \$2,469.92 | \$1,646.61 | \$1,254.56 | \$1,097.74 | \$784.10 | \$627.28 | \$470.46 | \$313.64 |
| 3x | \$17,424.03 | \$8,041.86 | \$5,891.13 | \$5,610.60 | \$5,236.56 | \$3,927.42 | \$2,618.28 | \$1,963.71 | \$1,309.14 | \$997.44 | \$872.76 | \$623.40 | \$498.72 | \$374.04 | \$249.36 |
| 6x | \$16,219.39 | \$7,485.87 | \$5,483.84 | \$5,222.70 | \$4,874.52 | \$3,655.89 | \$2,437.26 | \$1,827.95 | \$1,218.63 | \$928.48 | \$812.42 | \$580.30 | \$464.24 | \$348.18 | \$232.12 |
| 13x | \$15,341.76 | \$7,080.81 | \$5,187.11 | \$4,940.10 | \$4,610.76 | \$3,458.07 | \$2,305.38 | \$1,729.04 | \$1,152.69 | \$878.24 | \$768.46 | \$548.90 | \$439.12 | \$329.34 | \$219.56 |
| 26x | \$12,272.85 | \$5,664.39 | \$4,149.50 | \$3,951.90 | \$3,688.44 | \$2,766.33 | \$1,844.22 | \$1,383.17 | \$922.11 | \$702.56 | \$614.74 | \$439.10 | \$351.28 | \$263.46 | \$175.64 |
| 48x | \$9,424.74 | \$4,349.88 | \$3,186.54 | \$3,034.80 | \$2,832.48 | \$2,124.36 | \$1,416.24 | \$1,062.18 | \$708.12 | \$539.52 | \$472.08 | \$337.20 | \$269.76 | \$202.32 | \$134.88 |
| 72x | \$8,767.92 | \$4,046.73 | \$2,964.47 | \$2,823.30 | \$2,635.08 | \$1,976.31 | \$1,317.54 | \$988.16 | \$658.77 | \$501.92 | \$439.18 | \$313.70 | \$250.96 | \$188.22 | \$125.48 |
| 96x | \$8,329.10 | \$3,844.20 | \$2,816.10 | \$2,682.00 | \$2,503.20 | \$1,877.40 | \$1,251.60 | \$938.70 | \$625.80 | \$476.80 | \$417.20 | \$298.00 | \$238.40 | \$178.80 | \$119.20 |

Broadsheet rates only eligible for broadsheet-sized products.

*Only Run of Section Rates apply

Peninsula | Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------|-------------|------------|------------|-------------|------------|------------|------------|------------|------------|------------|----------|-----------|-----------|-----------|-----------|
| Open | \$19,059.11 | \$8,796.51 | \$6,443.96 | \$6,137.10 | \$5,727.96 | \$4,295.97 | \$2,863.98 | \$2,147.99 | \$1,431.99 | \$1,091.04 | \$954.66 | \$681.90 | \$545.52 | \$409.14 | \$272.76 |
| 3x | \$15,151.70 | \$6,993.09 | \$5,122.85 | \$4,878.90 | \$4,553.64 | \$3,415.23 | \$2,276.82 | \$1,707.62 | \$1,138.41 | \$867.36 | \$758.94 | \$542.10 | \$433.68 | \$325.26 | \$216.84 |
| 6x | \$14,103.57 | \$6,509.34 | \$4,768.47 | \$4,541.40 | \$4,238.64 | \$3,178.98 | \$2,119.32 | \$1,589.49 | \$1,059.66 | \$807.36 | \$706.44 | \$504.60 | \$403.68 | \$302.76 | \$201.84 |
| 13x | \$13,340.54 | \$6,157.17 | \$4,510.49 | \$4,295.70 | \$4,009.32 | \$3,006.99 | \$2,004.66 | \$1,503.50 | \$1,002.33 | \$763.68 | \$668.22 | \$477.30 | \$381.84 | \$286.38 | \$190.92 |
| 26x | \$10,671.31 | \$4,925.22 | \$3,608.01 | \$3,436.20 | \$3,207.12 | \$2,405.34 | \$1,603.56 | \$1,202.67 | \$801.78 | \$610.88 | \$534.52 | \$381.80 | \$305.44 | \$229.08 | \$152.72 |
| 48x | \$8,194.94 | \$3,782.28 | \$2,770.74 | \$2,638.80 | \$2,462.88 | \$1,847.16 | \$1,231.44 | \$923.58 | \$615.72 | \$469.12 | \$410.48 | \$293.20 | \$234.56 | \$175.92 | \$117.28 |
| 72x | \$7,621.97 | \$3,517.83 | \$2,577.02 | \$2,454.30 | \$2,290.68 | \$1,718.01 | \$1,145.34 | \$859.01 | \$572.67 | \$436.32 | \$381.78 | \$272.70 | \$218.16 | \$163.62 | \$109.08 |
| 96x | \$7,241.85 | \$3,342.39 | \$2,448.50 | \$2,331.90 | \$2,176.44 | \$1,632.33 | \$1,088.22 | \$816.17 | \$544.11 | \$414.56 | \$362.74 | \$259.10 | \$207.28 | \$155.46 | \$103.64 |

Broadsheet rates only eligible for broadsheet-sized products.

*Only Run of Section Rates apply

Advertiser running in more than two zones on the same day will be billed at the full-run ROP rates.

ZONE PICK-UP DISCOUNT

15% pickup discount applies for ads placed in the same zone as the zone anchor ad within the same week (Monday-Sunday). Pickup zone ads must be same size and copy. Minor copy changes regarding hours of operation and/or days/dates of sale allowed. No other discounts apply.

Multiple insertions on the same day count toward frequency fulfillment. **Zone editions are published Wednesday, Thursday and Friday**

San Francisco Chronicle | SFGate.com

Your Audience Delivered

East Bay | Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------|-------------|------------|------------|-------------|------------|------------|------------|------------|------------|------------|----------|-----------|-----------|-----------|-----------|
| Open | \$19,059.11 | \$8,796.51 | \$6,443.96 | \$6,137.10 | \$5,727.96 | \$4,295.97 | \$2,863.98 | \$2,147.99 | \$1,431.99 | \$1,091.04 | \$954.66 | \$681.90 | \$545.52 | \$409.14 | \$272.76 |
| 3x | \$15,151.70 | \$6,993.09 | \$5,122.85 | \$4,878.90 | \$4,553.64 | \$3,415.23 | \$2,276.82 | \$1,707.62 | \$1,138.41 | \$867.36 | \$758.94 | \$542.10 | \$433.68 | \$325.26 | \$216.84 |
| 6x | \$14,103.57 | \$6,509.34 | \$4,768.47 | \$4,541.40 | \$4,238.64 | \$3,178.98 | \$2,119.32 | \$1,589.49 | \$1,059.66 | \$807.36 | \$706.44 | \$504.60 | \$403.68 | \$302.76 | \$201.84 |
| 13x | \$13,340.54 | \$6,157.17 | \$4,510.49 | \$4,295.70 | \$4,009.32 | \$3,006.99 | \$2,004.66 | \$1,503.50 | \$1,002.33 | \$763.68 | \$668.22 | \$477.30 | \$381.84 | \$286.38 | \$190.92 |
| 26x | \$10,671.31 | \$4,925.22 | \$3,608.01 | \$3,436.20 | \$3,207.12 | \$2,405.34 | \$1,603.56 | \$1,202.67 | \$801.78 | \$610.88 | \$534.52 | \$381.80 | \$305.44 | \$229.08 | \$152.72 |
| 48x | \$8,194.94 | \$3,782.28 | \$2,770.74 | \$2,638.80 | \$2,462.88 | \$1,847.16 | \$1,231.44 | \$923.58 | \$615.72 | \$469.12 | \$410.48 | \$293.20 | \$234.56 | \$175.92 | \$117.28 |
| 72x | \$7,621.97 | \$3,517.83 | \$2,577.02 | \$2,454.30 | \$2,290.68 | \$1,718.01 | \$1,145.34 | \$859.01 | \$572.67 | \$436.32 | \$381.78 | \$272.70 | \$218.16 | \$163.62 | \$109.08 |
| 96x | \$7,241.85 | \$3,342.39 | \$2,448.50 | \$2,331.90 | \$2,176.44 | \$1,632.33 | \$1,088.22 | \$816.17 | \$544.11 | \$414.56 | \$362.74 | \$259.10 | \$207.28 | \$155.46 | \$103.64 |

Broadsheet rates only eligible for broadsheet-sized products.

*Only Run of Section Rates apply

North Bay | Broadsheet

| Level | Double | Page | 3/4 Page | Junior Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page | 1/8 Page | 1/9 Page | 1/13 Page | 1/16 Page | 1/20 Page | 1/32 Page |
|-------|-------------|------------|------------|-------------|------------|------------|------------|------------|----------|----------|----------|-----------|-----------|-----------|-----------|
| Open | \$13,128.12 | \$6,059.13 | \$4,438.67 | \$4,227.30 | \$3,945.48 | \$2,959.11 | \$1,972.74 | \$1,479.56 | \$986.37 | \$751.52 | \$657.58 | \$469.70 | \$375.76 | \$281.82 | \$187.88 |
| 3x | \$10,436.53 | \$4,816.86 | \$3,528.63 | \$3,360.60 | \$3,136.56 | \$2,352.42 | \$1,568.28 | \$1,176.21 | \$784.14 | \$597.44 | \$522.76 | \$373.40 | \$298.72 | \$224.04 | \$149.36 |
| 6x | \$9,715.42 | \$4,484.04 | \$3,284.82 | \$3,128.40 | \$2,919.84 | \$2,189.88 | \$1,459.92 | \$1,094.94 | \$729.96 | \$556.16 | \$486.64 | \$347.60 | \$278.08 | \$208.56 | \$139.04 |
| 13x | \$9,189.96 | \$4,241.52 | \$3,107.16 | \$2,959.20 | \$2,761.92 | \$2,071.44 | \$1,380.96 | \$1,035.72 | \$690.48 | \$526.08 | \$460.32 | \$328.80 | \$263.04 | \$197.28 | \$131.52 |
| 26x | \$7,350.85 | \$3,392.70 | \$2,485.35 | \$2,367.00 | \$2,209.20 | \$1,656.90 | \$1,104.60 | \$828.45 | \$552.30 | \$420.80 | \$368.20 | \$263.00 | \$210.40 | \$157.80 | \$105.20 |
| 48x | \$5,645.90 | \$2,605.80 | \$1,908.90 | \$1,818.00 | \$1,696.80 | \$1,272.60 | \$848.40 | \$636.30 | \$424.20 | \$323.20 | \$282.80 | \$202.00 | \$161.60 | \$121.20 | \$80.80 |
| 72x | \$5,251.81 | \$2,423.91 | \$1,775.66 | \$1,691.10 | \$1,578.36 | \$1,183.77 | \$789.18 | \$591.89 | \$394.59 | \$300.64 | \$263.06 | \$187.90 | \$150.32 | \$112.74 | \$75.16 |
| 96x | \$4,989.08 | \$2,302.65 | \$1,686.83 | \$1,606.50 | \$1,499.40 | \$1,124.55 | \$749.70 | \$562.28 | \$374.85 | \$285.60 | \$249.90 | \$178.50 | \$142.80 | \$107.10 | \$71.40 |

Broadsheet rates only eligible for broadsheet-sized products.

*Only Run of Section Rates apply

Advertiser running in more than two zones on the same day will be billed at the full-run ROP rates.

ZONE PICK-UP DISCOUNT

15% pickup discount applies for ads placed in the same zone as the zone anchor ad within the same week (Monday-Sunday). Pickup zone ads must be same size and copy. Minor copy changes regarding hours of operation and/or days/dates of sale allowed. No other discounts apply.

Multiple insertions on the same day count toward frequency fulfillment. **Zone editions are published Wednesday, Thursday and Friday**

San Francisco | Tabloid

| LEVEL | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------|------------|------------|------------|------------|------------|------------|----------|-----------|
| Open | \$9,918.87 | \$4,939.83 | \$3,293.22 | \$2,469.92 | \$1,646.61 | \$1,254.56 | \$627.28 | \$313.64 |
| 3x | \$7,886.01 | \$3,927.42 | \$2,618.28 | \$1,963.71 | \$1,309.14 | \$997.44 | \$498.72 | \$249.36 |
| 6x | \$7,340.80 | \$3,655.89 | \$2,437.26 | \$1,827.95 | \$1,218.63 | \$928.48 | \$464.24 | \$232.12 |
| 13x | \$6,943.59 | \$3,458.07 | \$2,305.38 | \$1,729.04 | \$1,152.69 | \$878.24 | \$439.12 | \$219.56 |
| 26x | \$5,554.62 | \$2,766.33 | \$1,844.22 | \$1,383.17 | \$922.11 | \$702.56 | \$351.28 | \$175.64 |
| 48x | \$4,265.58 | \$2,124.36 | \$1,416.24 | \$1,062.18 | \$708.12 | \$539.52 | \$269.76 | \$134.88 |
| 72x | \$3,968.31 | \$1,976.31 | \$1,317.54 | \$988.16 | \$658.77 | \$501.92 | \$250.96 | \$125.48 |
| 96x | \$3,769.70 | \$1,877.40 | \$1,251.60 | \$938.70 | \$625.80 | \$476.80 | \$238.40 | \$119.20 |

Tab rates only eligible for tab-sized products.

*Only Run of Section Rates apply

Peninsula | Tabloid

| LEVEL | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------|------------|------------|------------|------------|------------|------------|----------|-----------|
| Open | \$8,626.04 | \$4,295.97 | \$2,863.98 | \$2,147.99 | \$1,431.99 | \$1,091.04 | \$545.52 | \$272.76 |
| 3x | \$6,857.57 | \$3,415.23 | \$2,276.82 | \$1,707.62 | \$1,138.41 | \$867.36 | \$433.68 | \$216.84 |
| 6x | \$6,383.19 | \$3,178.98 | \$2,119.32 | \$1,589.49 | \$1,059.66 | \$807.36 | \$403.68 | \$201.84 |
| 13x | \$6,037.85 | \$3,006.99 | \$2,004.66 | \$1,503.50 | \$1,002.33 | \$763.68 | \$381.84 | \$190.92 |
| 26x | \$4,829.77 | \$2,405.34 | \$1,603.56 | \$1,202.67 | \$801.78 | \$610.88 | \$305.44 | \$152.72 |
| 48x | \$3,708.98 | \$1,847.16 | \$1,231.44 | \$923.58 | \$615.72 | \$469.12 | \$234.56 | \$117.28 |
| 72x | \$3,449.66 | \$1,718.01 | \$1,145.34 | \$859.01 | \$572.67 | \$436.32 | \$218.16 | \$109.08 |
| 96x | \$3,277.62 | \$1,632.33 | \$1,088.22 | \$816.17 | \$544.11 | \$414.56 | \$207.28 | \$103.64 |

Tab rates only eligible for tab-sized products.

*Only Run of Section Rates apply

Advertiser running in more than two zones on the same day will be billed at the full-run ROP rates.

ZONE PICK-UP DISCOUNT

15% pickup discount applies for ads placed in the same zone as the zone anchor ad within the same week (Monday-Sunday). Pickup zone ads must be same size and copy. Minor copy changes regarding hours of operation and/or days/dates of sale allowed. No other discounts apply.

Multiple insertions on the same day count toward frequency fulfillment. **Zone editions are published Wednesday, Thursday and Friday**

San Francisco Chronicle | SFGate.com
Your Audience Delivered

East Bay | Tabloid

| LEVEL | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------|------------|------------|------------|------------|------------|------------|----------|-----------|
| Open | \$8,626.04 | \$4,295.97 | \$2,863.98 | \$2,147.99 | \$1,431.99 | \$1,091.04 | \$545.52 | \$272.76 |
| 3x | \$6,857.57 | \$3,415.23 | \$2,276.82 | \$1,707.62 | \$1,138.41 | \$867.36 | \$433.68 | \$216.84 |
| 6x | \$6,383.19 | \$3,178.98 | \$2,119.32 | \$1,589.49 | \$1,059.66 | \$807.36 | \$403.68 | \$201.84 |
| 13x | \$6,037.85 | \$3,006.99 | \$2,004.66 | \$1,503.50 | \$1,002.33 | \$763.68 | \$381.84 | \$190.92 |
| 26x | \$4,829.77 | \$2,405.34 | \$1,603.56 | \$1,202.67 | \$801.78 | \$610.88 | \$305.44 | \$152.72 |
| 48x | \$3,708.98 | \$1,847.16 | \$1,231.44 | \$923.58 | \$615.72 | \$469.12 | \$234.56 | \$117.28 |
| 72x | \$3,449.66 | \$1,718.01 | \$1,145.34 | \$859.01 | \$572.67 | \$436.32 | \$218.16 | \$109.08 |
| 96x | \$3,277.62 | \$1,632.33 | \$1,088.22 | \$816.17 | \$544.11 | \$414.56 | \$207.28 | \$103.64 |

Tab rates only eligible for tab-sized products.

*Only Run of Section Rates apply

North Bay | Tabloid

| LEVEL | Double | Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/8 Page | 1/16 Page |
|-------|------------|------------|------------|------------|----------|----------|----------|-----------|
| Open | \$5,941.71 | \$2,959.11 | \$1,972.74 | \$1,479.56 | \$986.37 | \$751.52 | \$375.76 | \$187.88 |
| 3x | \$4,723.51 | \$2,352.42 | \$1,568.28 | \$1,176.21 | \$784.14 | \$597.44 | \$298.72 | \$149.36 |
| 6x | \$4,397.14 | \$2,189.88 | \$1,459.92 | \$1,094.94 | \$729.96 | \$556.16 | \$278.08 | \$139.04 |
| 13x | \$4,159.32 | \$2,071.44 | \$1,380.96 | \$1,035.72 | \$690.48 | \$526.08 | \$263.04 | \$131.52 |
| 26x | \$3,326.95 | \$1,656.90 | \$1,104.60 | \$828.45 | \$552.30 | \$420.80 | \$210.40 | \$105.20 |
| 48x | \$2,555.30 | \$1,272.60 | \$848.40 | \$636.30 | \$424.20 | \$323.20 | \$161.60 | \$80.80 |
| 72x | \$2,376.94 | \$1,183.77 | \$789.18 | \$591.89 | \$394.59 | \$300.64 | \$150.32 | \$75.16 |
| 96x | \$2,258.03 | \$1,124.55 | \$749.70 | \$562.28 | \$374.85 | \$285.60 | \$142.80 | \$71.40 |

Tab rates only eligible for tab-sized products.

*Only Run of Section Rates apply

Advertiser running in more than two zones on the same day will be billed at the full-run ROP rates.

ZONE PICK-UP DISCOUNT

15% pickup discount applies for ads placed in the same zone as the zone anchor ad within the same week (Monday-Sunday). Pickup zone ads must be same size and copy. Minor copy changes regarding hours of operation and/or days/dates of sale allowed. No other discounts apply.

Multiple insertions on the same day count toward frequency fulfillment. **Zone editions are published Wednesday, Thursday and Friday**

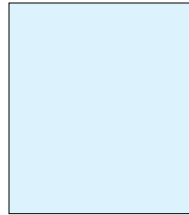
CHRONICLE MAGAZINE MODULAR SIZES



Two-Page Spread

Live Image:
18" x 10"

Bleed:
19" x 11"

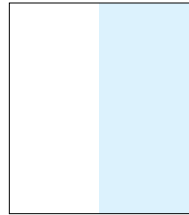


Full Page

Live Image:
8.75" x 10"

Bleed:
9.75" x 11"

.25" Trim

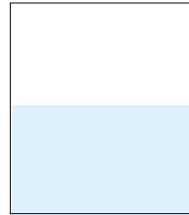


1/2 Page Vert.

Live Image:
4.25" x 10"

Bleed:
5.25" x 11"

.25" Trim

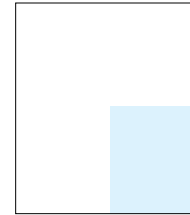


1/2 Page Horiz.

Live Image:
8.75" x 4.875"

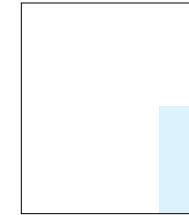
Bleed:
9.75" x 5.875"

.25" Trim



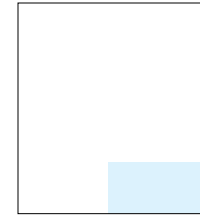
1/4 Page

Live Image:
4.25" x 4.875"



1/8 Page Vert.

Live Image:
2.125" x 4.875"



1/8 Page Horiz.

Live Image:
4.25" x 2.3"

.25" Total Gutter Safety

Dimensions include .5" inside gutter for two-page spread

NOTE: Magazine trim size is 9.25" x 10.5". For ease in ad placement, all bleed dimensions are given to bleed on all four sides. All live copy (copy that MUST print) should be kept .5" in on ALL sides of bleed dimensions. For additional size information, please see pages 4-7 or contact your Account Executive.



San Francisco Chronicle | SFGate.com
Your Audience Delivered

CHRONICLE MAGAZINE

Features to help you connect with customers.

San Francisco Chronicle Magazine is the perfect forum for your products and services — the content will provide you with the opportunity to direct your message to our readers and their specific interests.

- **Feature Stories** — Chronicle Magazine's cover story addresses issues of primary interest to an active, engaged Bay Area audience. Whether the topic of the month is related to travel, dining or home design, the magazine delivers information that inspires its readers to go out and seek new experiences — such as the products and services you provide.
- **Think About It** — The magazine begins with a look at the most significant events of the month ahead. Readers can plan for the festivals, programs and happenings that reinforce their connection to their communities.
- **Profile** — Chronicle Magazine sits down for a Q&A session with a notable individual to discuss topics related to the issue's particular theme.
- **Status Quo** — Bay Area readers take a strong interest in their personal finances, and this section provides plenty of financial food for thought. You'll reach a high-income audience ready to invest wisely.
- **Good Stuff** — This eye-catching page spotlights products connected to the issue's specific theme. Readers can see the consumer goods that will add style and utility to their daily lives.
- **Six of a Kind** — Chronicle Magazine now spotlights a half dozen similarly themed restaurants in each issue, complete with recipes from top chefs. There's no better way to reach an audience with discerning palates.

CHRONICLE MAGAZINE RATES — NON-COMMISSIONABLE

| | Open | 3x | 6x | 12x |
|----------------------|----------|----------|---------|---------|
| Full Page (*Premium) | \$13,500 | \$11,250 | \$9,750 | \$8,250 |
| Full Page | \$9,000 | \$7,500 | \$6,500 | \$5,500 |
| 1/2 Page | \$5,400 | \$4,500 | \$3,900 | \$3,300 |
| 1/4 Page | \$3,240 | \$2,700 | \$2,340 | \$1,980 |
| 1/8 Page | \$1,782 | \$1,485 | \$1,287 | \$1,089 |

*Premium Positions consist of inside front cover, pages 1 - 6, back cover and inside back cover

MARKETPLACE FEATURES

| Size | 12x | 6x | 3x | Open |
|-----------|-------|-------|-------|-------|
| 1/16 page | \$400 | \$500 | \$550 | \$600 |

Marketplace advertising contributes to the fulfillment of both Dollar Volume and Frequency Agreements

2009 EDITORIAL CALENDAR

January — Health & Fitness
 February — Spring Home Design
 March — Spring Travel
 April — Top 100 Restaurants
 May — Summer Fun & Adventure
 June — Weddings
 July — Summer Home Design
 August — Back to School
 September — Fall Home & Design
 October — Fall Travel
 November — Home for the Holidays
 December — Top 100 Wines

FREQUENCY FULL-RUN COURTESY RATES

| Full-Run Annual Insertion |
|---------------------------|
| Frequency |
| Open |
| 3x |
| 6x |
| 12x |

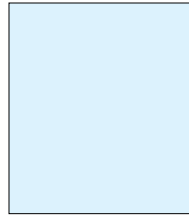
1. A signed, annual Frequency Portfolio Agreement is required to earn other than the open rates.
2. Minimum size ROP and zone advertisements for the Frequency Portfolio Agreement is 1/64 of a page.
3. Each full-run buy of ROP, Chronicle Magazine, Color Comics, SFIS, counts as one insertion and receives the rate or discount based on the annual insertion frequency level as indicated in the grid above. Multiple insertions in one issue count as multiple insertions.
4. The following do not count toward the Frequency Portfolio Agreement fulfillment: Classified and General advertising, Yahoo!, SFGate.com, other media products and all Special Classification Advertising.
5. Each Preprint buy counts as one insertion and receives the discount based on the annual preprint insertion frequency level.
6. Each Direct Marketing Product counts as one insertion.

San Francisco Chronicle | SFGate.com
 Your Audience Delivered

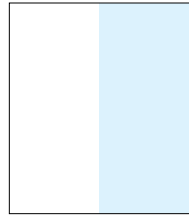
SFiS MODULAR SIZES



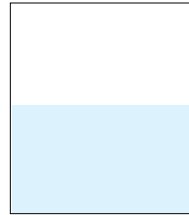
Two-Page Spread
24.5" x 19.75"



Full Page
12" x 19.75"



1/2 Page Vert.
5.875" x 19.75"



1/2 Page Horiz.
12" x 9.75"



1/4 Page
5.875" x 9.75"



1/8 Page Horiz.
5.875" x 4.75"

NOTE: There is no bleed on this product. All sizes are Live Image Area.



SFIS REACHES A COLLECTION OF A-LIST PROSPECTS

Distribution to the Right Audience

Targeted distribution to over 293,000 readers in affluent neighborhoods such as:

| | | |
|------------------|---------------------|------------------------------|
| Nob Hill | Russian Hill | Pacific Heights |
| Sea Cliff | Hillsborough | Atherton, Menlo Park, |
| Palo Alto | Belvedere | Tiburon |
| Sausalito | Ross | |

Ten thousand copies are **available in four-star hotels, high-end boutiques and select, upscale shopping destinations** in Union Square and throughout San Francisco. SFIS is also archived on SFGate.com, **the Bay Area's No. 1. local media site** that ranks among the **top 10 newspaper sites in the nation.**

Over 293,000 targeted readers who consistently out-earn, out-spend and out-perform the rest of this already affluent market.

\$250,000+ Household Incomes

42% of SFIS readers
6% of the Bay Area

Shop Union Square*

42% of SFIS readers
17% of the Bay Area

Live in Million-Dollar Homes

52% of SFIS readers
13% of the Bay Area

Own an Imported Luxury Car

38% of SFIS readers
17% of the Bay Area

Have College Degrees

67% of SFIS readers
35% of the Bay Area

Frequent Overseas Travelers**

49% of SFIS readers
24% of the Bay Area

*Past three months

**Three+ trips outside the continental U.S. in the past three years

Source: Scarborough Research, July 2007; Target SFIS reader is the daily Chronicle reader in the SFIS distribution area with household incomes of \$150,000 or more

SFIS RATES — RATE PER RUN — NON-COMMISSIONABLE

| Ad Size | 1x | 3x | 6x | 12x |
|--------------|----------|----------|----------|----------|
| Full page | \$9,375 | \$7,100 | \$6,400 | \$5,400 |
| 1/2 page | \$5,490 | \$4,000 | \$3,650 | \$3,000 |
| 1/4 page | \$2,940 | \$2,150 | \$1,925 | \$1,600 |
| 1/8 page | \$1,775 | \$1,290 | \$1,160 | \$975 |
| Double Truck | \$18,768 | \$14,100 | \$12,700 | \$10,800 |

PREMIUM POSITION RATES

| | |
|--------------------------------|------|
| Back page of section/sections: | +15% |
| Inside cover: | +10% |
| Table of contents adjacency: | +10% |
| Inside back cover: | +10% |
| All other positions requests: | +10% |

EDITORIAL CALENDAR

Available upon request.

FREQUENCY FULL-RUN COURTESY RATES

| Full-Run Annual Insertion |
|---------------------------|
| Frequency |
| Open |
| 3x |
| 6x |
| 12x |

1. A signed, annual Frequency Portfolio Agreement is required to earn other than the open rates.
2. Minimum size ROP and zone advertisements for the Frequency Portfolio Agreement is 1/64 of a page.
3. Each full-run buy of ROP, Chronicle Magazine, Color Comics, SFIS, counts as one insertion and receives the rate or discount based on the annual insertion frequency level as indicated in the grid above. Multiple insertions in one issue count as multiple insertions.
4. The following do not count toward the Frequency Portfolio Agreement fulfillment: Classified and General advertising, Yahoo!, SFGate.com, other media products and all Special Classification Advertising.
5. Each Preprint buy counts as one insertion and receives the discount based on the annual preprint insertion frequency level.
6. Each Direct Marketing Product counts as one insertion.

San Francisco Chronicle | SFGate.com
Your Audience Delivered

COLOR COMICS RATES

| Frequency | 1/4 Page | 1/3 Page | 1/2 Page | 3/4 Page | Full-Page | 2 Pages | 4 Pages |
|-----------|------------------|------------------|------------------|---------------|---------------|-------------|----------|
| | 10 1/4" x 4 1/4" | 10 1/4" x 6 1/2" | 10 1/4" x 9 3/4" | 10 1/4" x 15" | 10 1/4" x 20" | Or Flysheet | |
| Open | \$4,675 | \$5,973 | \$7,623 | \$11,121 | \$12,290 | \$22,110 | \$37,600 |
| 3x | \$4,390 | \$5,610 | \$7,170 | \$10,450 | \$11,550 | \$20,780 | \$35,340 |
| 6x | \$4,280 | \$5,470 | \$6,980 | \$10,180 | \$11,250 | \$20,230 | \$34,400 |
| 13x | \$4,140 | \$5,290 | \$6,750 | \$9,840 | \$10,880 | \$19,570 | \$33,280 |
| 26x | \$4,040 | \$5,170 | \$6,590 | \$9,620 | \$10,630 | \$19,130 | \$32,520 |
| 48x | \$3,460 | \$4,420 | \$5,640 | \$8,230 | \$9,090 | \$16,360 | \$27,820 |

| SIZE | WIDTH | HEIGHT |
|-----------|---------|--------|
| Full-page | 10 1/4" | 20" |
| 3/4 page | 10 1/4" | 15" |
| 1/2 page | 10 1/4" | 9 3/4" |
| 1/3 page | 10 1/4" | 6 1/2" |
| 1/4 page | 10 1/4" | 4 1/4" |
| 1/6 page | 10 1/4" | 3" |

SPADEA

Free-standing broadsheet, folded vertically and wrapped around comics. Special production charges may apply.

| Frequency | Spadea |
|-----------|----------|
| Open | \$14,430 |
| 6x | \$13,650 |
| 13x | \$12,870 |
| 26x | \$12,090 |
| 48x | \$10,920 |

1/2 Page Vert.

Print Area, Image Size:
4.25" x 20"

1. A signed, annual Frequency Portfolio Agreement is required to earn other than the open rates.
2. Minimum size ROP and zone advertisements for the Frequency Portfolio Agreement is 1/32 of a page.
3. Each full-run buy of ROP, Chronicle Magazine, Color Comics, SFis, counts as one insertion and receives the rate or discount based on the annual insertion frequency level as indicated in the grid above. Multiple insertions in one issue count as multiple insertions.
4. The following do not count toward the Frequency Portfolio Agreement fulfillment: Classified and General advertising, Yahoo!, SFGate.com, other media products and all Special Classification Advertising.
5. Each Preprint buy counts as one insertion and receives the discount based on the annual preprint insertion frequency level.
6. Each Direct Marketing Product counts as one insertion.

FRONT PAGE/SECTION FRONT ADS

Showcase your ad on the front page of **The Chronicle**, the Bay Area's No. 1 newspaper.

Premium placement and full color increase the visibility of your ad and ensure that it is seen by the customers you want to specifically target on any section of **The Chronicle** every day of the week.

Main News Front Page Strip: 9.75" x 2"
 All other Broadsheet Section Front: 9.75" x 2.79"

Skybox: 1.486" x 1.25"



SPADEAS

Gain extra attention in a premium position.

Printed on both sides, covering half of a section's front page and all of the back, a full-color, full-size spadea delivers your branding message with flair, to any section any day of the week. Extend the possibilities even further, employing fun, visually interesting designs to capture readers' attention.

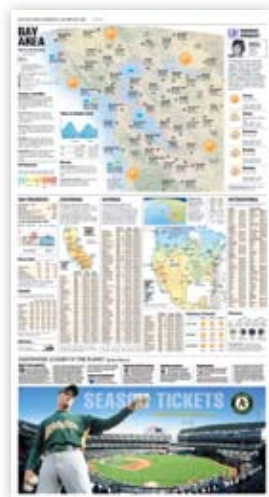


WEATHER PAGE

Don't pass up this outstanding opportunity to showcase your ad on **The Chronicle's** Weather Page.

Premium placement and full color* increase the visibility of your ad and ensure that it is seen by the customers you want to specifically target.

*No additional charge for color when available



UNIQUE AD POSITIONS

Grab attention with creative shapes.

Think well outside the box of standard ad shapes. Give your message maximum visibility with a layout that's truly memorable. Take advantage of the "Rapid Easy Buy" program and quickly plan a unique national ad campaign.

Head-turning Adscape formats include:

- U-Shape L-Shape Bookends Widget
- Skybox Shadow Stairstep Checkerboard
- Upside Down T-Shape and more!



PULL-OUT (AVAILABLE AUGUST 24, 2009)

Colorful sections with an extended shelf life.

Readers love pull-out sections that are easily portable and can be saved for future reference. Tell your marketing story in eye-catching, vibrant sections that offer a greater range of formats and page counts than ever before.

Extended pull-outs – Give yourself the space to tell your marketing story in four broadsheet pages.

Extra-wide ROP page – Stand out from the pack with an oversized broadsheet page that's perfect for your extended message.

Vertical banner – Put your message on the tab that extends from the newspaper and immediately catches the reader's eye.



EXTENDED PULL-OUTS

Give yourself the space to tell your marketing story in four broadsheet pages.

The Overhang:

1" x 20" (non-bleed)
 Print Area, Image Size:
 10" x 20"

ADDITIONAL INFORMATION

Contact your San Francisco Chronicle account executive for more information on any of these exciting products.

Daily

Daily - 225,100+

| Tab | 1x | 13x | 26x | 48x | 96x |
|-----|----------|----------|---------|---------|---------|
| SS | \$55.55 | \$43.33 | \$37.77 | \$31.86 | \$29.86 |
| 4 | \$66.15 | \$58.21 | \$51.60 | \$44.55 | \$42.18 |
| 8 | \$70.56 | \$62.09 | \$55.04 | \$47.52 | \$44.99 |
| 12 | \$74.97 | \$65.97 | \$58.48 | \$50.49 | \$47.80 |
| 16 | \$79.38 | \$69.85 | \$61.92 | \$53.46 | \$50.61 |
| 20 | \$83.79 | \$73.74 | \$65.36 | \$56.43 | \$53.42 |
| 24 | \$88.20 | \$77.62 | \$68.80 | \$59.40 | \$56.24 |
| 28 | \$92.61 | \$81.50 | \$72.24 | \$62.37 | \$59.05 |
| 32 | \$97.02 | \$85.38 | \$75.68 | \$65.34 | \$61.86 |
| 36 | \$101.43 | \$89.26 | \$79.12 | \$68.31 | \$64.67 |
| 40 | \$105.84 | \$93.14 | \$82.56 | \$71.28 | \$67.48 |
| 44 | \$110.25 | \$97.02 | \$86.00 | \$74.25 | \$70.30 |
| 48 | \$114.66 | \$100.90 | \$89.43 | \$77.22 | \$73.11 |

Daily - 75,100 to 150,000

| Tab | 1x | 13x | 26x | 48x | 96x |
|-----|----------|----------|----------|---------|---------|
| SS | \$67.41 | \$55.61 | \$48.87 | \$42.00 | \$38.48 |
| 4 | \$79.38 | \$73.43 | \$65.49 | \$57.40 | \$53.26 |
| 8 | \$83.90 | \$77.61 | \$69.22 | \$60.67 | \$56.29 |
| 12 | \$88.52 | \$81.88 | \$73.03 | \$64.01 | \$59.39 |
| 16 | \$93.03 | \$86.05 | \$76.75 | \$67.27 | \$62.41 |
| 20 | \$97.55 | \$90.23 | \$80.48 | \$70.54 | \$65.45 |
| 24 | \$102.06 | \$94.41 | \$84.20 | \$73.80 | \$68.47 |
| 28 | \$106.58 | \$98.59 | \$87.93 | \$77.07 | \$71.50 |
| 32 | \$111.20 | \$102.86 | \$91.74 | \$80.41 | \$74.60 |
| 36 | \$115.71 | \$107.03 | \$95.46 | \$83.67 | \$77.63 |
| 40 | \$120.23 | \$111.21 | \$99.19 | \$86.94 | \$80.66 |
| 44 | \$124.74 | \$115.38 | \$102.91 | \$90.20 | \$83.69 |
| 48 | \$129.26 | \$119.57 | \$106.64 | \$93.47 | \$86.72 |

Daily - 150,100 to 225,000

| Tab | 1x | 13x | 26x | 48x | 96x |
|-----|----------|----------|---------|---------|---------|
| SS | \$62.16 | \$49.73 | \$44.13 | \$36.89 | \$34.03 |
| 4 | \$73.50 | \$66.15 | \$59.54 | \$50.97 | \$47.59 |
| 8 | \$77.91 | \$70.12 | \$63.11 | \$54.03 | \$50.45 |
| 12 | \$82.32 | \$74.09 | \$66.68 | \$57.09 | \$53.30 |
| 16 | \$86.84 | \$78.16 | \$70.34 | \$60.22 | \$56.23 |
| 20 | \$91.25 | \$82.13 | \$73.91 | \$63.28 | \$59.08 |
| 24 | \$95.76 | \$86.18 | \$77.57 | \$66.41 | \$62.00 |
| 28 | \$100.17 | \$90.15 | \$81.14 | \$69.47 | \$64.86 |
| 32 | \$104.58 | \$94.12 | \$84.71 | \$72.53 | \$67.72 |
| 36 | \$109.10 | \$98.19 | \$88.37 | \$75.66 | \$70.64 |
| 40 | \$113.51 | \$102.16 | \$91.94 | \$78.72 | \$73.50 |
| 44 | \$118.02 | \$106.22 | \$95.60 | \$81.85 | \$76.42 |
| 48 | \$122.43 | \$110.19 | \$99.17 | \$84.91 | \$79.27 |

Daily - 10,000 to 75,000

| Tab | 1x | 13x | 26x | 48x | 96x |
|-----|----------|----------|----------|----------|---------|
| SS | \$78.54 | \$66.76 | \$58.91 | \$53.84 | \$48.37 |
| 4 | \$83.16 | \$79.00 | \$70.69 | \$65.32 | \$59.53 |
| 8 | \$87.78 | \$83.39 | \$74.61 | \$68.95 | \$62.84 |
| 12 | \$92.40 | \$87.78 | \$78.54 | \$72.58 | \$66.15 |
| 16 | \$97.02 | \$92.17 | \$82.47 | \$76.21 | \$69.46 |
| 20 | \$101.64 | \$96.56 | \$86.39 | \$79.84 | \$72.76 |
| 24 | \$106.26 | \$100.95 | \$90.32 | \$83.47 | \$76.07 |
| 28 | \$110.88 | \$105.34 | \$94.25 | \$87.10 | \$79.38 |
| 32 | \$115.50 | \$109.73 | \$98.18 | \$90.73 | \$82.69 |
| 36 | \$120.12 | \$114.11 | \$102.10 | \$94.35 | \$85.99 |
| 40 | \$124.74 | \$118.50 | \$106.03 | \$97.98 | \$89.30 |
| 44 | \$129.36 | \$122.89 | \$109.96 | \$101.61 | \$92.61 |
| 48 | \$133.98 | \$127.28 | \$113.88 | \$105.24 | \$95.92 |

Sizes not listed will be rounded up and charged at the next level.

All rates apply to CPM distribution to paid subscribers

Sunday

SUNDAY — Billed Qty. 300,100 +

| Tab | 1x | 13x | 26x | 48x | 96x |
|-----|----------|----------|---------|---------|---------|
| SS | \$57.54 | \$44.88 | \$39.13 | \$33.00 | \$30.58 |
| 4 | \$68.36 | \$60.16 | \$53.32 | \$46.04 | \$43.16 |
| 8 | \$72.77 | \$64.04 | \$56.76 | \$49.01 | \$45.95 |
| 12 | \$77.18 | \$67.92 | \$60.20 | \$51.98 | \$48.73 |
| 16 | \$81.59 | \$71.80 | \$63.64 | \$54.95 | \$51.52 |
| 20 | \$86.00 | \$75.68 | \$67.08 | \$57.92 | \$54.30 |
| 24 | \$90.41 | \$79.56 | \$70.52 | \$60.89 | \$57.08 |
| 28 | \$94.82 | \$83.44 | \$73.96 | \$63.86 | \$59.87 |
| 32 | \$99.23 | \$87.32 | \$77.40 | \$66.83 | \$62.65 |
| 36 | \$103.64 | \$91.20 | \$80.84 | \$69.80 | \$65.44 |
| 40 | \$108.05 | \$95.08 | \$84.28 | \$72.77 | \$68.22 |
| 44 | \$112.46 | \$98.96 | \$87.72 | \$75.74 | \$71.01 |
| 48 | \$116.87 | \$102.85 | \$91.16 | \$78.71 | \$73.79 |

SUNDAY — Billed Qty. 75,100 to 175,000

| Tab | 1x | 13x | 26x | 48x | 96x |
|-----|----------|----------|----------|---------|---------|
| SS | \$69.41 | \$57.26 | \$50.32 | \$43.25 | \$39.18 |
| 4 | \$81.69 | \$75.56 | \$67.39 | \$59.07 | \$54.27 |
| 8 | \$86.21 | \$79.74 | \$71.12 | \$62.34 | \$57.28 |
| 12 | \$90.72 | \$83.92 | \$74.84 | \$65.60 | \$60.27 |
| 16 | \$95.24 | \$88.10 | \$78.57 | \$68.87 | \$63.28 |
| 20 | \$99.75 | \$92.27 | \$82.29 | \$72.13 | \$66.27 |
| 24 | \$104.37 | \$96.54 | \$86.11 | \$75.47 | \$69.34 |
| 28 | \$108.89 | \$100.72 | \$89.83 | \$78.74 | \$72.35 |
| 32 | \$113.40 | \$104.90 | \$93.56 | \$82.00 | \$75.34 |
| 36 | \$117.92 | \$109.08 | \$97.28 | \$85.27 | \$78.35 |
| 40 | \$122.43 | \$113.25 | \$101.00 | \$88.53 | \$81.34 |
| 44 | \$127.05 | \$117.52 | \$104.82 | \$91.87 | \$84.41 |
| 48 | \$131.57 | \$121.70 | \$108.55 | \$95.14 | \$87.42 |

SUNDAY — Billed Qty. 175,100 to 300,000

| Tab | 1x | 13x | 26x | 48x | 96x |
|-----|----------|----------|----------|---------|---------|
| SS | \$64.16 | \$51.33 | \$45.55 | \$38.08 | \$34.73 |
| 4 | \$75.71 | \$68.14 | \$61.33 | \$52.50 | \$48.55 |
| 8 | \$80.12 | \$72.11 | \$64.90 | \$55.56 | \$51.38 |
| 12 | \$84.63 | \$76.17 | \$68.55 | \$58.69 | \$54.27 |
| 16 | \$89.04 | \$80.14 | \$72.12 | \$61.75 | \$57.10 |
| 20 | \$93.45 | \$84.11 | \$75.69 | \$64.81 | \$59.93 |
| 24 | \$97.97 | \$88.17 | \$79.36 | \$67.94 | \$62.83 |
| 28 | \$102.38 | \$92.14 | \$82.93 | \$71.00 | \$65.66 |
| 32 | \$106.89 | \$96.20 | \$86.58 | \$74.13 | \$68.55 |
| 36 | \$111.30 | \$100.17 | \$90.15 | \$77.19 | \$71.38 |
| 40 | \$115.71 | \$104.14 | \$93.73 | \$80.24 | \$74.20 |
| 44 | \$120.23 | \$108.21 | \$97.39 | \$83.38 | \$77.10 |
| 48 | \$124.64 | \$112.18 | \$100.96 | \$86.44 | \$79.93 |

SUNDAY — Billed Qty. 10,000 to 75,000

| Tab | 1x | 13x | 26x | 48x | 96x |
|-----|----------|----------|----------|----------|---------|
| SS | \$80.85 | \$68.72 | \$60.64 | \$55.42 | \$50.35 |
| 4 | \$85.47 | \$81.20 | \$72.65 | \$67.14 | \$61.77 |
| 8 | \$90.09 | \$85.59 | \$76.58 | \$70.77 | \$65.11 |
| 12 | \$94.71 | \$89.97 | \$80.50 | \$74.39 | \$68.45 |
| 16 | \$99.33 | \$94.36 | \$84.43 | \$78.02 | \$71.79 |
| 20 | \$103.95 | \$98.75 | \$88.36 | \$81.65 | \$75.12 |
| 24 | \$108.57 | \$103.14 | \$92.28 | \$85.28 | \$78.46 |
| 28 | \$113.19 | \$107.53 | \$96.21 | \$88.91 | \$81.80 |
| 32 | \$117.81 | \$111.92 | \$100.14 | \$92.54 | \$85.14 |
| 36 | \$122.43 | \$116.31 | \$104.07 | \$96.17 | \$88.48 |
| 40 | \$127.05 | \$120.70 | \$107.99 | \$99.80 | \$91.82 |
| 44 | \$131.67 | \$125.09 | \$111.92 | \$103.43 | \$95.16 |
| 48 | \$136.29 | \$129.48 | \$115.85 | \$107.06 | \$98.50 |

Sizes not listed will be rounded up and charged at the next level.

All rates apply to CPM distribution to paid subscribers

ACCEPTED SIZES (IMPRINT AREA)

| | |
|---------|------------------|
| 3" x 3" | 2 5/8" x 2 9/16" |
| 3" X 4" | 2 9/16" x 3 5/8" |

- Other sizes available including die cuts.
- Contact your advertising account executive for details.

PRINT AND DISTRIBUTION

| Size | Quantity | 1-Color | 2-Color | Full-Color |
|---------|-----------------|---------|---------|------------|
| 3" x 3" | 35,000-74,999 | \$52 | \$60 | \$112 |
| | 75,000-124,999 | \$48 | \$50 | \$80 |
| | 125,000-249,000 | \$44 | \$48 | \$69 |
| | 250,000+ | \$42 | \$45 | \$60 |

| | | | | |
|---------|-----------------|------|------|------|
| 3" x 4" | 35,000-74,999 | \$49 | \$58 | \$72 |
| | 75,000-124,999 | \$44 | \$47 | \$54 |
| | 125,000-249,000 | \$40 | \$45 | \$50 |
| | 250,000+ | \$37 | \$42 | \$45 |

- Minimum print run: 35,000
- Minimum distribution quantity per day: 20,000 (No partial ZIP codes allowed)
- Billed quantity: distribution plus 10% for spoilage
- Available Monday - Saturday. Home distribution only
- Not available for Sundays, holidays or in single-copy or sponsored papers
- One Front-Page Flag order accepted per day
- Sample or prototype required prior to acceptance
- Custom paper colors and creative concepts available; please contact your Account Executive for quote

DEADLINES

One proof service: 30 days prior to distribution rate
 Camera-ready art: 28 days prior to distribution rate

DISTRIBUTION OF ADVERTISER SUPPLIED FLAGS

| CPM |
|------|
| \$60 |

- Billed quantity: Distribution only (add 2% for spoilage, but do not bill)
- Minimum billing quantity: 35,000.
- Flags required in pads of 25 sheets per pad; shrinkwrapped 10 pads to a pack.
- Sample or prototype required prior to acceptance.

PRODUCTION INFORMATION

Complete deadline, mechanical specifications and production information available at SFGate.com/chronicleadinfo.

ADDITIONAL CHARGES

- Add 15% for specialty paper colors
- Add \$10 CPM for plate changes
- Second side printing: Please contact your account executive for a quote.

PRINT & DELIVERY INSERTS

The Chronicle offers a complete turnkey printing and distribution program for single sheet ad inserts.

POLYBAGS

Put your message around The Chronicle with a custom polybag.

Print yourself or allow us to print for you.

DIRECT MAIL

Our direct mail program includes creative design and layout, paper and printing, list rental, mailing source and postage.

Allow our direct mail experts to help you customize your direct mail campaign to your target audience.

STREET TEAM SPONSORED NEWSPAPERS

Create awareness of your products or sources through the street team newspaper program. Readers receive a complimentary paper distributed at locations of your choice, complete with a glossy full-color wrap carrying your message.

CHRONICLE DIRECT

The San Francisco Chronicle offers a wide variety of custom printing. The Chronicle can print your advertising message to household specific delivery. Each Chronicle Direct program is designed to help you reach your best customers and prospects.

| | | | One-Proof Service | | Final Material Deadline |
|-----------------|-----------------------------------|--------------------------------------|-----------------------------------------|---------------------------------------|-----------------------------------------------------------------------------------------------|
| Publication Day | Section | Space Reservation | Complete Art/Copy Due for PROOF SERVICE | Proof To Sales | |
| Monday | Datebook (ROP) | Friday, 4:30 p.m. | Thursday, 10 a.m. | Friday, 8 a.m. | Camera Ready, Final Proof Corrections, Pubset 'Pick-Up' w/No Change & Electronic Transmission |
| | Main News, Sports, Business | Friday, 4:30 p.m. | Thursday, 10 a.m. | Friday, 8 a.m. | Friday, 5 p.m. |
| Tuesday | Datebook (ROP) | Friday, 5 p.m. | Thursday, 5 p.m. | Friday, 3 p.m. | Friday, 5 p.m. |
| | Main News, Sports, Business | Monday, 10 a.m. | Thursday, 5 p.m. | Friday, 3 p.m. | Friday, 7 p.m. |
| Wednesday | Bay Area (Zones) | Monday, 5 p.m. | Monday, 10 a.m. | Monday, 5 p.m. | Monday, 2 p.m. |
| | Datebook (ROP) | Monday, 5 p.m. | Friday, 5 p.m. | Monday, 8 a.m. | Tuesday, 10 a.m. |
| | Home (Zones) Inside Datebook | Friday, 5 p.m. | Friday, 5 p.m. | Monday, 8 a.m. | Tuesday, 10 a.m. |
| | Main News, Sports, Business | Monday, 5 p.m. | Friday, 5 p.m. | Monday, 5 p.m. | Tuesday, 2 p.m. |
| Thursday | Bay Area (Zones) | Tuesday, 5 p.m. | Tuesday, 10 a.m. | Tuesday, 5 p.m. | Tuesday, 10 a.m. |
| | Datebook, Ovation (ROP) | Tuesday, 5 p.m. | Monday, 5 p.m. | Tuesday, 10 a.m. | Tuesday, 7 p.m. |
| | 96 Hours | Monday, 5 p.m. | Monday, 5 p.m. | Tuesday, 10 a.m. | Tuesday, 5 p.m. |
| | Main News, Sports, Business | Tuesday, 5 p.m. | Monday, 5 p.m. | Tuesday, 10 a.m. | Wednesday, 2 p.m. |
| Friday | Bay Area (Zones) | Wednesday, 5 p.m. | Wednesday, 10 a.m. | Wednesday, 5 p.m. | Wednesday, 10 a.m. |
| | Datebook, Business (ROP) | Wednesday, 5 p.m. | Tuesday, 10 a.m. | Wednesday, 10 a.m. | Thursday, 10 a.m. |
| | Main News, Sports | Wednesday, 5 p.m. | Tuesday, 10 a.m. | Wednesday, 10 a.m. | Thursday, 2 p.m. |
| Saturday | Datebook (ROP) | Thursday, 5 p.m. | Tuesday, 5 p.m. | Wednesday, 5 p.m. | Thursday, 7 p.m. |
| | Main News, Sports, Business | Thursday, 5 p.m. | Wednesday, 10 a.m. | Thursday, 10 a.m. | Friday, 2 p.m. |
| | New Homes | Monday, 5 p.m. | 2nd Friday, Preceding 5 p.m. | Tuesday, 10 a.m. | Wednesday, noon |
| Sunday | Main News, Sports, Insight, Books | Thursday, 10 a.m. | Wednesday, 10 a.m. | Thursday, 10 a.m. | Friday, 2 p.m. |
| | Real Estate, Business | Thursday, 10 a.m. | Wednesday, 10 a.m. | Thursday, 10 a.m. | Friday, noon |
| | Food & Wine (ROP) | Tuesday, 5 p.m. | Tuesday, 5 p.m. | Wednesday, 5 p.m. | Thursday, 5 p.m. |
| | Datebook, TV | 2nd Friday, Preceding 5 p.m. | 2nd Friday, Preceding 5 p.m. | Tuesday, 8 a.m. | Wednesday, noon |
| | Travel, Home & Garden, Style | Wednesday, 10 a.m. | Tuesday, 5 p.m. | Thursday, 10 a.m. | Thursday, 5 p.m. |
| | The Wrap (Peninsula) | Thursday, 10 days in advance, 5 p.m. | Thursday, 10 days in advance, 5 p.m. | Friday, 9 days in advance, 10 a.m. | Friday, 9 days in advance, 5 p.m. |
| | Spadea/Comics | Monday, 20 days in advance, 5 p.m. | Monday, 20 days in advance, 5 p.m. | Wednesday, 18 days in advance, 5 p.m. | Friday, 16 days in advance, 5 p.m. |

General Holiday:

All deadlines advance ONE DAY for publication date during the week in which a holiday occurs.

4-color Ad Material Deadlines:

MATERIAL deadlines advance TWO (2) DAYS for all four-color ads.

Effective May 3, 2010

*Subject to change

| | One-Proof Service | | Final Material Deadline |
|---------------------------------------|-----------------------------------------|-----------------------------------|-----------------------------------------------------------------------------------------------|
| Space Reservation | Complete Art/Copy Due for Proof Service | Proof To Sales | Camera Ready, Final Proof Corrections, Pubset 'Pick-Up' w/No Change & Electronic Transmission |
| Wednesday, 18 days in advance, 5 p.m. | Thursday, 17 days in advance, 5 p.m. | Friday, 16 days in advance 5 p.m. | Tuesday, 12 days in advance 5 p.m. |

General Holiday:

All deadlines advance ONE DAY for publication date during the week in which a holiday occurs.

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SHIPPING INSTRUCTIONS FOR ART MATERIALS

Please include a printout of the ad. For color ads, provide an accurate color printout, as well as separation printouts.

San Francisco Chronicle
Attention: (Account Executive), Advertising Department
100 Fifth St.
San Francisco, CA 94103

For art materials to be returned, please attach full instructions with COMPLETE ADDRESS on submitted artwork. Materials will be returned two weeks after the ad publication date.

SHIPPING INSTRUCTIONS FOR PREPRINTS (EFFECTIVE JUNE 20, 2009)

All inserts should be delivered to:

Transcontinental Northern California
47540 Kato Road
Fremont, California, 94538

The 1 to 3 receiving docks are accessible Monday to Saturday from 7 a.m. to 7 p.m. Report to receiving door. Appointments are mandatory. To schedule an appointment or for directions call (510) 440-0111.

DEADLINES (based on calendar days)

Publication day Advertising Reservation Delivery at Transcontinental

Monday to Friday
5 p.m., 14 days prior 7 days prior to publication day

Saturday 5 p.m. on Monday,
7 days prior 12 days prior

Sunday 5 p.m. on Monday,
On Friday, 9 days prior 13 days prior

Notes: **Inserts should not be delivered before 14 days prior to publication day.** Delivery could be required ahead of time, because of legal holidays. In such cases, the advertising representative will notify the advertiser.

For additional information contact the San Francisco Chronicle Preprint Department (415) 777-7429.

GUIDELINES FOR SENDING DIGITAL ADVERTISING

AD TRANSIT: Send us your PDF files over the Internet — FREE!

Deliver your ad easily through your browser of choice — the same tools you use to surf for information can bring your ad to the San Francisco Chronicle. Some services are free or cost less than postage. These systems offer secure transfer of your files, prompt notification that your ad was received and support personnel who can help with problems. No e-mail to get lost. No e-mail client to corrupt your attachments. No unread mailboxes.

AdTransit is Web-based Ad Transfer, notification, confirmation and tracking system used by the San Francisco Chronicle — www.adtransit.com. Anyone can register to use this service to send ads to us. There is no cost for ads sent to the San Francisco Chronicle. You may be charged for ads you send to other newspapers. The San Francisco Chronicle pays the AdTransit fee for ads sent to the San Francisco Chronicle.

The ad is uploaded via the Internet and stored on the AdTransit server, which then passes the file to the San Francisco Chronicle. This means that even if our server malfunctions, we can receive your ad. You receive immediate confirmation that your ad has been uploaded via AdTransit, and an e-mail confirmation that it has reached the San Francisco Chronicle. AdTransit provides technical support directly to you — a service we have arranged for you at no cost.

Go to www.adtransit.com/sfchronicle for instructions. It will take you about 10 minutes to complete the registration. If you need help, you can call the AdTransit support line, your Account Executive, the Prepress department at the San Francisco Chronicle, 415-777-7542, or you can read more about it on our website at SFGate.com/c/advertise/guidelines.

Removable Media

Diskette, CD, DVD

File Formats

Preferred format is Adobe Acrobat 4 PDF or higher file with all fonts embedded. Please refer to page 52 for Acrobat 4 Distiller Job Option Settings.

DIGITAL AD TRANSMISSION SERVICES

AD TRANSIT

- Advertisers and agencies can send ads free to the San Francisco Chronicle through the Internet
- Users must establish an AdTransit account before transmission at www.adtransit.com
- Support issues: Email: support@adtransit.com Phone: 800-254-6533

ADSEND

- This is a low cost, straightforward and managed ad delivery system
- Advertisers pay a fee for each ad that is sent through the system
- It is available 24 hours a day, seven days a week
- Users must establish an AdSend account before transmission www.adsend.com Click the REGISTER NOW WITH THE NEW ADSEND button and follow the instructions.
- Support issues: Email: adsendsupport@adsend.com Phone: 800-823-7363

For more information on any of these digital ad delivery options, please contact the San Francisco Chronicle Digital File Operations at 415-777-7542

FTP DIGITAL MATERIALS

1. All ads and other digital material received through FTP must be accompanied by an e-mail message to eads@sfchronicle.com containing the following information:

- | | |
|------------------------|------------------------------------------|
| • Advertiser name | • Publication date |
| • Contact name | • Size |
| • Contact phone number | • Caption |
| • PDF file format | • ADMARC or Ad Manager work order number |

The SFChronicle work order number should be used as the file name. However, if it isn't used, please limit the file name to no more than 15 characters. It should not contain any spaces, underscores or other non-alphanumeric characters.

2. If the material received is to replace previously sent material, it must be noted as "REPLACEMENT."

3. The information for the FTP site is:

HOST: [ftp.sfchron.com](ftp://ftp.sfchron.com)

Ignore PERMISSION DENIED warning and drag and drop file into the window.

PREPARING ADOBE ACROBAT 4.0 OR HIGHER PDF FILES

Selecting a print driver and PPD:

Using the Acrobat Distiller Printer Description (PPD) file with your LaserWriter of choice is recommended. Otherwise be sure to use a color PPD with color files or a black and white PPD for black and white files.

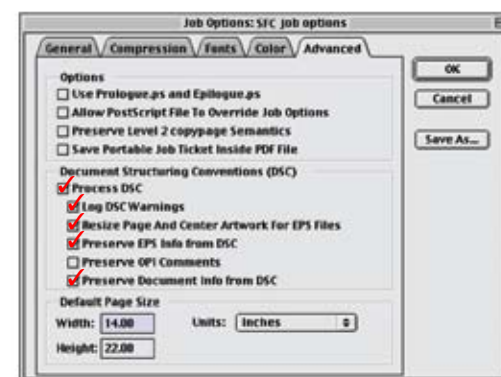
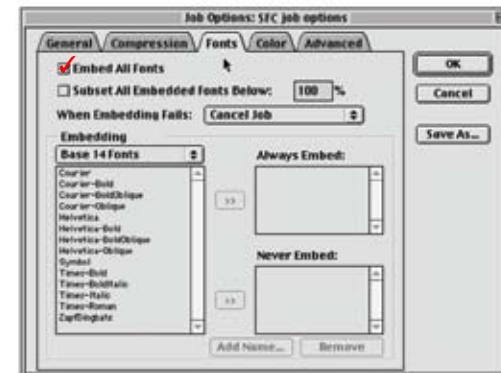
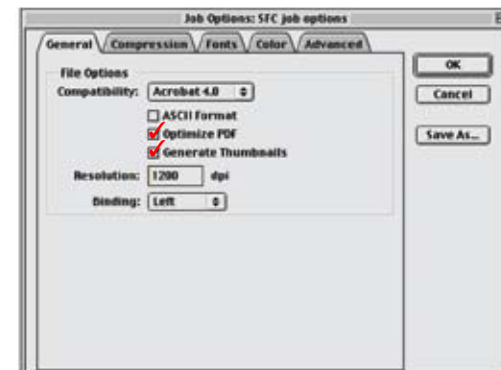
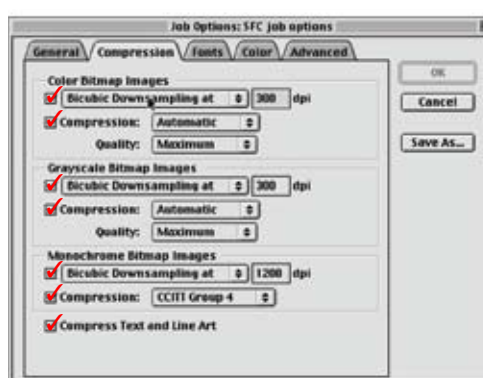
Color Handling:

Convert all RGB and indexed color images and text to CMYK before distilling your file.

Fonts:

Be sure to embed all fonts.

When saving your files, selecting these Job Options can help produce an optimized file. Please feel free to contact the Digital Department for assistance at 415-777-7542.



WEB OFFSET PRINTING

1. Minimum size ad — 1/32 of a page.
2. Advertising must be as many inches deep as columns wide in general news sections. Strip advertising available in Main News, Sports, Travel, Datebook (except Sunday in the Pink Datebook) and Business sections only.
3. Highlights should not be less than 5% printing dot; shadow dots should not exceed 85 percent (15 percent non-printing dot). Line art should not be less than 1 pt. in thickness. For contrast and readability, reverse type should not be positioned within screened areas containing less than a 60% screen on any one, two, three, or four colors.
4. All ad material must contain crop marks adjacent to image area.

ELECTRONIC MATERIALS - Preparing Digital ads using Macintosh:

1. Size must be accurate, no shrinking factor.
2. We do not accept True Type or Open Type fonts.
3. An Acrobat 7 PDF or higher is preferred for all pagination/press-ready ads. When submitting Acrobat 4 PDFs, please refer to page 52 for Acrobat 4 Distiller Job Option Settings.
4. A Multi-Ad Creator 7 or higher document with placed Photoshop files is preferred for all non-pagination/press-ready ads. All postscript fonts and graphics must be included with ad at time of submission.
 - a. Photoshop files should be 240 dpi, line art files should be 600 dpi.
 - b. Art should be placed in document at 100% size.
5. Other acceptable software programs are Photoshop 7 & Illustrator 10, although it will have to be resaved to Illustrator 8.
 - a. When submitting ads prepared in Photoshop 7, we recommend using the Save As Photoshop PDF function. In the PDF Options Dialog box, choose: Encoding: Quality — 12 — Maximum; (x) Include Vector Data; and (x) Embed Fonts. This will ensure your fonts will print at the full resolution of the typesetter.
 - b. When submitting ads prepared in Illustrator 10, convert all fonts to outlines. Postscript fonts and graphics must be included with ad at time of submission.
6. Material can be submitted on CDs. Please provide a disk directory printout of the content on the disk provided.
7. A printout of the ad is required. For color ads, provide an accurate color printout. Match-Print is the preferred proofing process; progressive press proofs are acceptable.
8. All ad material must contain crop marks adjacent to image area.
9. Centerspread (doubletruck) ads must be submitted in one piece.
10. Line art should not be less than 1 pt. in thickness.

MECHANICAL MEASUREMENTS

All sizes listed are before processing.

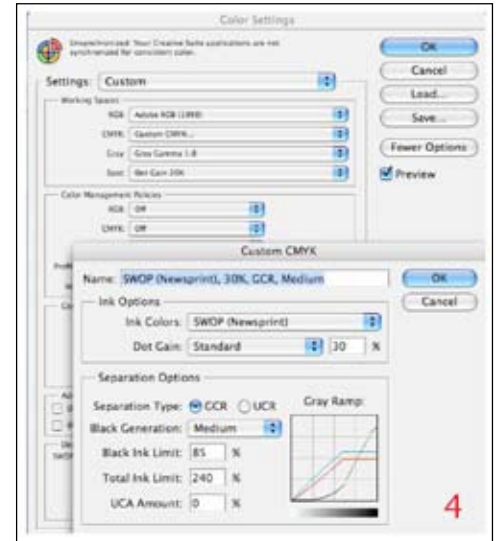
1. Standard Size Sections
 - a. Type page size: 9.75" x 20".
 - b. Double truck size: 20.75" x 20"
 - c. Space must be ordered in modular sizes listed on pg 4. Advertisements over 18" in depth will be charged full column depth of 20".
2. ROP Column Widths

| | |
|----------|--------|
| 1 column | 1.486" |
| 2 column | 3.139" |
| 3 column | 4.792" |
| 4 column | 6.444" |
| 5 column | 8.097" |
| 6 column | 9.75" |
3. Tabloid Size Sections
 - a. Type page size: 9.75" x 9.83", 6 columns to page.
 - b. Double truck size: 20.25" x 9.83".
 - c. Space must be ordered in modular sizes listed on pg 6. Tabloid Ads with depth greater than 6.833" are billed at full depth of 9.8333"

ADS BUILT BY CHRONICLE

1. We prefer all art and copy to be submitted digitally.
2. Line screens are as follows:
 - The San Francisco Chronicle newspaper: 120-line screen
 - Chronicle Magazine, color: 133-line screen
 - Chronicle Magazine, black and white: 110-line screen
 - SFiS Magazine, color: 150-line screen
 - Line screens other than listed above are unacceptable.
3. Our Creative Services Department or Marketing Design Group can assist you with comprehensive layouts, camera-ready art, illustrations and complete processing of materials for publication in all the products of the San Francisco Chronicle. A fee of \$100.00 per hour will be charged for illustrations. Photography services are also available. Call your San Francisco Chronicle account executive for complete illustration and photography charges. Standard Size Sections

Below are Photoshop Color Settings required to achieve 240% total CMYK ink density limit for darkest parts of all photos in display ads. After entering these figures, convert images from RGB to CMYK for proper ink density required for newsprint.



COLOR REQUIREMENTS

1. Printing materials requested for color should be submitted digitally in Process Color (CMYK) only. No spot colors please.
2. Highlights should not be less than 5%.
3. Type smaller than 12 points should not be reversed on a single color background. Type should not be reversed on a yellow or other light-colored background.
4. Maximum overprint density of 4-color should not exceed 240%. SNAP specs are acceptable. See instructions above.
5. Four-color black is unacceptable for type and rules. Color can shift and misregistration becomes more visible. No 4-color black tint boxes with reversed white type.
6. Rules that are 4 points or thinner or type smaller than 7 points should be reproduced as one color only. (100% black is recommended.)
7. Image trap should be 0.005 inches or higher.

For more mechanical information, contact The Chronicle's Creative Services Department at 415-777-6308.

GENERAL INFORMATION

- Rates are shown for tabloid-sized pages. One standard page is considered two tabloid pages. Additional “Flexie” rates available on request.
- Preprinted sections are accepted at the San Francisco Chronicle's option after submission of samples for copy and mechanical acceptability.
- All pages that resemble editorial matter must be marked “Advertisement.”
- Preprints cancelled after deadline, arriving early or late, or improperly skidded, folded or trimmed will be charged additional handling and storage costs, based on expenses incurred by the San Francisco Chronicle.
- The San Francisco Chronicle will not be liable for printing or other preprint costs due to incomplete distribution.
- Product sample rates quoted on request. Rates shown do not apply; partial pages will be subject to additional charges.
- Information on additional charges incurred when General Advertising appears in a Retail Preprint available upon request.
- Additional charges for stitched insert or reply card.
- Sunday rates apply to New Year's Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.

PREPRINTS (IN-PAPER DISTRIBUTION)

Home delivery (Monday - Saturday, Sunday)

Home-delivered circulation Monday through Sunday; geographically distributed by ZIP code to Chronicle subscribers Monday through Sunday in six Bay Area counties of San Francisco, San Mateo, Santa Clara, Alameda, Contra Costa, and Marin, plus portions of Sonoma, Napa counties and the Vallejo/Benicia area.

NOTE: Circulation overlaps across ZIP code boundaries due to the structure of carrier routes.

MINIMUM INSERTION AMOUNT: 10,000

Single copy (Wednesday - Friday, Sunday)

Single-copy circulation is available Wednesday, Thursday, Friday and Sunday; geographically distributed by a Metro Zone Cluster Wednesday through Friday, while Sunday uses the Preprint Zone Cluster (no individual ZIP-code distribution offered).

Preprint sizes

- Minimum size accepted: 5 3/4" x 3 1/2".
- Flexie: 5 3/4" x 3 1/2" through 7" x 11". (8" x 10" does not qualify.)
- Tabloid supplements: Minimum 7" x 11"; maximum 11" x 10 1/2".
- Standard (full page) supplements — folded no larger than 11" x 10 1/2".
- The leading edge of a standard size insert should be 3/4" higher than the tail edge. Dummies provided upon request.

Paper Weight

- Single sheet — 5 3/4" x 3 1/2" = 104 lb. stock, up to 11" x 8 1/2" = 70 lb. stock, bigger than 11" x 8 1/2" = 50 lb. stock
- Four-page regular tabloid — 40 lb. stock.
- Four-page 5 3/4" x 3 1/2" — approximately 40 lb. stock.

Paper thickness

- Minimum thickness .005 (13 mm).

PACKING INSTRUCTIONS

Daily Bundle Requirements

- Preprints must be in bundles of equal count per bundle and skids should contain equal amounts of bundles.

BUNDLE SIZE

Bundles must be sized as follows:

| Tab Pages | 4 | 8 | 12 | 16 | 20 | 24 | 28 | 32 | 36 | 40 | 44-56 | 56+ |
|-----------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|----------|
| Standard | 2 | 4 | 6 | 8 | 10 | 12 | 14 | 16 | 18 | 20 | 22-28 | 28+ |
| Turns | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 25 | 25 |
| Newsprint | 1,000 | 500 | 400 | 300 | 300 | 250 | 200 | 150 | 150 | 100 | 100 | 50 |
| Glossy | 500 | 250 | 200 | 150 | 150 | 150 | 100 | 100 | 100 | 50 | 50 | 25 or 50 |

- Single sheet without fold must have a flag protruding a minimum of 2" from the bundle at each 50 count.
- Glossy sections up to 56 pages must be stacked in turns of 25. Catalogs over 56 pages must be in turns of 25.

Sunday Turn Requirements

- Preprints must be delivered in a consistent number per turn, as follows:
- Unstitched and 56 tabloid pages or smaller — minimum 75 per turn, maximum 125 per turn.
- Stitched or larger than 56 tabloid pages — 50 per turn.

CHRONICLE MAGAZINE ART & COPY PREPARATION

1. The San Francisco Chronicle requests that all material be supplied in digital format. This applies to color as well as black & white material. Macintosh platform preferred.
2. Size must be accurate, no shrinking factor.
3. An Acrobat 4 PDF is preferred for all pagination/press-ready ads.
 - a. When submitting Acrobat 4 PDFs, please refer to page 52 for Acrobat 4 Distiller Job Option Settings.
 - b. We do not accept True Type or Open Type fonts.
4. A Quark 4 or Multi-Ad Creator 7 document with placed Photoshop files is preferred for all non-pagination/press-ready ads. All postscript fonts and graphics must be included with ad at time of submission.
 - a. Photoshop files should be 300 dpi, line art files should be 600 dpi. Line art should not be less than 1/2 pt. in thickness.
 - b. Art should be placed in document at 100% size.
 - c. We do not accept True Type or Open Type fonts.
 - d. Quark Hyphenation and Justification settings should be as follows (Use of any other H&J settings will be overridden upon importation with page):
Auto Hyphenation – ON, Smallest Word: 4,
Minimum before: 2, Minimum after: 2
Break Capitalized Words: ON
Hyphens in a Row: Unlimited, Hyphenation Zone: 0"
Justification Method – Space: Min.: 85%, Opt.: 95%,
Max.: 100%, Char: Min.: -1%, Opt.: 0%, Max: 5%,
Flush Zone: 0", Single Word Justify: ON
5. Other acceptable software programs are Photoshop 7 and Illustrator 10, although it will have to be resaved to Illustrator 8.
 - a. We do not accept True Type or Open Type fonts.
 - b. When submitting ads prepared in Photoshop 7, we recommend using the Save As Photoshop PDF function. In the PDF Options Dialog box, choose: Encoding: Quality — 12 — Maximum; (x) Include Vector Data; and (x) Embed Fonts. This will ensure your fonts will print at the full resolution of the typesetter.
 - c. When submitting ads prepared in Illustrator 10, convert all fonts to outlines. Postscript fonts and graphics must be included with ad at time of submission.
6. Highlights should not be less than 5%. Shadow dots should not exceed 85 percent (15 percent non-printing dot).
7. All ad material must contain crop marks adjacent to image area.
8. Centerspread (doubletruck) ads must be submitted in one piece.
9. Material can be submitted on CDs. Please provide a disk directory printout of the content on the disk provided.
10. For more mechanical information, contact The Chronicle's Creative Services Department at 415-777-6308.
11. Having The Chronicle prepare your ad:
 - a. The Chronicle's Creative Services Department can assist you with comprehensive layouts, camera-ready art, illustrations and complete processing of materials. A fee of \$100.00 per hour will be charged for illustrations. Photography services are also available. Call your Chronicle account executive for complete illustration and photography charges.
12. When having The Chronicle prepare your ad, if applicable to your particular ad please provide:
 - a. Detailed layout with typed instructions.
 - b. Approved typed copy with headline, subhead, text, price, etc., clearly marked.
 - c. Color-corrected digital art.
 - d. Continuous-tone prints – black & white, or color.
 - e. Logos, line art, etc.

COLOR REQUIREMENTS

1. Printing materials requested for color should be submitted digitally in Process Color (CMYK).
2. Spot color inks should be identified by ANPA Ad/Litho/Ad Book #9. Subject to conversion to process inks.
3. Maximum overprint density of 4-color should not exceed 280%. SNAP specs are acceptable.
4. 4-color black is unacceptable for type and rules. Color can shift and misregistration becomes more visible. For type that is at least 8 points and larger, the San Francisco Chronicle recommends using 20% cyan behind black to boost color as needed.
5. Type should not be reversed on a yellow or other light-colored background.

SHIPPING INSTRUCTIONS

1. See Shipping and Materials Instructions for details.
2. If Macintosh disk varies from required specifications, please contact The Chronicle's Creative Services Department at 415-777-6308 or The Chronicle's Production Department at 415-777-7298.

These standard terms and conditions are hereby made part of the attached Contract/Agreement (the "Advertising Agreement") by and between the San Francisco Chronicle, a division of Hearst Communications, Inc., ("Chronicle") and the Advertiser named therein and party thereto ("Advertising Party") and its advertising agency, if any ("Advertising Agency", and together with Advertising Party, "Advertiser"). Each such party acknowledges that the following additional terms and conditions are incorporated in and made a part of the Advertising Agreement.

A. ADVERTISING ACCEPTANCE/AGREEMENTS/RATES/COPY REGULATIONS

1. All advertising is accepted subject to Chronicle's approval. The Chronicle shall at all times have the right without liability to reject, in whole or in part, any advertisement scheduled to appear in the newspaper for any reason in Chronicle's sole discretion, even if such advertisement has previously been acknowledged or accepted.

2. All advertising spending during the agreement period contributes towards Dollar Volume Contract fulfillment. Columns, inches or Classified lines purchased during the agreement period contribute to Space Agreements. Contributions to Frequency Agreements are based upon qualifying insertion orders during the agreement period. Fulfillment will be cumulative from the start of the Advertising Agreement. Limitations and restrictions may apply to some advertising categories and separate space or line advertising agreements may be required.

3. General advertising rates are commissionable at 15% only to Advertising Agencies recognized by the Chronicle. Cash discounts are not available. Retail rates are net and non-commissionable and are not available to advertising agencies. No cash discounts are offered. All General advertising is commissionable. All Retail advertising is non-commissionable. General classified advertising in connection with automotive and recruitment is commissionable. All other Classified advertising is non-commissionable.

4. If an Advertising Agreement threshold is exceeded during the initial contract period, the Advertiser may elect to upgrade the commitment level to obtain a more favorable rate going forward. If an Advertiser does not fulfill the annual commitment in the specified time period, the Chronicle will adjust all advertising placed during the Advertising Agreement period to the actual rate earned.

5. It is a condition of this Advertising Agreement that the Chronicle reserves the right to revise (upward or downward) its advertising rates at any time. The revised rates will become effective on the announcement date for all Advertisers ("Effective Date") except for Advertisers who qualify for a guaranteed rate for the duration of a previously existing contract.

a. If the Chronicle revises rates, then Advertisers are allowed to continue the Advertising Agreement at the new rates or to cancel the existing Agreement without penalty before the Effective Date of the new rates, provided that advertising performance level at the time of cancellation, in Chronicle's sole judgment, is consistent with fulfilling the original Advertising Agreement at the earned rate, if applicable.

b. If Advertisers elect to take advantage of newly established rates or revise the existing Advertising Agreement performance level to a level with a more favorable rate, then upon proper written approval, the Advertisers affected may be allowed to terminate the existing Advertising Agreement without penalty, if Chronicle determines that the advertising performance level at the time of cancellation is consistent with fulfilling the original Advertising Agreement. A new Advertising Agreement will be signed at the new Advertising Agreement level rate, superseding the prior Advertising Agreement.

c. If an Advertiser decides to cancel the existing Advertising Agreement to take advantage of a new lower rate and has not performed at a level that, in Chronicle's sole judgment, would be sufficient to fulfill the existing Advertising Agreement, then the Advertiser will be billed the difference between the Advertising Agreement rate and the rate earned prior to cancellation in accordance with the rate schedule applicable prior to the revision.

6. Words such as "advertisement" will be placed with a minimum point size of 14 at the top of copy that, in Chronicle's opinion, resembles editorial matter.

7. Advertising policies, terms, conditions and general information in the Rate Card Standard Terms and Conditions are subject to change at any time by the Chronicle. Chronicle will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in its rate card or with its terms and conditions. Terms in advertising orders that do not conform to the rates or terms and conditions on the existing rate card(s) will be regarded as clerical errors. Copy accompanying such orders will be inserted for publication and charged at the applicable effective rate.

8. The Chronicle shall not be responsible for orders, cancellations, corrections or copy given over the telephone. Written confirmation of any of the above must be received within sufficient time (as may be determined by the Chronicle) to allow Chronicle implementation or the advertising will be billed as originally ordered at corresponding rates.

9. The Advertiser and/or Chronicle shall designate the width in columns and the exact depth in inches to the nearest half inch or Classified line. The Chronicle will bill the advertisement in exact space ordered.

a. The printed image size of ads may vary from the mechanical measurements as a result of production parameters and processing shrinkage.

b. All display advertisements are billed from cut off rule to cut off rule. For in column ads, there is a charge for one cut off rule per liner ad.

c. Standard size advertisements over 19.5 inches in depth and tabloid size advertisements over 11 inches in depth will be charged full column depth of 21.5 inches and 11.5 inches respectively.

10. Display advertisements will be positioned from the bottom of the page. No guarantee is made regarding positioning. Orders specifying positions are accepted only on a request basis, subject to the right of the Chronicle to determine actual positions in its sole discretion. In no event will adjustments, reruns or refunds be made because of the position in which an advertisement has been published.

11. Advertiser is responsible for checking advertising copy for corrections and providing the Chronicle with prompt written notice of errors or changes within the Chronicle's deadlines.

12. Clippings, checking copies or tear sheets must be ordered at the time the ad is placed and fees will be charged for these services.

13. All advertising copy must be accompanied by a layout and correctly marked for processing by Chronicle's composing room. If any changes are required by the Chronicle to conform advertising copy to Chronicle requirements, the time required to make these changes will be billed to the Advertiser at hourly rates currently in effect by the Chronicle.

14. Reasonable commercial effort will be made to return artwork and layouts furnished by Advertisers upon reasonable request, but the Chronicle shall not be held responsible in case of loss or damage.

15. All advertising set and not published within 30 days will be billed and charged production charges at the Chronicle's current rates plus any additional costs incurred by the Chronicle. Production charges are based upon the Chronicle's current production schedules that are available upon request. Claims for adjustment of production charges must be made within 30 days of publication.

16. All preprinted advertising inserts must conform to the printing, packing and shipping instructions of the Chronicle. Copies of current instructions are available upon request. Preprints, which fail to conform to these instructions, will be subject to applicable charges for labor and late delivery, and other costs incurred by the Chronicle. All preprint delivery complaints must be received at the Chronicle's offices within three (3)

days of distribution. The Chronicle cannot guarantee that all preprints will be inserted, or that every newspaper distributed will include a particular preprint. Advertiser understands and accepts that the Chronicle shall not have any liability for less than complete insertion of any preprints.

B. CREDIT AND BILLING POLICY

1. All rates are net, cash with order, unless credit has been approved in writing by the Chronicle credit department. The Chronicle may at any time and at its sole discretion (i) require cash with order in the form of cash, cashier's check or certified funds, (ii) require immediate payment in full of any outstanding balances, (iii) refuse to accept advertising until all past due payments are made, (iv) refuse to publish advertising, or (v) require all or any of the above.

2. All payments are to be made to The Chronicle's offices in San Francisco, California. Checks should be made payable to the San Francisco Chronicle in U.S. dollars. All advertising placed by Advertisers outside the United States must be prepaid in U.S. funds drawn on a U.S. bank.

3. Acceptance and publication of advertising does not constitute an extension of credit to the Advertiser or Advertising Agency. The Chronicle may, at its sole option, extend credit upon completion of an application for credit and/or personal guarantee, along with any other additional information, surety, and credit reference deemed necessary by the Chronicle.

4. Where credit is extended, monthly bills are due upon receipt and should be paid no later than twenty (20) days following presentation (billing date), and weekly bills are due upon receipt and should be paid no later than seven (7) days following presentation (billing date). Continuation of credit privileges and terms is dependent upon full and prompt payment.

5. Any invoice submitted to the Advertiser or its Advertising Agency shall be deemed conclusive as to the correctness of the items contained therein, and shall constitute an account stated unless Advertiser or its agent makes a written objection delivered to the Advertising Manager or Credit Manager within 30 days of such invoice. IF THERE ARE ANY DISPUTES OR DISCREPANCIES, ADVERTISER MUST PROMPTLY PAY ALL AMOUNTS NOT SUBJECT TO DISPUTE, and present to the Advertising Manager and Credit Manager, in writing, a complete and detailed explanation of any payment withheld and reasons therefore. Advertiser agrees to cooperate with the Chronicle in the prompt resolution of disputes. Failure to receive tear sheets or checking copies is NOT recognized as a valid reason to withhold payment or a material breach of the Advertising Agreement.

6. Advertising Agencies that sign Agreements or receive invoices on behalf of Retail and Classified Advertisers are acting as the agent of these Advertisers. Local rate Advertisers are at all times liable for payment of all account balances due and all other liabilities, unless Chronicle and Advertising Agency agree in writing that Advertising Agency accepts the obligation to pay local rate Advertiser's liabilities. Local rate Advertisers are deemed to receive refund payments, adjustments, notices and all other documents when the same are delivered to their agents. Any language in any Advertising Agency's insertion order or other documents to the contrary is void and without effect.

7. Notwithstanding to whom bills are rendered, General rate Advertiser and Advertising Agency, jointly and severally, shall remain obligated to pay to the Chronicle the amount of any bills rendered by the Chronicle within the time specified and until payment in full is received by the Chronicle. Payment by Advertiser to Advertising Agency or any third party shall not constitute payment to the Chronicle.

8. Advertising submitted with insertion orders or other forms, which deny liability for payment, will not be accepted unless the submitting Advertising Agency satisfies at least one of the following conditions:

- a. Signs a "Confirmation of Liability for Payment" form, which supersedes the denial of liability for payment in any and all insertion orders received from that agency; or,
- b. Prepays for the advertising submitted with such a denial of liability.
- c. Advertising agencies submitting agreements or orders limiting their sequential liability will be required to submit a Letter of Guaranteed Payment by their advertising client.

C. TERMINATION/CANCELLATION

1. Advertising Agreements can be canceled by either party upon giving thirty (30) days written notification. Cancellation does not relieve parties of liability for any existing obligations for advertising publicized pursuant to the applicable rate card. If the Advertising Agreement is terminated by the Chronicle for reasons other than non-payment and the cancellation does not permit the Advertiser an opportunity to fulfill the Advertising Agreement performance requirements, the amount due and payable will be the amount billed or the space actually used at rates consistent with fulfilling the Advertising Agreement.

2. Advertising Agreements are subject to immediate cancellation if bills are not paid by the due date and in cases where it is determined the Advertiser does not qualify for the Advertising Agreement rate. If cancellation is for non-payment of bills at due date, the entire amount receivable shall become due and payable and any existing agreement terminated at the option and discretion of the Chronicle without notice.

3. The Chronicle shall have the right to cancel an order at any time. In the event of termination, the Advertiser or its agent shall pay for the space actually used at the rate earned in accordance with the current rate structure.

D. REPRESENTATIONS AND WARRANTIES

1. Each of Advertising Party and Advertising Agency hereby represents and warrants to Chronicle that:

- a. Each has the right to authorize its publication and is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things, (ii) and trademarks, service marks, copyrighted, proprietary or otherwise private material, and (iii) any testimonials contained in any advertisement submitted by or on behalf of the Advertiser, and that such advertisement is not libelous, an invasion of privacy, violative of any third party's right, deceptive or otherwise unlawful;
- b. Each has complied with all federal, state and local laws and regulations of any kind, including but not limited to such laws that prohibit discrimination in employment, housing or other activities, or that regulate advertising in any form or manner; and further, each has relied on its own counsel on such matters and not on any advice express or implied by any Chronicle employee pertaining to the legality of any advertising or practice whatsoever;
- c. Each will promptly provide the Chronicle, upon its demand, proof of the truth of any statements made in advertisements, substantiation of any claims made in advertisements, and proof of the Advertiser's compliance with any federal, state or local law or regulation pertaining in any way to advertising;
- d. Each as part of the consideration and to induce the Chronicle to publish such advertisement, the Advertiser and its Advertising Agency agree(s), jointly and severally, to protect and indemnify the Chronicle, its parent, affiliates, subsidiaries, stockholders and the directors, officers and employees of the Chronicle in which the advertisement appears against any and all liability, damages, loss or expense of whatsoever nature, including attorneys' fees and costs, arising out of the copying, printing or publishing of such advertisement including, but not limited to, claims for libel, slander, deceptive statements, unfair trade practice, unfair competition, infringement of trademarks, copyrights, proprietary rights, trade names, or patents, and invasion or violation of rights of privacy resulting from publication of such advertisement;
- e. The Advertiser and its Agency agree to and do indemnify and save harmless the Chronicle from all loss, damage, and liability, growing out of the failure of any contest or sweepstakes inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the States or subdivisions thereof.

E. LIMITS OF LIABILITY

1. The Chronicle shall not be liable to the Advertiser for any errors in any advertisement, except for failure to correct errors clearly and unambiguously marked by the Advertiser on proofs returned to the Chronicle within the Chronicle's deadlines, and in no event shall any such liability exceed the rate per inch for that portion of the advertisement in error as published on one day. Liability of the Chronicle for the omission of any portion(s) of any issue(s) of the newspaper in which it is scheduled to appear shall be limited to the amount chargeable for the omitted portion(s) of the advertisement on one day at the applicable rate per column inch or line. The Chronicle makes no guarantee that every advertisement will be published on the date ordered, and will make no adjustment for advertisements not published on the date ordered, or at all. No rebate will be allowed for insertion of wrong key numbers.

2. The Chronicle shall not be liable for any consequential damages, whether or not foreseeable, which may occur because of an error in any advertisement, or any omission of a part or the whole of any advertisement. All error claims must be submitted within 30 days of publication.

F. MISCELLANEOUS

Advertiser agrees that no representations of any kind have been made to Advertiser by Publisher or by any of its agents and that no understanding has been made or agreement entered into other than as set forth herein.

This Agreement and the rights and obligations hereunder are personal to Advertiser and/or Advertising Agency and may not be assigned by any act of Advertiser and/or Advertising Agency or by operation of law, change of control of Advertiser and/or Advertising Agency or otherwise without the prior written consent of Chronicle, in its sole discretion.

If any provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other provision, and such invalid or unenforceable provision shall be deemed modified to the extent necessary to render it enforceable, preserving to the fullest extent permissible the intent of the parties set forth in this Agreement. To the full extent, however, that the provisions of any applicable law may be waived, they are hereby waived to the end of this Agreement and this modified Agreement shall be deemed a valid and binding agreement enforceable in accordance with its terms.

Advertiser agrees that the placement and publication of advertising is governed by the laws of the State of California and that the City and County of San Francisco is the location of the principal place of business of the Chronicle, and shall be the forum of any legal action between the Chronicle and Advertiser relating to advertising placed or published.

The Chronicle shall not be liable for failure to publish all or any portion of the advertising which is the subject hereof when such failure results directly or indirectly from fire, flood, earthquake, other acts of God, strikes, lockouts, other labor difficulties, acts of the public enemy, riots, insurrections, government regulations, or any other cause or event beyond their control.