

2019 MEDIA PLANNER

JANUARY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Issue #	Description
2	1 - New Years Day
9	21 - Martin Luther King Jr. Day
16	
23	23 - Nightlife Issue
30	30 - Beer Week Guide

JULY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Issue #	Description
3	4 - Independence Day
10	
17	
24	Best of the East Bay: Arts, Culture, Restaurants, and Bars
31	

FEBRUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

Issue #	Description
6	14 - Valentine's Day
13	21 - BRIEFS: Erotic Film Competition
20	13 - BRIEFS Program Guide
27	

AUGUST

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Issue #	Description
7	
14	Best of the East Bay: People Issue
21	
28	QueerTrans Issue/ Pride Guide**

MARCH

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Issue #	Description
6	17 - St. Patrick's Day
13	
20	
27	27 - Taste Magazine

SEPTEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Issue #	Description
4	2 - Labor Day
11	11 - Fall Arts
18	
25	

APRIL

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Issue #	Description
3	21 - Easter
10	10 - 420 Issue
17	
24	24 - Music Issue

OCTOBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Issue #	Description
2	31 - Halloween
9	2 - Taste Magazine
16	
23	
30	

MAY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Issue #	Description
1	9 - Bike to Work Day
8	27 - Memorial Day
15	1 - Bike to Work**
22	
29	

NOVEMBER

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Issue #	Description
6	28 - Thanksgiving Day
13	
20	
27	27 - Holiday Guide Magazine

JUNE

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Issue #	Description
5	5 - Summer Guide Magazine
12	
19	
26	

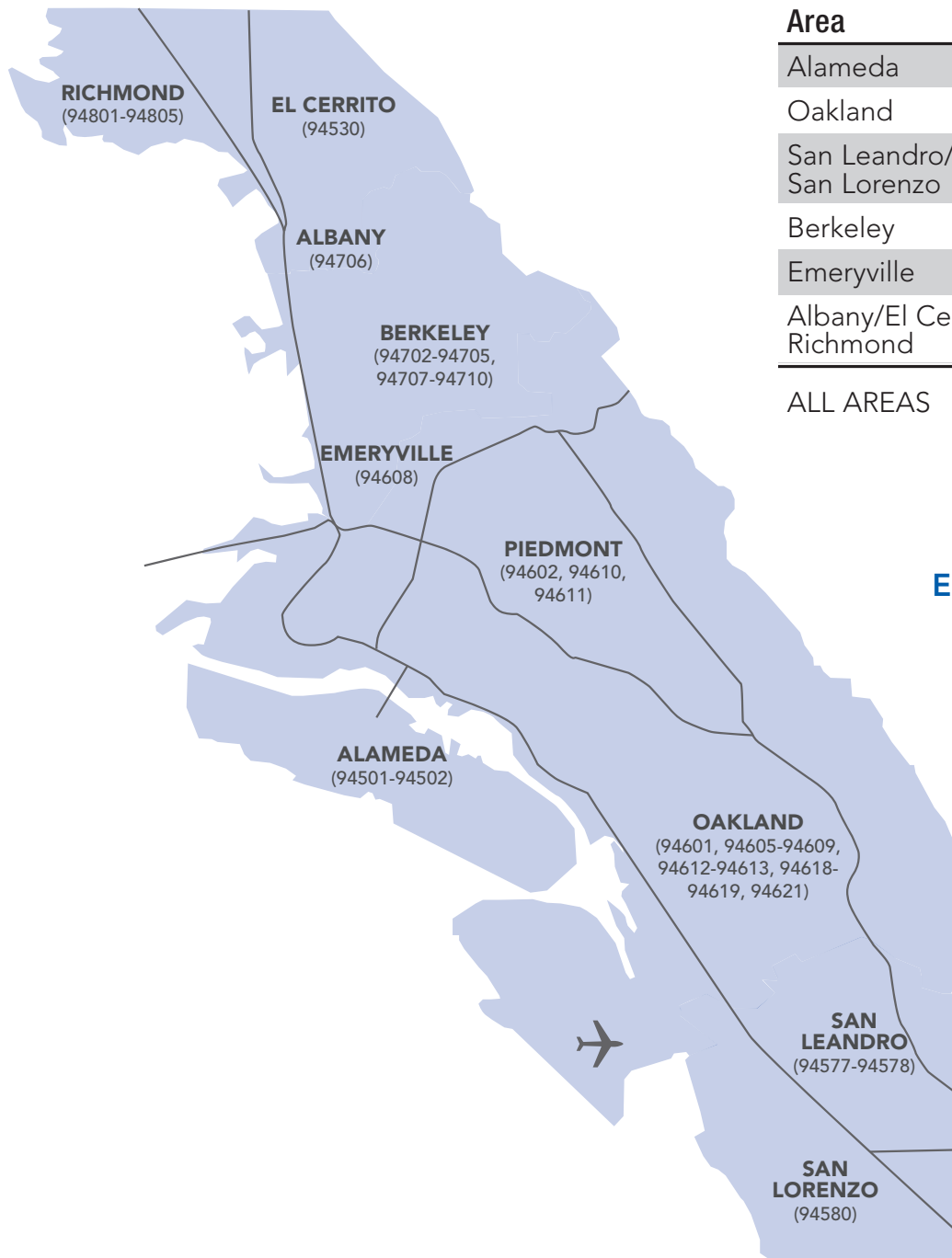
DECEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Issue #	Description
4	24-25 - Christmas Eve/Day
11	31 - New Year's Eve
18	11 - New Year's Eve Guide
25	

CIRCULATION MAP

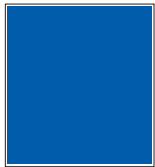
THE RIGHT PLACE, THE RIGHT TIME The *East Bay Express* is delivered every Wednesday to more than 600 locations in the East Bay's urban corridor from Richmond to San Leandro. We use a controlled system designed to keep demand for the paper high, so your advertising message consistently finds its way into the hands of our 71,855 weekly readers. For advertisers looking to target specific areas with preprinted inserts, we can accommodate that.



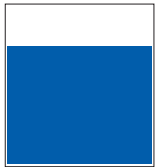
Area	Stops	Papers
Alameda	42	1,000
Oakland	293	18,120
San Leandro/ San Lorenzo	18	1,070
Berkeley	171	11,700
Emeryville	23	880
Albany/El Cerrito/ Richmond	45	2,230
ALL AREAS	623	35,000

**SPECIFIC LOCATIONS
 CAN BE FOUND AT**
EastBayExpress.com/Find

AD DIMENSIONS



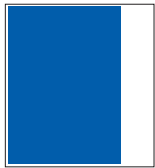
FULL PAGE



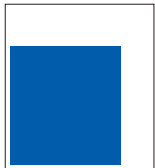
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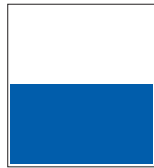
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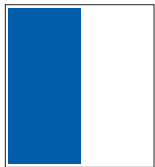
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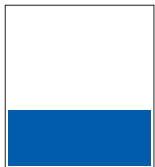
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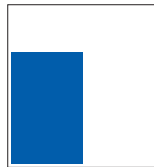
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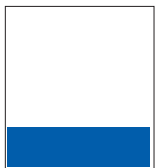
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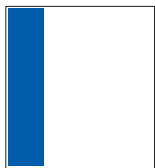
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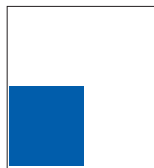
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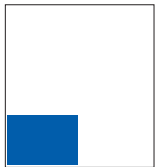
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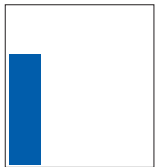
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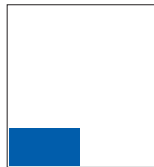
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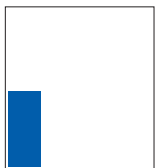
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1/6 PAGE (V)



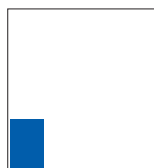
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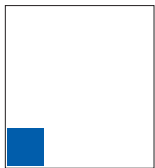
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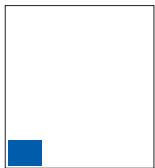
1/12 PAGE (H)



1/12 PAGE (V)



1/16 PAGE



1/24 PAGE

SIZE AD DIMENSIONS (w x h)

Center Spread	21.25" x 10.82"
FULL	10.125" x 10.82"
3/4 H	10.125" x 8.065"
3/4 V	7.55" x 10.82"
2/3 H	10.125" x 7.16"
JUNIOR	7.55" x 8.065"
1/2 H	10.125" x 5.321"
1/2 V	4.971" x 10.82"
1/3 H	10.125" x 3.5"
1/3 V	4.971" x 7.16"
1/4 H	10.125" x 2.563"
1/4 V	2.394" x 10.82"
1/4 SQ	4.971" x 5.321"
1/6 H	4.971" x 3.5"
1/6 V	2.394" x 7.16"
1/8 H	4.971" x 2.563"
1/8 V	2.394" x 5.321"
1/12 H	4.971" x 1.661"
1/12 V	2.394" x 3.5"
1/16	2.394" x 2.563"
1/24	2.394" x 1.659" Classified Only
Pop-up pannel	10.125" x .625"

KEY: V=Vertical, H=Horizontal, SQ=Square

REQUIREMENTS FOR ELECTRONIC SUBMISSIONS

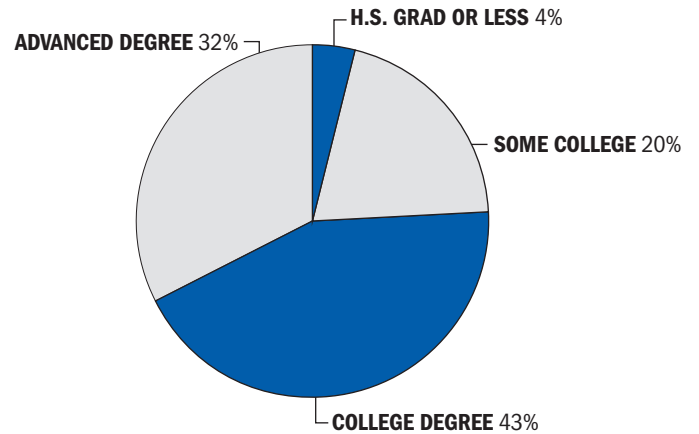
- Ads must be submitted to specific ad size.
- Acceptable file formats: pdf, tiff, indd and jpg.
- Ads should be produced at 85 line screen at 300 dpi.
- Camera-ready files can be emailed to:
ads@eastbayexpress.com
- All ads are due at 5:00 pm the Friday prior to publication date unless otherwise specified.

READERSHIP ANALYSIS

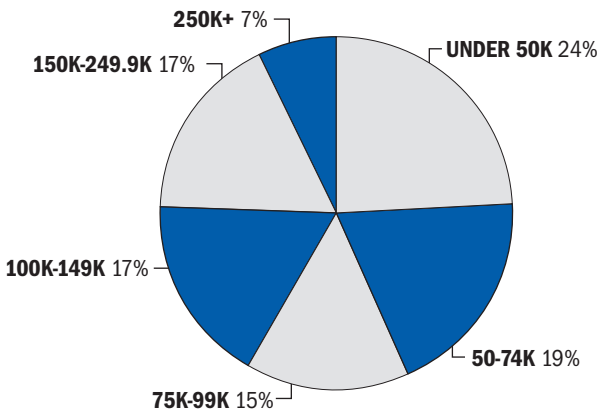
EXPRESS READERS' MONTHLY HABITS

- 94% eat out at a restaurant twice or more.
- 91% patronize local retailers.
- 69% visit a bar or nightclub.
- 63% drink locally made beer or cider.
- 72% attend a live concert or theater production.
- 60% go to the gym or do yoga, Pilates, etc.
- 53% volunteer with a community group.
- 83% are interested in investigative reporting.
- 80% read stories about news and politics.
- 91% read stories about arts and culture.
- 76% read stories about music.
- 85% read stories about food and drink.

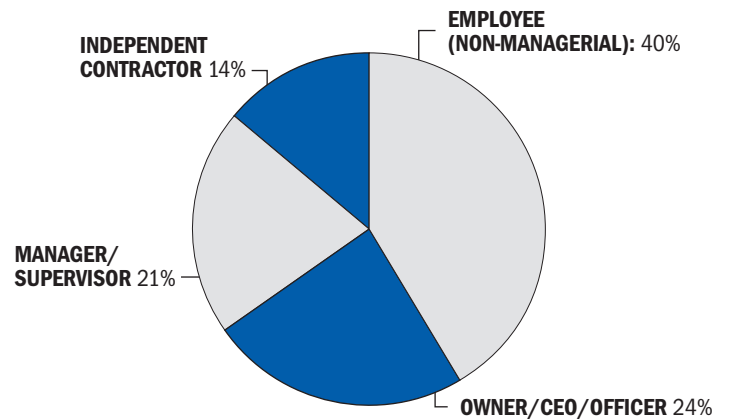
EDUCATION PROFILE



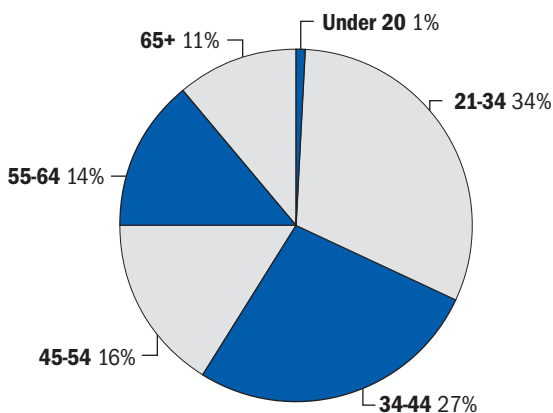
HOUSEHOLD INCOME



OCCUPATION PROFILE



AGE PROFILE



HOUSING PROFILE

