

## YMCTB Spring 2024 Co-op Offers

Media	Type	Circulation	Run Date / Issue	Material Due	Total Value for placement	Estimated Cost (max # of partners)*
<a href="#">Alpinist</a>	Print (full-page ad)	10,500	Spring 2024 (release late March)	January 1 (40-words with high-res image)	\$3,825	\$893 (3)
<a href="#">BANG</a> / Bay Area	Print – 6-page newspaper insert (full-page ad + content)	660,000	Mid-March	January 1 (40-words with high-res image)	\$11,200	\$1,960 (4)
<a href="#">Conde Nast Traveler</a> / East Bay	Print (full-page ad)	6,000	March	<b>December 5</b> (40-words with high-res image)	\$2,142	\$750 (2)
<a href="#">Conde Nast Traveler</a> / LA Metro	Print (full-page ad)	26,000	March	<b>December 5</b> (40-words with high-res image)	\$3,725	\$1,304 (2)
<a href="#">Conde Nast Traveler</a> / East Bay	Print (full-page ad)	6,000	April	January 1 (40-words with high-res image)	\$2,142	\$750 (2)
<a href="#">Conde Nast Traveler</a> / LA Metro	Print (full-page ad)	26,000	April	January 1 (40-words with high-res image)	\$3,725	\$1,304 (2)
<a href="#">Conde Nast Traveler</a> / East Bay	Print (full-page ad)	6,000	May/June	January 1 (40-words with high-res image)	\$2,142	\$750 (2)

<a href="#">Conde Nast Traveler</a> / LA Metro	Print (full-page ad)	26,000	May/June	January 1 (40-words with high-res image)	\$3,725	\$1,304 (2)
<a href="#">Local Getaways Express</a> (in Marin Magazine)*	Print (full-page ad)	10,000	Spring 2024	January 1 (40-words with high-res image)	\$5,000	\$1,167 (3)
<a href="#">Sactown</a> / Sacramento	Print (full-page ad)	35,000	March / April	January 1 (40-words with high-res image)	\$2,995	\$699 (3)
<a href="#">SFGate</a>	Native digital (photo and content)	Guaranteed 500,000 impressions; 3,000 page views	March - April	n/a We will request interview or survey	\$10,000	\$2,333 (3)
<a href="#">Southern California News Group</a> – The T.E.A.	Native digital (photo and content)	Guaranteed 300,000 impressions	March	n/a We will request interview or survey	\$7,200	\$2,520 (2)
<a href="#">Southern California News Group</a> - FOMO	Native digital (photo and content)	Guaranteed 300,000 impressions	March	n/a We will request interview or survey	\$5,950	\$2,083 (2)

*\*Delivered to 4 and 5 Star Hotel's Concierge Desks in San Francisco, the North Bay, Wine Country and in Rooms at Select Hotels. To mention a few: Clift Royal Sonesta, Palace Hotel, The Fairmont, Intercontinental Mark Hopkins, Parc 55, Taj Hotel, Hilton San Francisco, Ritz-Carlton San Francisco, Four Seasons Hotel, St. Regis San Francisco, Grand Hyatt San Francisco, Beacon Grand, Meadowood Napa Valley, Inn Above Tide, Casa Madrona, Cavallo Point and more.*