

YMCTB Spring 2025 Co-op Offers

Media / Coverage Area	Type	Circulation	Release Month or Issue	Total Value for placement	Cost per partner (max # of partners)
Adventure Sports Journal / CA & NV	Print – Inside Back Cover, if available (full-page ad)	45,000	Early March	\$3,800 (inside back cover)	\$886 (3)
BANG / Bay Area	Print – 6-page newspaper insert (full-page ad + content)	660,000	March/April	\$10,300	\$1,803 (4)
San Diego Magazine - Print	Print (full-page ad)	37,450	Early March	\$3,775	\$881 (3)
Sactown / Sacramento - Email	E-blast (full takeover)	32,000 readers, open rate of 35%	Mid-March	\$1,495	\$523 (2)
SFGate / Bay Area	Native digital (photo and content)	Guaranteed 500,000 impressions / 3,000 page views	April	\$10,000	\$2,333 (3)
Sunset / L.A. and Bay Area	E-blast (full takeover)	Full Database: 140,000 subscribers Targeting: Central Valley + LA	March/April	\$5,100	\$1,190 (3)
Visit California Co-Op E-Newsletter	Full takeover of Weekly emailed newsletter	225,000 CTR 2%+	March/April	\$8,500	\$1,983 (3)

Deadline for Response: December 6, 2024. All partner assets are due by December 20, 2024. The following materials are required for each partner, regardless of which co-op option is chosen.

- Landscape photo relevant to season the ad will run in
- Headline / partner name: 50 characters
- Listing description: 300 characters
- URL: 40 characters
- Phone Number