



# 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

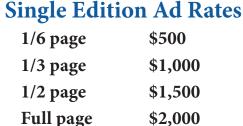
Bay Area & Sacramento 3,000 print copies 1,200-person email list Weekly email newsletter Website & Facebook page Local League promotion

## Yearly Ad Rates (All 6 Editions)

1/6 page 1/3 page 1/2 page

Full page

\$2,500 (\$417 per edition)
\$5,000 (\$833 per edition)
\$7,000 (\$1,167 per edition)
\$9,000 (\$1,500 per edition)







## Single Edition Title Sponsor 2-page spread Cover recognition \$4,000







# **BAY AREA MONITOR** 2019-2020 Advertising Program (Page 2)

#### 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

Writer, Air & Energy

Leslie Stewart

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.

