Reach San Francisco’s Craft Unions

At 118 years old, Organized Labor is one of the oldest and most respected labor newspapers in the country. Organized Labor is the official publication of the San Francisco Building and Construction Trades Council, which represents more than 30 individual local unions and has a total membership of over 60,000.

Our Readers

Gender:
- 65% men
- 35% women

Age:
- 48% = 18-34
- 38% = 35-54
- 14% = 55+

Income
- $50-$100,000 – 78%
- $101,000 - $150,000 – 22%

(Average wage and benefit packages range from $30/hour for apprentices to $60/hour for journeymen)

Occupation
- Construction – 72%
- Construction Management – 16%
- Consultants – 7%
- Engineering – 5%

Interests
- Auto and Auto Parts – 73%
- Sports and Sporting Goods – 84%
- Financial Services – 78%
- Entertainment – 67%
- Travel – 59%

Net Worth

The San Francisco Building and Construction Trades Council’s union officials control multimillion-dollar pension funds and assets in the tens of millions of dollars. While on the job, first-line supervisors also manage the purchase of millions of dollars of construction materials and services.
The Voice of San Francisco’s Labor Movement for 118 Years

Distribution
Organized Labor has a paid monthly circulation of 16,250.

<table>
<thead>
<tr>
<th>Union Officers</th>
<th>1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members</td>
<td>14,250</td>
</tr>
<tr>
<td>Governmental</td>
<td>1,000</td>
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<tr>
<td>Officials</td>
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</tbody>
</table>

(Union, local, state, federal)

2018 Editorial Schedule
Organized Labor covers major San Francisco union building projects from proposal through final completion as well as key legislation and union activities affecting the dynamic Northern California building trades sector.

<table>
<thead>
<tr>
<th>Feb</th>
<th>Healthcare Special Section</th>
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</thead>
<tbody>
<tr>
<td>April</td>
<td>Financial Special Section</td>
</tr>
<tr>
<td>June</td>
<td>Choosing a Lawyer</td>
</tr>
<tr>
<td>Aug</td>
<td>Labor Day: Saluting Organized Labor</td>
</tr>
<tr>
<td>Oct</td>
<td>Financial Special Section</td>
</tr>
<tr>
<td>Dec</td>
<td>Holiday: Construction Highlights of 2017</td>
</tr>
</tbody>
</table>

Annual Events 2018
Organized Labor holds regularly scheduled luncheons and Meet and Greets that put our advertisers together with our union decision makers.

Reach the dozens of different craft locals across print and digital platforms and take advantage of the opportunity to meet trades union prospects at advertiser-only Organized Labor events.

Organized Labor is published in partnership by the Building and Construction Trades Council of San Francisco and Senders Communications Group.
Print Advertising Rates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation Deadline</th>
<th>Ad Material Deadline</th>
<th>Date Issued</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>Dec. 18</td>
<td>Dec. 29</td>
<td>Jan. 16</td>
</tr>
<tr>
<td>February</td>
<td>Jan. 16</td>
<td>Jan. 28</td>
<td>Feb. 16</td>
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<tr>
<td>March</td>
<td>Feb. 16</td>
<td>Feb. 28</td>
<td>Mar. 16</td>
</tr>
<tr>
<td>April</td>
<td>Mar. 16</td>
<td>Mar. 30</td>
<td>Apr. 16</td>
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<tr>
<td>May</td>
<td>Apr. 16</td>
<td>Apr. 30</td>
<td>May 16</td>
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<td>June</td>
<td>May 16</td>
<td>May 30</td>
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<td>August</td>
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<td>September</td>
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<td>October</td>
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<td>Oct. 16</td>
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<tr>
<td>November</td>
<td>Oct. 16</td>
<td>Oct. 30</td>
<td>Nov. 16</td>
</tr>
<tr>
<td>December</td>
<td>Nov. 16</td>
<td>Nov. 30</td>
<td>Dec. 17</td>
</tr>
</tbody>
</table>

Ad Specs

1. Full Page
10" wide x 13.75" high

2. Quarter Page
4.875" wide x 6.75" high

3. Half Page Horizontal
10" wide x 6.75" high

4. Half Page Vertical
4.875" wide x 13.75" high

5. Eighth Page
4.875" wide x 3.25" high

Materials Guidelines

Materials must be provided digitally as PDF files saved as press ready or PDF/X-1a format. Ensure that all images are a minimum of 180 ppi at 100% of final placement size.

- For B/W ads, convert all graphics and colors to grayscale.
- Two and 4-color ads must be CMYK.

Publisher reserves the right to return for revision any materials that do not meet requirements.

Email Questions to:
brian@sendersgroup.com
818.884.8966 ext. 1108

Senders Communications Group
Advertising Dept.
21201 Victory Blvd., Suite #235
Canoga Park, CA 91303

4 Color Rates available for an additional $400

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>1x Rate (BW)</th>
<th>4x Rate (BW)</th>
<th>6x Rate (BW)</th>
<th>12x Rate (BW)</th>
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</thead>
<tbody>
<tr>
<td>Full pg</td>
<td>$ 3,309.60</td>
<td>$ 3,014.55</td>
<td>$ 2,994.60</td>
<td>$ 2,410.80</td>
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<tr>
<td>Half pg</td>
<td>$ 1,661.10</td>
<td>$ 1,506.75</td>
<td>$ 1,353.45</td>
<td>$ 1,205.40</td>
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<td>1/4 pg</td>
<td>$ 980.70</td>
<td>$ 904.05</td>
<td>$ 832.65</td>
<td>$ 796.95</td>
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<tr>
<td>1/8 pg</td>
<td>$ 685.65</td>
<td>$ 602.70</td>
<td>$ 567</td>
<td>$ 533.40</td>
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</tbody>
</table>
How Can Organized Labor’s Digital Plans Help You Reach Your Target Union Market?

- Tap into the dedicated readership of labor’s oldest newspaper (118 years old!) on our responsive digital platforms
- Connect with construction workers on the job as more of our readers view the paper on their phones
- Reach our 16,250 print subscribers and our more than 3,000 email subscribers with our monthly e-newsletter delivered directly to targeted audiences
- Partner with the only Union construction newspaper in the Bay Area – speaking directly to members who take pride in their work
- Talk to members earning an average of $72,000 a year
- Interact with union officials who control assets worth upwards of $200 million

**WEBSITE**

**Option #1 – Home Page**
- #1 position - $300/mo (728 x 90)
- #2 position - $200/mo (928 x 190)
- #3 position - $200/mo (928 x 190)
- #4-7 position - $250/mo (205 x 205)

**Option #2 – Inside Pages**
- #1 position - $200/mo (270 x 270)
- #2 position - $250/mo (270 x 625)

**Right Column: Only 2 slots available.**
- #1 position - $200/mo (270 x 270)
- #2 position - $250/mo (270 x 625)
- Combination print and digital discounts available.

**EMAIL**

**Option #3 – Enewsletter**
- 1x - $400
- 3x - $350
- 6x - $250
- 12x - $200
- 3 sponsorships available.
- Sole Sponsor - Call for info.

**Option #4 – Combination Packages starting at $750/mo**
- Web site home page
- Enewsletter banners
- Sponsor a luncheon or event
- Single sponsored enewsletter

**SAMPLE DIGITAL ADS**

**Interested?**
Call us for more information: (818) 884-8966 x 1108 or x 1107

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**Digital Advertising Rates**

**Talk to us about how you can reach this growing market.**

Brian Bullen Director of Business Development | Phone: (818) 884-8966 x 1108 | Email: brian@sendersgroup.com