



BAY AREA MONITOR

2019-2020 Advertising Program (Page 1)

Publication Schedule (6 Editions)

August 1, 2019
October 1, 2019
December 1, 2019
February 1, 2020
April 1, 2020
June 1, 2020



Content

Transportation
Air Quality
Energy
Water
Open Space
Housing & Land Use

Audience

Elected Officials
Government Staff
Nonprofit Organizations
Business Leaders
Engaged Stakeholders
League Members

Distribution

Bay Area & Sacramento
3,000 print copies
1,200-person email list
Weekly email newsletter
Website & Facebook page
Local League promotion

Yearly Ad Rates (All 6 Editions)

1/6 page	\$2,500 (\$417 per edition)
1/3 page	\$5,000 (\$833 per edition)
1/2 page	\$7,000 (\$1,167 per edition)
Full page	\$9,000 (\$1,500 per edition)

Single Edition Ad Rates

1/6 page	\$500
1/3 page	\$1,000
1/2 page	\$1,500
Full page	\$2,000





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Mission

The Monitor seeks to:

- Raise awareness about policies, plans, programs, and legislation that affect quality of life in the San Francisco Bay Area and beyond;
- Enhance sustainability, conserve resources, advance equity, increase efficiency, and safeguard people; and
- Maximize stakeholder involvement in those efforts.

People

The Monitor is overseen by the board of directors of the League of Women Voters of the Bay Area, and is produced by a 5-member team of publishing professionals.



Cecily O'Connor
Writer,
Transportation



Robin Meadows
Writer,
Water



Leslie Stewart
Writer,
Air & Energy



Aleta George
Writer,
Open Space



Alec MacDonald
Editor &
Project Manager

Organization

The Monitor is published by the nonprofit League of Women Voters of the Bay Area, which was established in 1959. Today, it serves as the regional umbrella for 20 local Leagues, and is part of a national network of more than 800 state, regional, and local Leagues. As a national organization, the League of Women Voters was founded in 1920 with the mission to encourage informed and active participation in government.

BONUS CONTENT

The weekly Monitor Notes email newsletter is sent out every Wednesday, and is posted to bayareamonitor.org/notes and facebook.com/bayareamonitor.



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