

HEARST
BAY AREA



**BAY AREA BOOK FESTIVAL
SPECIAL SECTION**



Bay Area Book Festival Special Section & Festival Guide

2 days, 10 venues, 250+ authors, 100+ conversations, panels and events.

BAY AREA BOOK FESTIVAL OVERVIEW

The Bay Area Book Festival is Northern California's premier event for national and international literary culture.

On May 6th & 7th, 25,000 people will come together in Downtown Berkeley to celebrate literary culture.

AUTHORS AND SPEAKERS

2023's lineup includes a diverse array of authors from the Bay Area and across the nation, as well as international authors from Norway, Sweden, Denmark, the UK, Ireland, the Middle East, South America, Africa, Mexico, Japan, and more. They include *New York Times* bestsellers, Booker Prize winners and finalists, and some of the most cutting-edge, renowned thinkers and artists on the forefront of cross-cultural conversation.

VENUES AND STAGES

San Francisco Chronicle Stage • Youth Stage • Children's Storytime Circle • Freight & Salvage David Brower Center • Marsh Arts Center • Marriott • Veterans Building • Berkeley City College Auditorium • Magnes Museum



BAY AREA BOOK FESTIVAL

Ad sizes,
Dimensions &
Impressions

Bay Area Book Festival Print Opportunities for Special Section

2 days, 10 venues, 250+ authors, 100+ conversations, panels and events.

Dates and Deadlines

Pub Date	Space Reservations	Camera Ready
4/30	4/4 Noon	4/14 10AM

Print Ad Details

Color Ad Size	Tabloid Print Dimensions	Includes Impressions
Back Cover or Inside Front Cover	9.875" x 9.75"	300,000 ROS
Full page	9.875" x 9.75"	300,000 ROS
1/2 page	9.87" x 4.75" or 4.85" x 9.75"	150,000 ROS
1/4 page	9.87" x 2.25" or 4.85" x 4.75"	82,000 ROS
1/8 page	4.85" x 2.25" or 3.18" x 3.58"	82,000 ROS

Contact your Account Executive for rates and additional digital opportunities.

Source: Scarborough Research, R1 2022

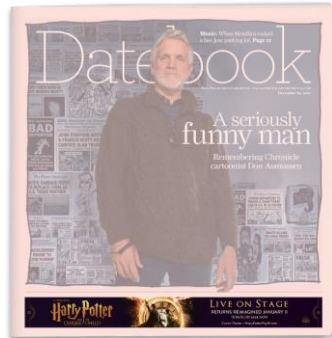
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Print Packages - Tabloid

We offer you the flexibility to maximize your message with a variety of distinctive ad sizes, shapes, sections and positions that will grab readers' attention and generate more revenue. Several popular sizes are displayed below.



Full Page



Front Page Strip



Double Truck



Half Page - Horizontal



Half Page - Vertical



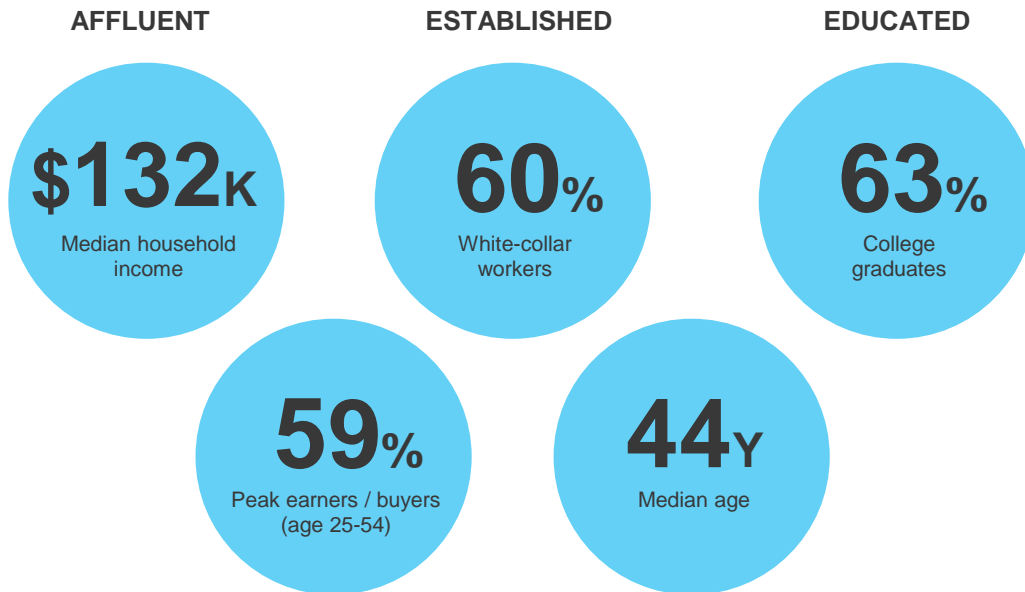
Quarter Page



Eight Page

Hearst Bay Area Audience

The Hearst Bay Area audience are avid readers with a strong connection to literature. 730,000 of our weekly readers shopped for books in the past three months.



TARGET A WEALTHY AND ACTIVE AUDIENCE

- Our audience of book shoppers are your perfect target audience – they're wealthier and more active than other book buyers.
- Our weekly print and digital readers who shop for books have a median household income of \$132,200 – 19% higher than other book buyers in the market and more than our total Hearst Bay Area audience.
- Our weekly Chronicle readers who shop for books are 25% more likely to make purchases at independent bookstores, compared to all other Bay Area book shoppers.

Bay Area Book Festival | Digital Add-Ons

Combine your print buy with one of the following digital add-ons!



Exclusive Sponsorship - Section Front

- **SFGATE Culture Section Front + Targeted Impressions:** 100% SOV of available section front Desktop and mobile. High impact ad unit available on desktop.
- **Targeted ATF Roadblock:** run of site Companion Unit audience targeted on SFGATE (desktop, mobile, and app).

Est. Impressions: 420,000

Run: 1-Week Flight



Social Media Sponsorship Opportunity

- **SFGATE/SF Chronicle Social Media Sponsorship:** Run a targeted social advertising campaign from the SFGATE or San Francisco Chronicle brands to bolster credibility and promote your content.
- Includes one (1) **sponsored** SFGATE or SF Chronicle **Facebook post**

Est. Impressions: 100,000

Run: 2 Weeks

[Contact your Account Executive for rates and additional digital opportunities.](#)

Bay Area Book Festival | Digital Add-Ons

Extend your investment with the following add-ons.



Facebook Sponsored Post

Placed on SFGATE's or Chronicle's Facebook Page. Links to content or Datebook event page and tags advertiser's Facebook page. Includes **100k boosted impressions**.



Newsletters

SFChronicle Datebook Newsletter Sponsorship: 100% SOV, 300x250 ad and Sponsored Content Listing. Newsletter sent Thursday.
Est subscribers: 36,000, Run: 1 day



Content Takeover

SFGATE Culture section front takeover with high impact ad unit
Est impressions: 300,000. Run: 1 week



Targeted Impressions

SFGATE, SFChronicle.com, Datebook.com targeted impressions



Video

10-15 second SFGATE video pre-roll impressions.



Geo-Fencing

Digital impressions with geo-fencing around venues and festival locations.

[Contact your Account Executive for rates and additional digital opportunities.](#)

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**Let's talk about how Hearst Bay Area
can help your business thrive.**

[Click here to get in touch.](#)