

YMCTB Winter 2024 - 2025 Co-op Offers

Media / Coverage Area	Type	Circulation	Release Month or Issue	Assets Due	Total Value for placement	Cost per partner (max # of partners)
Adventure Sports Journal / CA & NV	Inside Back Cover, if available (full-page ad)	45,000	November 18 – January 31	September 13 40 words + 2 high-res image options	\$3,800 (inside back cover)	\$886 (3)
BANG / Bay Area	Print – 6-page newspaper insert (full-page ad + content)	660,000	December	September 13 40 words + 2 high-res image options	\$10,300	\$2,403 (3)
Diablo Magazine / Bay Area	Getaways Section Inclusion (advertorial + Insiders Club promotional email)	35,000 + 15,000 emails	December	September 13 40 words + 2 high-res image options	\$3,995	\$1,398 (2)
Sactown / Sacramento - Print	Print (full-page ad)	40,000	January	September 13 40 words + 2 high-res image options	\$3,995	\$932 (3)
Sactown / Sacramento - Email	E-blast (full takeover)	32,000 readers, open rate of 35%	January	September 13 2 high-res image options	\$1,495	\$523 (2)
SFGate / Bay Area	Native digital (photo and content)	Guaranteed 500,000 impressions / 3,000 page views	January	No materials due Contact for person to answer questions needed.	\$10,000	\$1,750 (4)
Sunset / Central Valley + LA	E-blast (full takeover)	Full Database: 140,000 subscribers Targeting: Central Valley + LA	December	September 13 2 high-res image options	\$5,100	\$1,190 (3)
Visit California Co-Op E-Newsletter	Full takeover of Weekly emailed newsletter	225,000 CTR 2%+	January	September 13 2 high-res image options	\$8,500	\$1,983 (3)

Not all of the co-ops listed will happen without participation from more than one partner.