



2020 MEDIA KIT



Organized Labor

Official Publication of the Building and Construction Trades Council of San Francisco

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The Voice of San Francisco's Labor Movement for 120 Years



Reach San Francisco's Craft Unions

At 120 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.

From the Job Site to City Hall

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.





2020 Editorial Schedule

Organized Labor has a series of special editions in which we highlight sectors of the industry. Our two biggest issues – August and December – focus on the top projects of the year and those who make it possible.

Feb	Healthcare Special Section
April	Financial Special Section
June	Choosing a Lawyer
Aug	Labor Day: Saluting Organized Labor
Dec	Holiday: Construction Highlights of 2020

Distribution

Organized Labor has a paid monthly circulation of 16,250, which includes union officers, members and government officials at local, state and federal levels.



How Can Organized Labor's Digital Plans Help You Reach Your Target Union Market?

- Tap into the dedicated readership of labor's oldest newspaper on our responsive digital platforms
- Connect with construction workers on the job through their mobile devices
- Reach our 16,250 print subscribers and our more than 3,000 email subscribers with website and our monthly e-newsletter
- Partner with the only Union construction newspaper in the Bay Area and speak directly to members who take pride in their work

Annual Events 2020

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.

Ask about sponsorships for our labor marketing events!



Organized Labor: 2020 Print and Digital Advertising Rates

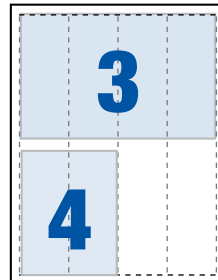
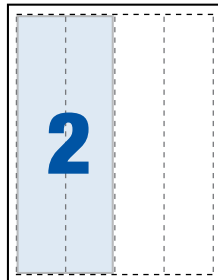
2020 Organized Labor Print Ad Rates

Ad Unit	1x Rate	4x Rate	6x Rate	12x Rate
Full page	\$3,500	\$3,250	\$3,000	\$2,500
Half page	\$1,800	\$1,600	\$1,400	\$1,250
Quarter page	\$1,000	\$950	\$900	\$850

Prices quoted are for black and white ads. 4-color rates available for an additional \$250 per issue.

Ad Specs (Publication is 11" wide x 15" tall)

Ad Unit	Dimensions
1 Full page	10" wide x 13.75" tall
2 Half page (Vertical)	4.875" wide x 13.75" tall
3 Half page (Horiz.)	10" wide x 6.75" tall
4 Quarter page	4.875" wide x 6.75" tall



2020 Print Timeline

2020 Issue	Reserve space:	Artwork due:	Distribution:
January	Dec. 27	Jan. 6	Jan. 15
February	Jan. 31	Feb. 5	Feb. 17
March	Feb. 28	Mar. 5	Mar. 16
April	Mar. 27	Apr. 6	Apr. 15
May	Apr. 24	May 5	May 15
June	May 29	June 5	June 15
July	June 26	July 6	July 15
August	July 31	Aug. 5	Aug. 17
September	Aug. 28	Sept. 4	Sept. 15
October	Sept. 25	Oct. 5	Oct. 15
November	Oct. 30	Nov. 5	Nov. 16
December	Nov. 27	Dec. 4	Dec. 17

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% final placement size.

- For B/W, 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.

Website: Home Page

Content Pages

Ad Unit	Dimensions	Monthly
1	728 x 90px	\$300
2-3	928 x 190px	\$200
4-7	205 x 205px	\$250
8	270 x 270px	\$200
9	270 x 625px	\$250

Enewsletter

1x - \$400 3x - \$350
 6x - \$250 12x - \$200
 3 sponsorship spaces available.
 Sole sponsorship emails available.

Combination Packages starting at \$750/mo.
 Contact us for more information.

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

Get in touch to reach this growing market.

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