



## ADVERTISING IN SAN FRANCISCO REVIEW OF WHATEVER

*San Francisco Review of Whatever* is a print magazine for critical writing on any subject by (mostly) Bay Area writers, published three times per year. Our advertisers provide crucial support for the project, and give cultural context to the writing and artwork. To find out more about the review, visit [sfreview.org](http://sfreview.org).

- Each issue has an initial print run of 500–750 copies.
- We distribute the magazine in Bay Area shops and mail to subscribers around the country.
- The magazine is a 6.5”x9” perfect bound booklet with 48–60 pages.

Do you have questions? Are you ready to purchase? Contact us at [ads@sfreview.org](mailto:ads@sfreview.org).

### OPTIONS AND PRICING

Ad options as they appear on our page format are on the following pages. Rates are discounted when you commit to advertising annually (for three issues).

AD SIZE	DIMENSION (W X H)	ONE ISSUE	ANNUAL (PRICE PER ISSUE)
FULL PAGE	6.5” x 9” ( <i>plus .125” bleed</i> )	\$1,000	\$900
<b>COLUMN STYLES</b>			
Half page	2.5” x 8”	\$500	\$475
Quarter page	2.5” x 3.9”	\$350	\$330
Eighth page	2.5” x 1.9”	\$250	\$235
Sixteenth page	2.5” x .9”	\$150	\$140
<b>HORIZONTAL STYLES</b>			
Half page	5.25” x 3.9”	\$500	\$475
Quarter page	5.25” x 1.9”	\$350	\$330

### FILE REQUIREMENTS

Image resolution should be set to 300 dpi or higher. The magazine is printed in full color and it is up to you whether to design your ad in color (CMYK color space) or black and white. We like both!

Please format your advertisement as an EPS, TIFF, or PDF file, or send us your Photoshop, Illustrator, or InDesign working file.

*FULL PAGE*  
*6.5" X 9" (PLUS .125" BLEED)*

**COLUMN  
HALF PAGE  
2.5" X 8"**

**COLUMN  
QUARTER PAGE  
2.5" X 3.9"**

**COLUMN  
EIGHTH PAGE  
2.5" X 1.9"**

**COLUMN  
SIXTEENTH PAGE  
2.5" X .9"**

*HORIZONTAL QUARTER PAGE*  
*5.25" X 1.9"*

*HORIZONTAL HALF PAGE*  
*5.25" X 3.9"*