

NEW BayNature.org

YOUR PORTAL TO NATURE NEARBY

Bay Nature is a unique organization whose reach has influenced Bay Area residents and policy makers for more than 12 years. The primary goal of Bay Nature is to promote awareness and sustainability of our extraordinary 12-county Northern California region.

A major component of our community is the suite of businesses, entrepreneurs, institutions, and organizations that advertise in Bay Nature magazine and BayNature.org.

Advertising in Bay Nature's PRINT and ONLINE venues is an effective part of your media mix — it is outreach that communicates to a highly targeted audience of people who enjoy and utilize the diverse natural world of the greater Bay Area.

Our magazine readers and website visitors benefit from learning about a range of local businesses and service providers. Retail, travel destinations, home improvement, landscape and design services; bookstores, museums, educational organizations; nonprofit sector services and family outdoor activities are just some of the many eclectic companies and nonprofit institutions who support the Bay Area's environment.

Advertisers in Bay Nature magazine and BayNature.org provide Bay Nature Institute with the financial support for maintaining our two high-quality venues that educate us about the natural world of the Bay Area.

Nowhere else can advertisers reach such a higher concentration of Bay Area readers who have a keen interest in the outdoors and preserving the environment than through BAY NATURE. Please join us!

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Advertising Director
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Bay Nature Institute
1328 Sixth Street, Suite 2
Berkeley, CA 94710
ph: 510-528-8550 x102
fax: 510-528-8117
www.baynature.org

TIER 1

Maximum Impact

8 slots available

Make a splash with the 25,000 to 30,000 devoted, local nature lovers who visit BayNature.org each month. Your ad appears above the fold on our highest traffic pages:

- Home Page—rotating above and below the fold
- Trail Finder—near the map on every page
- Events Calendar landing page

You also get a presence on every page of our site (in rotation)

- Run-of-site on interior pages
- All geozones and All topics

Approximate monthly reach*: 10,000 visitors

Approximate quarterly reach*: 30,000 visitors

You get ALL Topics and Geozones

Topics

- ☒ Special Coverage: Timely topics we're covering in depth, like state parks and climate change. Inquire for current list.
- ☒ Habitats & Wildlife: The place to be for nature lovers, including birders, plant people, geology buffs, and anyone curious about the natural places around them and nonhuman neighbors.
- ☒ People on the land: stories about kayaking and hiking, tales of urban nature, volunteer stewardship, trail building, and the human history of wild places

Geography

- ☒ Alameda, Contra Costa, Solano
- ☒ San Francisco
- ☒ Marin, Sonoma, Napa
- ☒ San Mateo, Santa Clara
- ☒ Santa Cruz, Monterey

*Per account

TIER 1

Home Page



Smaller creative above the fold. Rotates, minimum one-eighth share of traffic.

Larger creative below the fold. Rotates, minimum one-eighth share of traffic.

Events Landing Page



Larger creative above the fold. Rotates, minimum one-eighth share of traffic.

Larger creative below the fold. Rotates, minimum one-eighth share of traffic.

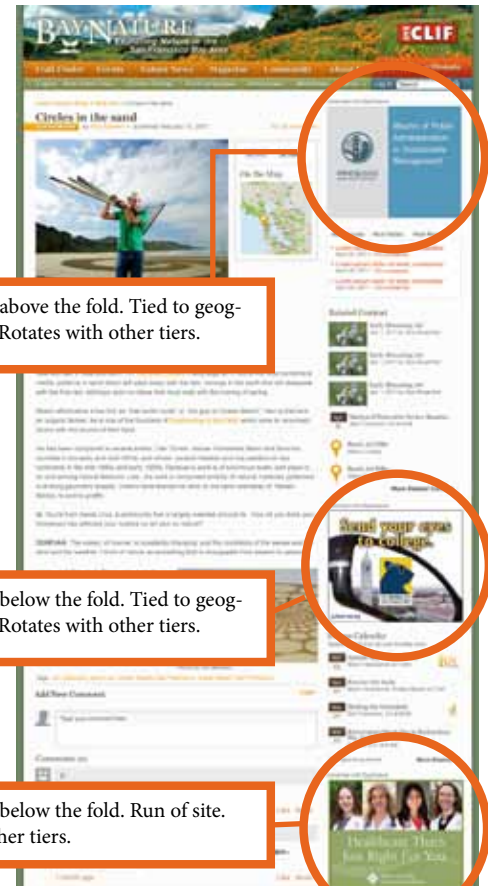
Trail Finder Pages



Smaller creative above the fold. Rotates, minimum one-eighth share of traffic.

Larger creative below the fold. Tied to geography. Rotates with other tiers.

All Other Pages



Larger creative above the fold. Tied to geography or topic. Rotates with other tiers.

Larger creative below the fold. Tied to geography or topic. Rotates with other tiers.

Larger creative below the fold. Run of site. Rotates with other tiers.

TIER 2

Targeted Impact

16 slots available

Reach our most committed users through pages for magazine issues, blog posts, and organization listings.

Your ad appears above the fold on these landing pages:

- Articles and Blog story list
- Magazine issue pages
- Organizations

Your ad also appears in run-of-site rotation and on pages targeted to the audiences you want to reach. Choose two topics and two geographic regions from the list below, and your ad will appear on pages relevant to that content.

Approximate monthly reach*: 4,000 visitors

Approximate quarterly reach*: 12,000 visitors

Choose Topics and Geozones

Topics (Choose two)

- Special Coverage: Timely topics we're covering in depth, like state parks and climate change. Inquire for current list.
- Habitats & Wildlife: The place to be for nature lovers, including birders, plant people, geology buffs, and anyone curious about the natural places around them and nonhuman neighbors.
- People on the land: stories about kayaking and hiking, tales of urban nature, volunteer stewardship, trail building, and the human history of wild places

Geography (Choose two)

- Alameda, Contra Costa, Solano
- San Francisco
- Marin, Sonoma, Napa
- San Mateo, Santa Clara
- Santa Cruz, Monterey

*Per account

TIER 2

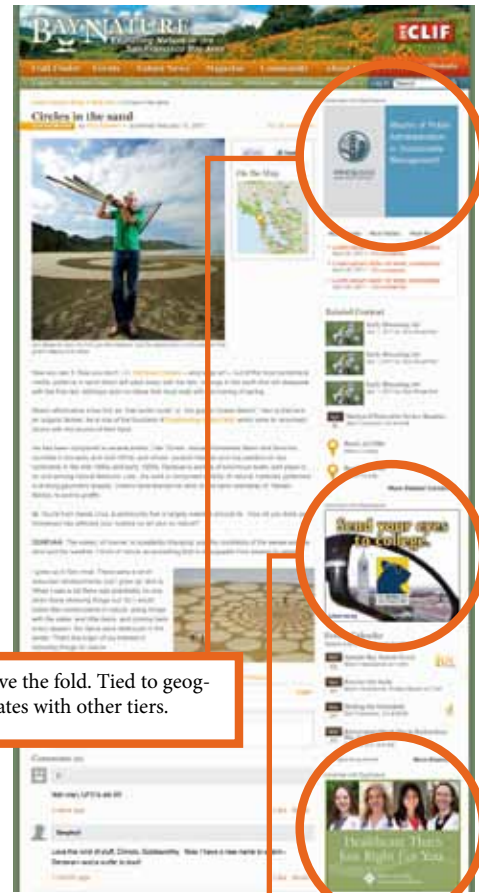
Article List and Blog Pages



Larger creative above the fold. Rotates, minimum one-sixteenth share of traffic.

Larger creative below the fold. Rotates, minimum one-sixteenth share of traffic.

All Other Pages



Larger creative above the fold. Tied to geography or topic. Rotates with other tiers.

Larger creative below the fold. Tied to geography or topic. Rotates with other tiers.

Larger creative below the fold. Run of site. Rotates with other tiers.

Trail Finder Pages



Larger creative below the fold. Tied to geography. Rotates with other tiers.

TIER 3

Focused Impact

20 slots available

For an incredibly low price, we'll make sure your ad appears only on pages relevant to your business, maximizing impact with a smaller audience, but one that's already looking for you.

Your ad will appear on interior pages in run-of-site rotation and on pages targeted to one topic and one geographic region. Choose from the list below.

Approximate monthly reach*: 2,000 visitors

Approximate quarterly reach*: 6,000 visitors

Choose Topics and Geozones

Topics (Choose one)

- Special Coverage: Timely topics we're covering in depth, like state parks and climate change. Inquire for current list.
- Habitats & Wildlife: The place to be for nature lovers, including birders, plant people, geology buffs, and anyone curious about the natural places around them and nonhuman neighbors.
- People on the land: stories about kayaking and hiking, tales of urban nature, volunteer stewardship, trail building, and the human history of wild places

Geography (Choose one)

- Alameda, Contra Costa, Solano
- San Francisco
- Marin, Sonoma, Napa
- San Mateo, Santa Clara
- Santa Cruz, Monterey

*Per account

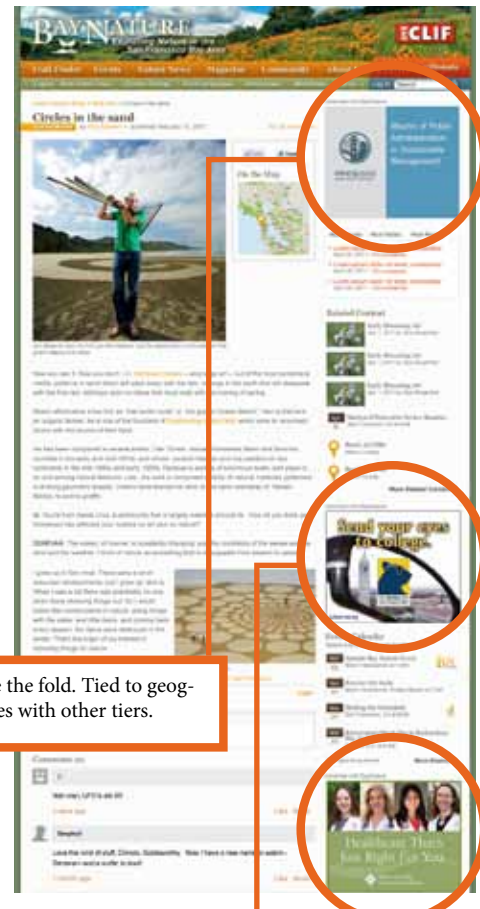
TIER 3

Trail Finder Pages



Larger creative below the fold. Tied to geography. Rotates with other tiers.

All Other Pages



Larger creative above the fold. Tied to geography or topic. Rotates with other tiers.

Larger creative below the fold. Tied to geography or topic.

Larger creative below the fold. Run of site. Rotates with other tiers.

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Mechanical Specifications

Please supply files for web ads and sponsorships as JPG, PNG, or GIF (no animation) in the dimensions listed below.

Sponsor spots (sitewide and Trailfinder)

Please supply your company's logo in color and sized to fit within a square that's 130 px wide by 75 px tall. The logo will either float in a transparent box or, if needed for legibility in site-wide spot, in a white box.

Tier 1 Advertisers (also available in larger sponsorship package)

Our top tier ads appear in two sizes to maximize exposure across the site. Please supply one larger ad file at 300 px wide by 250 px tall and a second at 180 px wide by 150 px tall.

Tier 2 and 3 Advertisers (Tier 2 available in larger sponsorship package)

Please supply a single ad file, 300 px wide by 250 px tall.

Questions?

Let us know!

For advertising, including ad design assistance, contact Ad Director Ellen Weis.

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1328 Sixth Street, Suite 2
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For sponsorship, contact Development Officer Judith Katz.

Judith Katz
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