

YMCTB Winter 2023 Co-op Offers

Media	Type	Circulation	Run Date / Issue	Material Due	Total Value for placement	Estimated Cost (max # of partners)*
Alpinist	Print (full-page ad)	10,500	Winter 2023 (release late November)	September 1 (40-words with high-res image)	\$3,825	\$893 (3)
BANG / Bay Area	Print – 6-page newspaper insert (full-page ad + content)	660,000	January	December 10 (40-words with high-res image)	\$11,200	\$1,960 (4)
Conde Nast Traveler / East Bay	Print (full-page ad)	6,000	December	September 1 (40-words with high-res image)	\$2,142	\$750 (2)
Conde Nast Traveler / LA Metro	Print (full-page ad)	26,000	December	September 1 (40-words with high-res image)	\$3,725	\$1,304 (2)
Conde Nast Traveler / East Bay	Print (full-page ad)	6,000	January/February	October 1 (40-words with high-res image)	\$2,142	\$750 (2)
Conde Nast Traveler / LA Metro	Print (full-page ad)	26,000	January/February	October 1 (40-words with high-res image)	\$3,725	\$1,304 (2)
National Parks Magazine / National	Print (full page ad)	325,000	Winter 2023	October 10 (40-words with high-res image)	\$6,250	\$1,458 (3)
Sactown / Sacramento	Print (full-page ad)	35,000	November/December	September 15 (40-words with high-res image)	\$2,995	\$699 (3)
Sactown / Sacramento	Print (full-page ad)	35,000	January / February	November 15 (40-words with high-res image)	\$2,995	\$699 (3)

SFGate	Native digital (photo and content)	Guaranteed 500,000 impressions; 3,000 page views	January - February	December 1 (answer questions + high-res image)	\$10,000	\$2,333 (3)
Southern California News Group – The T.E.A.	Native digital (photo and content)	Guaranteed 300,000 impressions	January	December 1 (answer questions + high-res image)	\$7,200	\$2,520 (2)
Southern California News Group - FOMO	Native digital (photo and content)	Guaranteed 300,000 impressions	January	Dec(answer questions + high-res image)ember 1	\$5,950	\$2,083 (2)

* The YMCTB board voted in May that the bureau increase its share to 30% of the cost of the placement, in addition to managing all negotiations and creative costs. To allow for clearer budgeting on the behalf of the co-op partners, we are now just listing the cost of the co-op regardless of the number of partners. We have also listed a maximum number of partners who may participate.