

# BAYVIEW MERCHANTS ASSOCIATION 2013 MEMBER DIRECTORY *MEDIA KIT*

## PUBLICATION DATA

**PRINT RUN:** 5,000 Copies (Minimum)

**DEADLINE:** March 22, 2013

**SIZE:** 3.75" X 8.50" (Folded)  
See Opposite for Ad Sizes

**CONTENT:** Business Listings  
Advertising  
BMA Editorial  
Retail Area Maps

**DISTRIBUTION:** BMA Merchants and  
Visitor-centric locations  
throughout San Francisco

**ADVERTISING  
& DESIGN  
CONTACT** VIA MEDIA  
Ron Willis • Robert Sokol  
415.552.8040  
advertise@viamedia.net

**BMA  
MEMBERSHIP** Advertising is only available to members of  
the Bayview Merchants Association.  
**Please go to the BMA website to join:**

**[www.bayviewmerchants.org](http://www.bayviewmerchants.org)**

## DESIGN SPECIFICATIONS:

The publication will be printed in full color. Advertisements may be submitted as Illustrator, Photoshop or InDesign (CS5) files, as CMYK 300 dpi JPG images, or as press-ready Adobe PDF files. No other formats will be accepted. All designs should include a 1/4" bleed on all sides and 1/8" pad (non-bleed) and 1/4" pad (bleed) for live area. (Please refer to your advertising contract for additional details.)

ADVERTISING DESIGN SERVICES ARE AVAILABLE FROM VIA MEDIA.

LAYOUT FOR EXAMPLE PURPOSES ONLY. FINAL DESIGN WILL DIFFER.



**A**

1.6875" x 1.5000"

Live Area  
1.4375" x 1.2500"

**\$175**

**B**

3.5000" x 1.5000"

Live Area  
3.2500" x 1.2500"

**\$250**

**SAMPLE BUSINESS LISTING**

WITH  
ADDRESS

**BMA**.....<sup>96</sup>  
**3801 Third Street, Suite 1068 • 415.647.3728 x407**  
**bayviewmerchants.org**

A brief decription of the business service or retail offering not to exceed roughly 125 characters or a two-line equivalent space.

WITHOUT  
ADDRESS

**VIA MEDIA**  
**415.552.8040 • viamedia.net**

A brief decription of the business service or retail offering.

**C**

3.5000" x 3.3750"

Live Area  
3.2500" x 3.1250"

**\$450**

**D: FULL PANEL**  
3.5000" x 8.2500"

Live Area: 3.2500" x 3.1250"

**INSIDE: \$800**  
**BACK: \$1,000**