

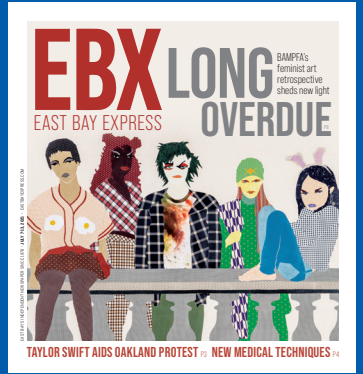
# EBX

EAST BAY EXPRESS



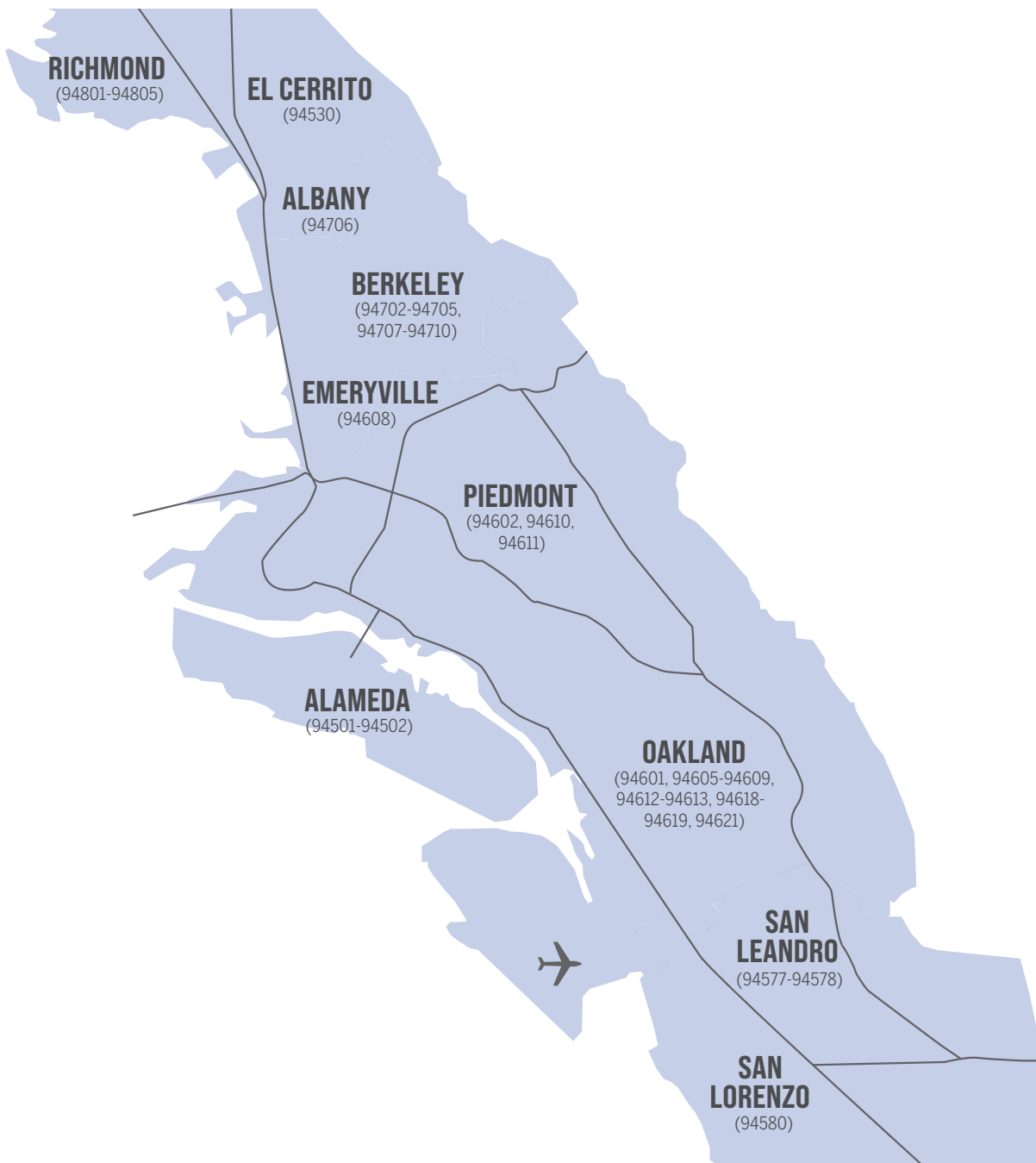
# MEDIA KIT

2023



## THE RIGHT PLACE, THE RIGHT TIME

The *East Bay Express* is delivered every Wednesday to more than 300 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 30,000 weekly readers. For advertisers looking to target specific areas with preprinted inserts, we can accommodate that.

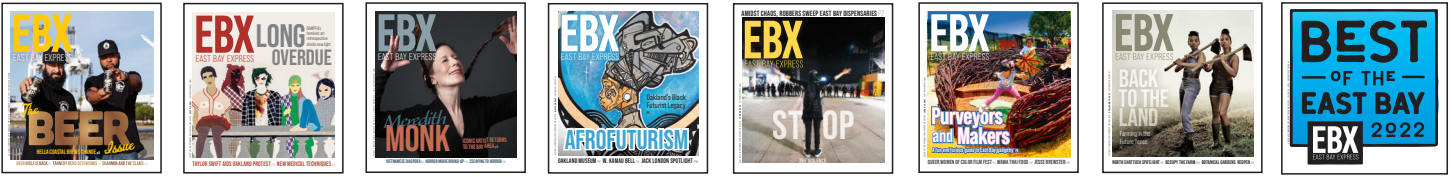


\*Source: 2014 Readership Study by Market Research International (MRI)

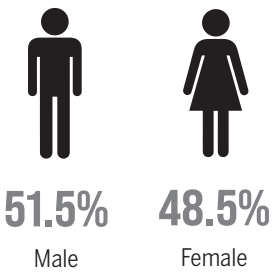
# EBX DEMOGRAPHICS

EAST BAY EXPRESS

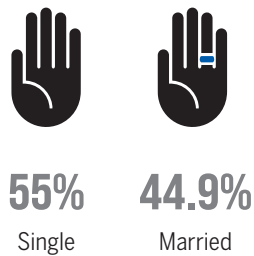
P 510.879.3700



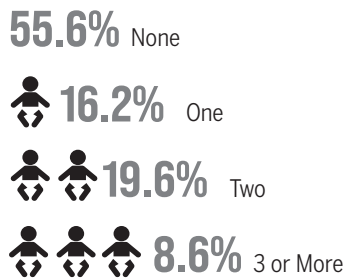
## GENDER



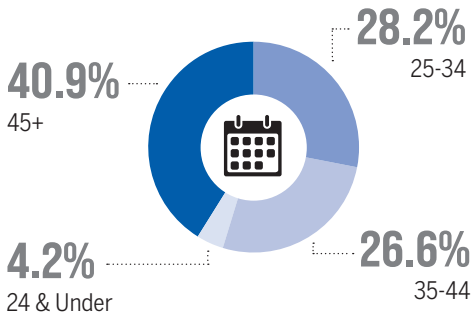
## RELATIONSHIP



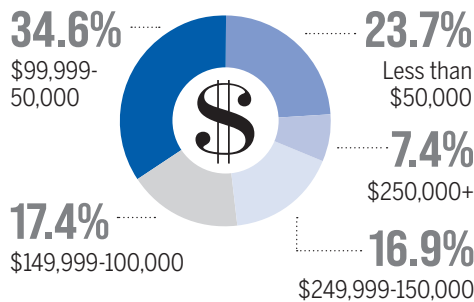
## CHILDREN



## AGE



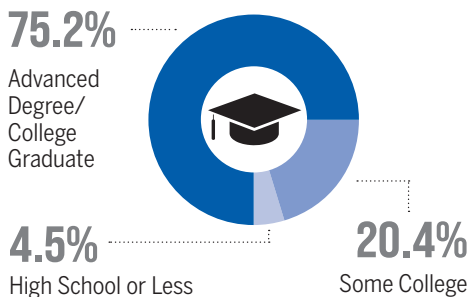
## INCOME



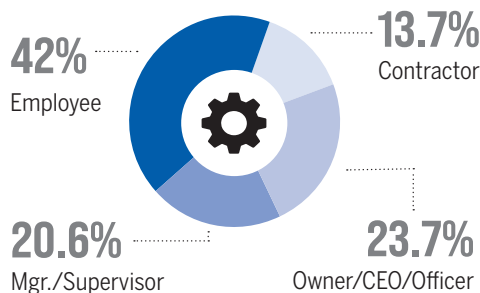
## HOUSING



## EDUCATION



## OCCUPATION
















## EXPRESS READERS' MONTHLY HABITS

- 84% Don't read a print daily
- 63% Don't read a web daily
- 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.

\*Sources: 2018 East Bay Express Reader Survey (778-1,049 respondents); 2014 Readership Study by Market Research International

CIRCULATION: 15,000 | READERSHIP: 30,000\*

## DISPLAY ADVERTISING RATES

|                     |   |                                      | 52x  | 26-51x | 13-25x | 1-12x |
|---------------------|---|--------------------------------------|------|--------|--------|-------|
| <b>DOUBLE TRUCK</b> |    | 8 col x 10"<br>19" x 10"             | 2495 | 2995   | 3495   | 3995  |
| <b>FULL PAGE</b>    |    | 4 col x 10"<br>9" x 10"              | 1390 | 1620   | 1850   | 2140  |
| <b>3/4 v</b>        |    | 3 col x 10"<br>6.6718" x 10"         | 1060 | 1235   | 1410   | 1630  |
| <b>1/2 v</b>        |    | 2 col x 10"<br>4.3438" x 10"         | 730  | 850    | 970    | 1120  |
| <b>1/2 h</b>        |    | 4 col x 4.8438"<br>9" x 4.8438"      | 730  | 850    | 970    | 1120  |
| <b>1/3 h</b>        |    | 4 col x 3.125"<br>9" x 3.125"        | 525  | 615    | 705    | 820   |
| <b>1/3 v</b>        |   | 2 col x 6.5625"<br>4.3438" x 6.5625" | 490  | 575    | 655    | 760   |
| <b>1/4 v</b>        |  | 1 col x 10"<br>2.0156" x 10"         | 405  | 475    | 540    | 625   |
| <b>1/4</b>          |  | 2 col x 4.8438"<br>4.3438" x 4.8438" | 375  | 435    | 500    | 575   |
| <b>1/6</b>          |  | 2 col x 3.125"<br>4.3438" x 3.125"   | 260  | 305    | 345    | 400   |
| <b>1/8 h</b>        |  | 2 col x 4.8438"<br>4.3438" x 2.2656" | 200  | 235    | 270    | 310   |
| <b>1/8 v</b>        |  | 1 col x 4.8438"<br>2.0156" x 4.8438" | 200  | 235    | 270    | 310   |
| <b>1/16</b>         |  | 1 col x 2.2656"<br>2.0156" x 2.2656" | 110  | 125    | 145    | 170   |

## SPECIAL POSITIONS

| AD SIZE            | 52X  | 26X  | 13X  | 1X   |
|--------------------|------|------|------|------|
| Center Spread      | 2595 | 3095 | 3595 | 4095 |
| Page 3 or 5        | 1500 | 1750 | 2000 | 2295 |
| Inside Front Cover | 1500 | 1750 | 2000 | 2295 |
| Inside Back Cover  | 1500 | 1750 | 2000 | 2295 |

## SPACE RESERVATION

- The Express is published every Wednesday. Space reservation is required the Thursday prior.

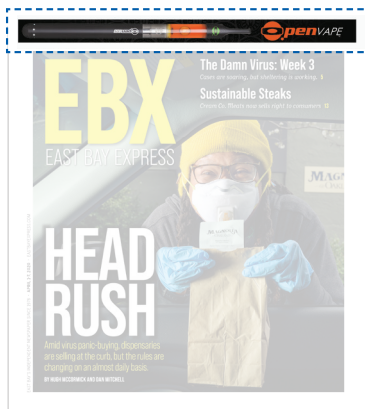
## REQUIREMENTS FOR ELECTRONIC SUBMISSIONS

- Ads must be submitted to specific ad size.
- Acceptable file formats: pdf, tiff and jpg.
- Ads should be produced at 85 line screen at 300 dpi.
- Camera-ready files or materials for production ads can be emailed to your sales representative.
- Camera-ready ads are due at 5pm the Friday prior to publication date. Materials for production ads are due Thursday unless otherwise specified.

## POPUP

Size (w x h)  
4 panels at  
10.125" x .62"

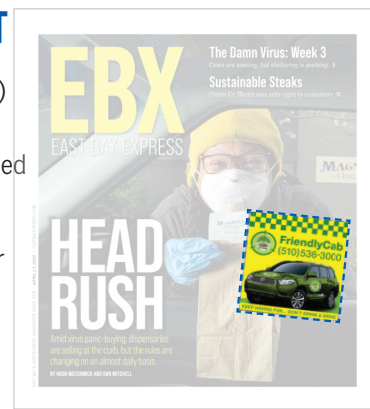
Rate  
\$2,000 per  
insertion



## POST-IT

Size (w x h)  
3" x 3"  
w/ .25" bleed

Rate  
\$3,000 per  
insertion



We are the East Bay's most comprehensive site for music, events, restaurants, film, arts and entertainment listings. Complete with news coverage, blogs, RSS feeds, and multi-media features, the Express website is the destination for East Bay living.

## DIGITAL ADVERTISING RATES

|                           |           | POSITIONS PER SHARE | MONTHLY* | 6 MONTHS* | 12 MONTHS* |
|---------------------------|-----------|---------------------|----------|-----------|------------|
| <b>BILLBOARD</b>          | 970x250   | 10%                 | \$750    | \$650     | \$550      |
| <b>RECTANGLE</b>          | 300 x 250 | 10%                 | \$410    | \$370     | \$325      |
| <b>VIDEO AD</b>           | 300 x 250 | 10%                 | \$410    | \$370     | \$325      |
| <b>MOBILE LEADERBOARD</b> | 320 x 100 | 10%                 | \$585    | \$540     | \$500      |
| <b>MOBILE RECTANGLE</b>   | 300 x 250 | 10%                 | \$500    | \$455     | \$410      |

## FILE INFO

Acceptable files types:  
Flash, GIF, JPEG, PNG

Acceptable files size:  
750 KB max

RGB color format

Only static files for  
eBlasts

**DEADLINE: ONE WEEK  
BEFORE POST DATE**

\* Rates are charged on a  
monthly basis per share

## eLERT

More than 14,950+ people subscribe to our weekly promotional email, delivered every Friday.

Maximum 15 listings per week.

Listings include a headline (10-word maximum), a summary (100-word maximum), a URL link, and one image. Ideal image size is 200 x 200 pixels (w x h).

\$350 for placement in top three listings

\$200 for a regular listing

**DEADLINE: THURSDAY OF PREVIOUS WEEK**

## DEDICATED eBLAST

Send a dedicated message from your business to all 14,950+ subscribers. Word count is unlimited and the design is entirely customizable.

eBlasts may be sent on any day except Thursday and Friday. Materials Due: Subject Line; Headline; Header Text; Body Image Ideal image specs: 630 X up to 1000 pixels (w x h), RGB, 72 dpi minimum.; Body Text; Footer Info (business name, address etc...); Logo Image; Url link; Facebook, Twitter or Instagram links.

\$600 per eBlast

**DEADLINE: ONE WEEK BEFORE DATE SCHEDULED**

## eNEWSLETTER

More than 19,400 people subscribe to our editorial newsletter, delivered Wednesday mornings.

\$350 rectangle 450 X 375 banner ad

**DEADLINE: ONE WEEK BEFORE DATE SCHEDULED**

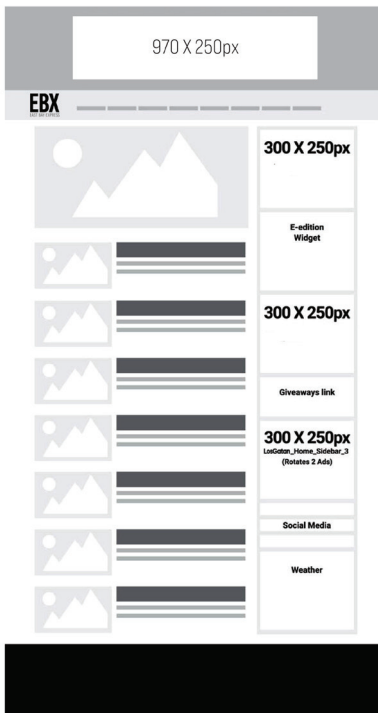
## EVENT NEWSLETTER

More than 23,000+ people subscribe to our event newsletter, Culture Spy, delivered Tuesday mornings.

\$350 top placement \$250 all others rectangle 450 X 375 banner ad

**DEADLINE: ONE WEEK BEFORE DATE SCHEDULED**

DESKTOP VIEW



MOBILE VIEW



Your business has a story. It's a story as unique as it is inspirational. A story rooted in hard work and innovation. A story laser-focused on the people who rely on you for results. It's your story. Tell it with us.

## WHAT IS EXPRESS NARRATIVES?

Express Narratives is the sponsored content unit of the *East Bay Express*. We use a journalistic approach to create compelling marketing stories that inspire readers and influence decisionmakers.

## SPONSORED CONTENT

Professional writers and editors will work closely with you to craft your story, culminating in a call to action.

## WHAT YOU'LL RECEIVE

- Up to a 1000 word story.
- Includes free posting on the East Bay Express' Facebook and Instagram pages with minimum-level boosts.

## DURATION

Featured on our home page for at least seven days, but the story will be available onsite forever.

## FOLLOWERS

Your story will broadcast to hundreds of thousands of Express readers.

- 565K page views/month.
- 250K unique viewers/month.
- 18,600 Facebook followers.
- 12,500 Instagram followers.

Our followers are local, highly engaged, and turn to the Express for where to eat, drink, and explore the East Bay.

## RATES

\$1,500 per story.

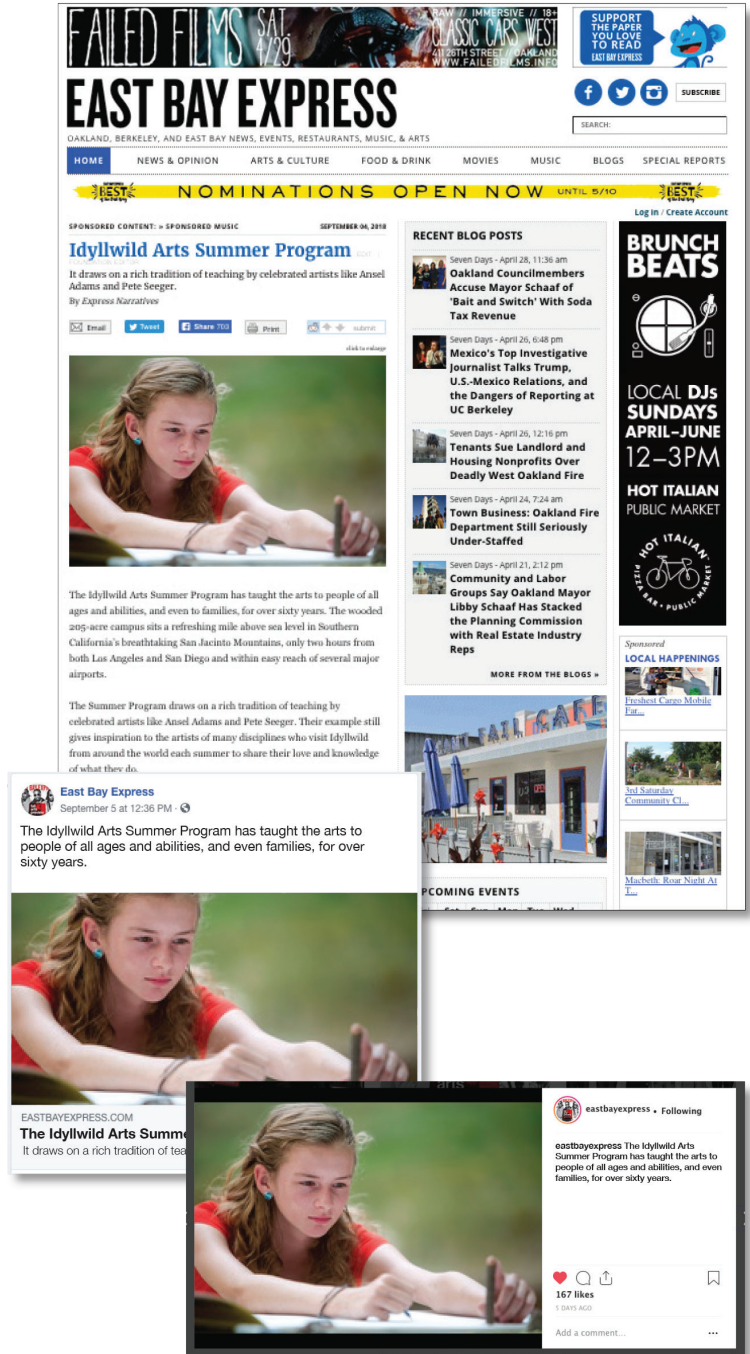
\$1,200 per story for frequency advertisers.

## EXTRAS

Professional photography: \$200

Facebook and Instagram boosts: Prices depend on boost levels.

All sponsored content story ideas and final copy must be approved by the publisher of the *East Bay Express*.



We have the followers, you have the message! Expand the reach of your business with customized social media posts through our various channels.

A story laser-focused on the people who rely on you for results. It's your story. Tell it with us.

 18,600 Facebook likes

 12,500 Instagram followers

## FACEBOOK POST



## INSTAGRAM POST



## SOCIAL MEDIA STORY



## FACEBOOK & INSTAGRAM ADVERTISING

### PACKAGE A

Facebook + Instagram Post

**Cost: \$275**

### PACKAGE B

Facebook + Instagram Post

Facebook + Instagram Story

**Cost: \$350**

### PACKAGE C

Facebook + Instagram Post

Facebook + Instagram Story

Facebook Boost (5,000+)

**Cost: \$675**

### A LA CARTE

Double the boost (Facebook) \$350

Share post (Facebook) \$75

Story (Facebook) \$100

Swipe Up (Instagram) \$100

Repost (Instagram) \$100

Story (Instagram) \$50

Photoshoot \$200