



1m

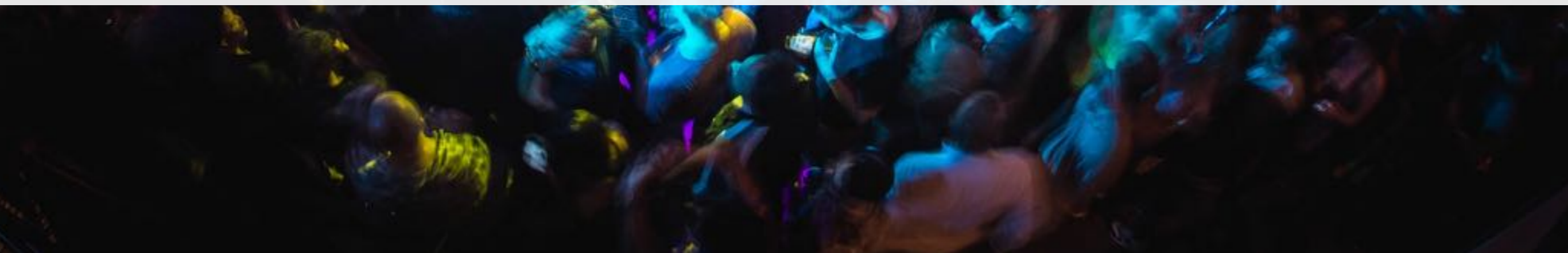
Page Views Per Month

160k

Email Subscribers

80k+

Social Media Fans



We are local media.

Each Year SF Station supports dozens of events as an in-kind media sponsor. Events include fundraisers, film festivals, music festivals, comedy festivals, social & nightlife events, street fairs and more! Here is a partial list of some of the local businesses & events SF Station supports...



OAKLANDISH





SFSTATION

Male: 51%
Female: 49%
Age: 18 - 45

Professional: 59%
Service: 26%
Student: 15%

Undergrad: 54%
Graduate: 46%
Income: \$75k - \$250k+



SFSTATION

Founded in 1996, San Francisco's local independent city guide delivers relevant and dynamic content to locals and visitors alike. From Burning Man to the Opera and everything in between, **SF Station** is an online lifestyle city guide covering a wide range of San Francisco Bay Area's arts, entertainment and cultural happenings.



EMAIL MARKETING

Email Blasts can be delivered to **over 40,000 high-quality subscribers** who specifically sign up to discover great events, products and services.

- ✓ Dedicated Email Marketing Campaign
- ✓ Call-to-action Buttons
- ✓ Multiple conversion and promotional points within content

Next Weekend - October 19 & 20!

Treasure Island Music Festival

featuring
Atoms for Peace, Beck, Major Lazer,
Animal Collective & many more!

[Tickets](#) [Send To a Friend](#)

Call-to-Action Buttons

SATURDAY	SUNDAY
ATOMS FOR PEACE	BECK
MAJOR LAZER	ANIMAL COLLECTIVE
LITTLE DRAGON	JAMES BLAKE
PHANTOGRAM	SLEIGH BELLS
DISCLOSURE	STRFKR
HOLY GHOST!	JAPANESE
TRICKY	REAL ESTATE
DJ FALCON	LORD HURON
POOLSIDE	HAIM
ADULT.	PALMA VIOLETS
ROBERT DELONG	CAVUCAS
GIRAFFAGE	SO ECHO
ANTWON	DEEP SEA DIVER

OCTOBER 19-20, 2013 • THE FESTIVAL IN THE BAY • SF, CA

TREASUREISLANDFESTIVAL.COM

Treasure Island Music Festival returns for its 7th year and a stellar musical lineup next weekend - October 19 & 20!

Featuring 26 bands, including: Atoms for Peace, Beck, Major Lazer, Animal Collective, Little Dragon, James Blake, Phantogram, Sleigh Bells, Disclosure, STRFKR, Holy Ghost!, Japandroids, Tricky, DJ Falcon, Poolside, Haim & more!

Produced by Noise Pop and Another Planet Entertainment, Treasure Island Music Festival has grown to become one of the west coast's most-loved festivals capping out the festival season, not just for the fans who attend, but for the artists themselves. With no overbearing sets,

Upcoming at Audio Discotech
10.17 - Paris & Simo

AUDIO DISCOTECH

PHONIC THURSDAYS THURSDAY OCT 17

PARIS & SIMO

SMN Project

RSVP HERE (FREE ENTRY BEFORE 11)

As electronic music continues to explode throughout the world, a new generation of young producers is taking the scene to places it's never been and Paris & Simo are leading the charge. The 20-year-old duo from Montreal, Canada was formed in 2010 and has already earned support from some of the biggest DJs in the industry including Tiesto, Bob Sinclar, Hardwell, Max Vangeli and many others. Don't miss them in SF on Oct. 17 at Audio.

10.18 - Marques Wyatt

AUDIO DISCOTECH



SFSTATION

SOCIAL MARKETING

With over **80,000+** social media fans, SF Station customizes your message directly into the timeline. **PLUS: Add a boost** your post to reach even more fans!

- ✓ 47,000 Twitter Followers
- ✓ 30,000+ Facebook Fans
- ✓ 4,000+ Instagram Followers
- ✓ Custom Post on SF Station's Facebook, Twitter and Instagram

Sponsored Post

The image shows a screenshot of the SF Station Facebook page. The top post is a sponsored post for the 'Great Urban Race' in San Francisco. The post features a graphic with a map of California and the text 'SAN FRANCISCO'. Below the graphic, the text reads: 'Great Urban Race is a city-wide scavenger hunt where teams of 2-4 people discover the hidden gems of San Francisco. Solve clues, tackle challenges, and race for cash prizes. Coming 2/22. Sign up now! <http://bit.ly/1c5aCB6>'. The post has 37 likes, 7 comments, and 25 shares. Below the post, there are several comments from users like Carolyn Gonzalez, Murin Jacob Kern Sugiyama, Mavra Esparza, Becky Robb, and Sophie Cohen. The second post is a regular post from SF Station dated February 5, with the text: 'Still not sure what you're doing for valentine's Day? Check out our Valentine's Guide for information on Beer Week, Dance Parties and of course... Pillow Fights! <http://bit.ly/1ENIKA> p: yourfutureboyfriend'. Below this post is a photo of a building at night. On the right side of the page, there is a vertical list of years from 2014 to 2009. At the bottom right, there is a logo for SF Station.

SPONSORED ARTICLE

Collaborate with us to publish and promote your story on SF Station.

- ✓ A collaborative story made with SF Station editor (Q&A, profile on products offered, history, mission etc.)
- ✓ Article is promoted on the SF Station homepage for 4 days in the top slider
- Article remains live on the site indefinitely in the News archives
- ✓ Article included in Tuesday newsletter (55,000 subscribers)
- ✓ Article mentioned on social channels (80,000 fans and followers)

The screenshot shows the SF Station website interface. At the top, there's a navigation bar with 'SFSTATION' logo and links for GUIDES, EVENTS, NEWS, PHOTOS, PLACES, FREE STUFF, and a weather widget showing 68°F. Below this is a secondary navigation bar with 'CLUBS MUSIC DINING ARTS LIFESTYLE' and a 'Add your event' button. The main content area features an article titled 'Smart, Sexy, Saucy...The Uninhibited Series Delivers the Whole Package' by Shayna Yasuhara, dated March 3, 2016. The article is categorized under 'ARTS, MUSIC, NEWS'. It includes social sharing buttons for G+1, Tweet, and Share 4. The article's main image is a collage of three photos: a hand holding a heart, a man in a red shirt, and a woman in a blue and red outfit. Below the image, the article text begins: 'Shiver me Tinders, the Uninhibited series is here! As spring fever starts to kick in, and with summer romance right around the corner, it's the perfect time to explore some of our most innate human forces...sex, love, and knowledge. This series of events, parties, and talks at the JCCSF are open to the community and celebrate San Francisco's forward-thinking views on human sexuality. And'. To the right of the article is a large red graphic with a white stylized logo. Below that is a 'MOST POPULAR NEWS' section with four items: 'Skrillex to Headline First SuperCity Summer Festival at Oakland Coliseum', 'Free Event: 'It's Your Town' Multi-City Vodka & Art Series Comes to SF', 'Q&A with Mikey Lion of Desert Hearts: From the Desert to the Jungle, to SF this Friday', and ''No Touching' An Arrested Development Pop-Up Art Show Tribute at Heron Arts'. The bottom of the page features the SF Station logo and name.

DISPLAY ADVERTISING

Targeted visibility and brand awareness to highly relevant audiences on well-trafficked channel pages, directories, calendars and articles.

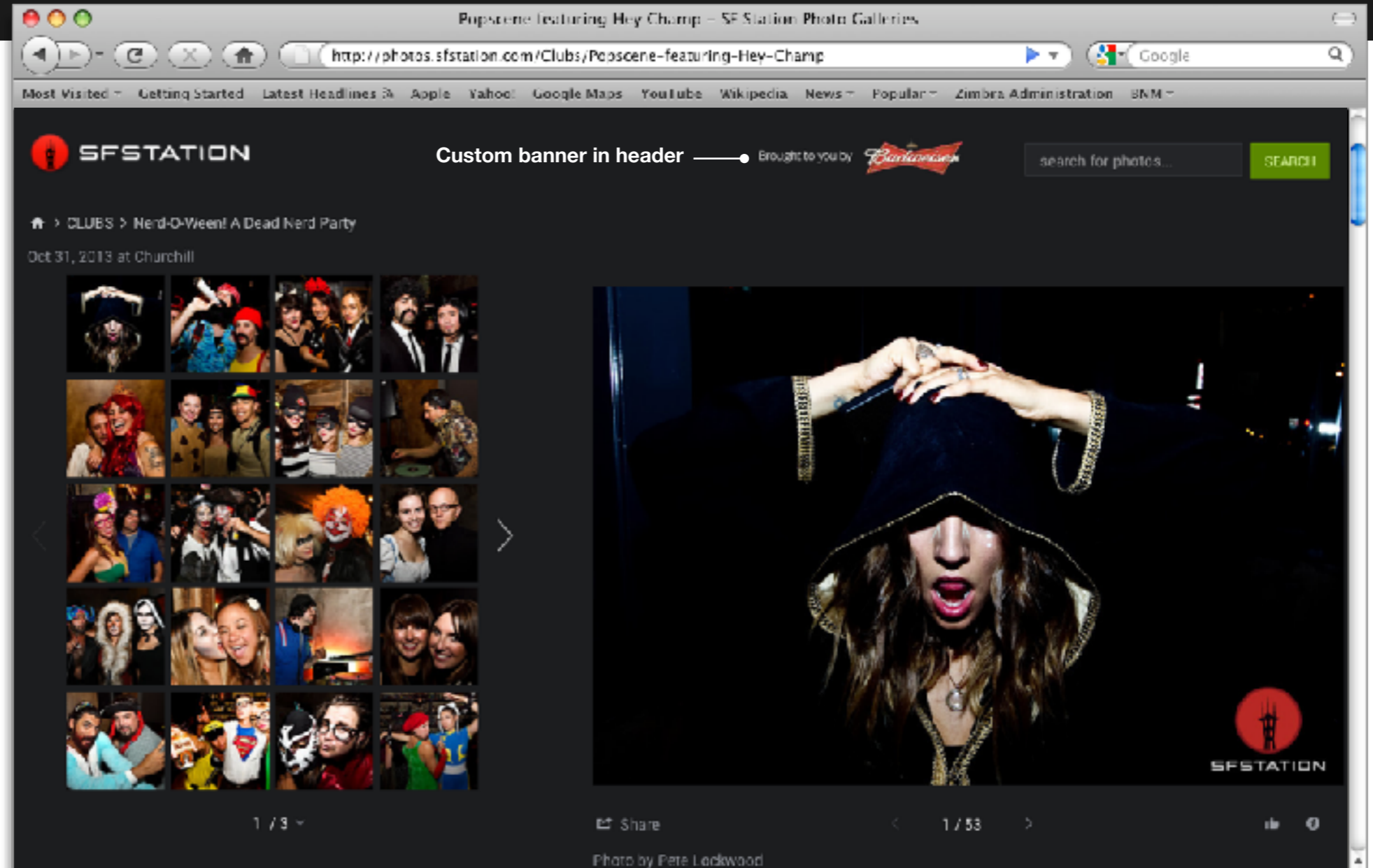
- ✓ Target specific verticals
- ✓ Strong branding
- ✓ CPM or Fixed Placement
- ✓ 300 x 250 banner
- ✓ 140 x 100 tile ads
- ✓ Custom Ads
- ✓ iPhone ads
- ✓ 320x50 Mobile banners

The screenshot shows the SFSTATION website interface. At the top is a navigation bar with the SFSTATION logo and links for GUIDES, EVENTS, NEWS, PHOTOS, PLACES, FREE STUFF, and a weather widget showing 67°F. Below this is a secondary navigation bar with categories like CLUBS, MUSIC, DINING, ARTS, and LIFESTYLE, along with links to 'Add your event' and 'Download the iPhone app'. The main content area is titled 'CLUBS' and features a large photo gallery for 'Electric Daisy Carnival Las Vegas 2016' by Chelsea Young. To the right of the gallery is a 'CLUBS EVENTS CALENDAR' with a grid for days of the week (TUE 19 to MON 25). Below the calendar is a large red banner with a white logo consisting of four circles arranged in a cross pattern. A line points from the text '300 x 250 banner' to this banner. At the bottom of the page is a 'FEATURED VENUES & EVENTS' section with six promotional tiles for 'DINNER IN WONDERLAND', 'VERSO', 'Playhouse SATURDAYS', a logo with a downward-pointing triangle, 'THE END UP', and 'f8 1192 FOLSOM'.

PHOTO GALLERY SPONSOR

Chronicling San Francisco's best events with a highly targeted marketing presence throughout SF Station's Photo Galleries.

- ✓ 28k Uniques per month
- ✓ 360k Photo views per month
- ✓ Exclusive sponsorship
- ✓ Customized banner in header
- ✓ Logo on Photo Cards
- ✓ Unmatched marketing presence at top events



SPONSORED NEWSLETTER

SF Station's Top Events and Email Newsletters cover the upcoming week's best events, latest news, guides, photos, local artwork and giveaways.

- ✓ 55,000 subscribers each
- ✓ Sent every **Tuesday** (news) and **Thursday** (events)
- ✓ Strong branding
- ✓ Fixed Placement ads
- ✓ 550 x 100 banners
- ✓ Top weekly events
- ✓ Weekly articles and reviews
- ✓ Weekly Giveaways
- ✓ Weekly Photo Galleries

SFSTATION View Online | Forward | Subscribe

Mark your calendars! The Stern Grove Festival just announced their full season of **free summer concerts** including Atomic Bomb!, Hieroglyphics, George Clinton and more. On Saturday, slap on some goggles and get ready to see what happens when an unlimited amount of paint flies at **Paint Wars**. Join a discussion with filmmakers **Joel and Ethan Coen** at Castro Theatre or demo the latest Virtual Reality devices at **VR Day** in the Mission. On Sunday, just be you, and see others be them, and you'll see just **How Weird** that gets at the annual street faire that encourages you to let the freak flag fly while discovering new local music and art. And next Tuesday, stop by these **SF museums** for free!

THIS WEEK'S TOP EVENTS

Friday
Stephan Bodzin & HVOB
at Public Works
BUY TICKETS

SFSTATION NEWS / PHOTOS

A Weekend Full of Ramen, Sake & Cuteness Overload at the J-Pop Summit

Read more

The New San Francisco Museum of Modern Art [Buy Tickets](#) **SF MO MA**

Mama Galina's Pop-Up Dining Experience Reinvents Russian Food in the Mission

Read more

LEAD GENERATION

Build your own audience... with our help! Data collection service through incentive-based marketing.

1 Run of Site Promotional Ads



2 User Data Collection Form

Win a bottle service for 8 people at...
Fahrenheit Ultra Lounge & Restaurant
 There is one winner every month so come back often for your chance to win!

Email Address

Win a bottle service for 8 people at...
Fahrenheit Ultra Lounge & Restaurant
 There is one winner every month so come back often for your chance to win!

Email Address

First Name

Last Name

Age Zip Code

Gender: Male Female

3 Data Shared.

EmailAddress	AddDate	First Name
emily345@yahoo.com	1/6/10 17:41	Emily
questlove@aol.com	1/5/10 14:17	Jimmy
sashamcg@hotmail.com	1/13/10 19:37	Sasha
kothari98@aol.com	1/3/10 18:11	Leslie
bob.rouch@gmail.com	1/5/10 16:51	Bob
rose.cameron@usps.gov	1/5/10 14:23	Rose
aditi.patel32@gmail.com	1/12/10 15:16	Aditi
tg4eva@yahoo.com	1/4/10 21:00	Tom

EmailAddress	AddDate	First Name	Last Name	Male	Female	Age	Zip Code
emily345@yahoo.com	1/6/10 17:41	Emily	Berger		1	29	94558
questlove@aol.com	1/5/10 14:17	Jimmy	Rey	1		38	94043
sashamcg@hotmail.com	1/13/10 19:37	Sasha	McGuire		1	21	94132
kothari98@aol.com	1/3/10 18:11	Leslie	Kothari		1	46	92131
bob.rouch@gmail.com	1/5/10 16:51	Bob	Rouch	1		44	94117
rose.cameron@usps.gov	1/5/10 14:23	Rose	Cameron		1	46	94801
aditi.patel32@gmail.com	1/12/10 15:16	Aditi	Patel		1	24	94118
tg4eva@yahoo.com	1/4/10 21:00	Tom	Quessenard	1		28	94114
pattyfargas7@hotmail.com	1/6/10 13:29	Patty	Fargas		1	33	95134
kiyoon.noo@yahoo.com	1/6/10 5:10	Ki Yoon	Woo		1	26	94112
ricardo@yahoo.com	1/17/10 16:35	Mike	Ricardo	1		30	94040
sophia.natkael@hotmail.com	1/18/10 16:23	Sophia	Natkael		1	23	95136
whitneygerman154@yahoo.com	1/5/10 18:56	Whitney	Germain		1	40	92101
clanesruggles@gmail.com	1/6/10 2:29	Diane	Summer		1	30	94122
ndiabeach@gmail.com	1/5/10 14:54	Ndia	Beach		1	30	94110
ericastons2@gmail.com	1/13/10 14:35	Eric	Easton	1		32	94118
watkins@gmail.com	1/1/10 20:55	Emiliv	Watkins		1	23	95006
roxymusic@gmail.com	1/6/10 17:33	Amber	Tafava		1	27	94015
gregd@hotmail.com	1/2/10 18:59	Greg	Dunnard		1	28	94080
alexis.sola@csu.sdsu.edu	1/3/10 19:55	Alexis	Sola		1	24	94044
jenna costa@gmail.com	1/5/10 14:40	Jenna	Costa		1	24	94117
vvaan@gmail.com	1/5/10 16:54	Vivian	Vanlipiaz		1	27	94618
kimcheng@usc.edu	1/6/10 15:23	Kimberly	Chang		1	27	94600
ben.long@soopolemail.com	1/6/10 18:41	Ben	Long		1	22	94118
benjalsruie@gmail.com	1/6/10 21:13	Chad	Park		1	21	55305
tau.melbin@gmail.com	1/8/10 15:30	Paul	Melbin	1		26	94115



SFSTATION

ENHANCED EVENT

Self-managed Enhanced Event Page and top placement on Events Calendar.

The screenshot shows the SF Station website with the following details for the 'San Francisco International Hip Hop DanceFest':

- When:** Fri Nov 15 (but schedule below)
- Where:** Palace of Fine Arts
- Time:** 8pm
- Cost:** \$39.99 - \$75
- Tags:** Arts, Music, Dance, City Events

LOCATION: Palace of Fine Arts, 3301 Lyon Street, San Francisco, CA. Includes a map and 'Directions' link.

DESCRIPTION: The San Francisco International Hip Hop DanceFest celebrates its 15th anniversary with performances featuring 13 of today's hottest hip-hop dance companies. Curated by DanceFest Founder and Director Mcaya, this year's event includes two programs featuring new works by acclaimed returning artists Ill Style & Peace Productions, Funk Beyond Control, Mix'd Ingredients, SoulForce Dance Company, Loose Change, Groove against the Machine, Footworkingsz and Chagkis Dance Family. Performing at the festival for the first time are UK's Far from the Norm, the Lor Brothers - WIN & M-FACT, Nicole Gaymoon's Embodiment Project featuring d. Sabala grimes, bone breaking company Bones the Machine, SexLeveled and Greathouse of Dance. More than 100 individuals will take the stage mixing skillfulness with artistry and storytelling. The DanceFest is internationally known as the prestigious event for presenting hip-hop dance.

SCHEDULE:

Location	Time
Palace of Fine Arts 3301 Lyon Street San Francisco, CA	Fri Nov 15 (8pm) Sat Nov 16 (8pm) Sun Nov 17 (2pm and 7pm)

Enhanced Event Page

- ✓ Self-managed
- ✓ Logo, photos and description
- ✓ Full schedule with multiple locations and times
- ✓ Call-to-action
- ✓ Link to website

The screenshot shows the SF Station Events Calendar listing for Friday, June 11, 2010. The 'San Francisco International Hip Hop DanceFest' is listed as follows:

- Event:** San Francisco International Hip Hop DanceFest
- Location:** Palace of Fine Arts (8pm)
- Description:** The San Francisco International Hip Hop DanceFest celebrates its 15th anniversary with performances featuring 13 of today's... More -
- Phone:** 415-382-6800
- Action:** Buy Tickets

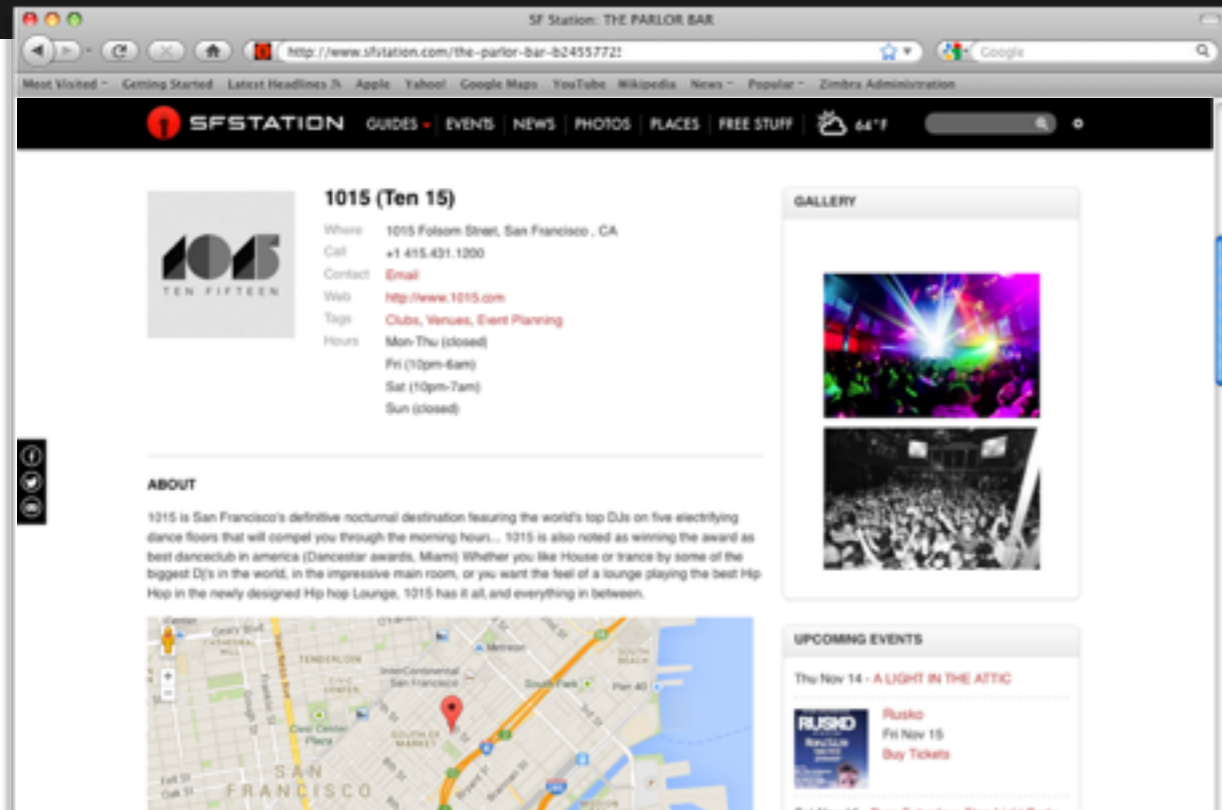
Other events listed include 'VINTAGE, STAMINA SUNDAYS, & Brass Tax present: METHOD ONE' and 'FTS @ The Cellar'.

Events Calendar Listing

- ✓ Top placement above Free Listings
- ✓ Logo or photo
- ✓ Description
- ✓ Multiple Call-to-action links
- ✓ Link to Enhanced Event Page

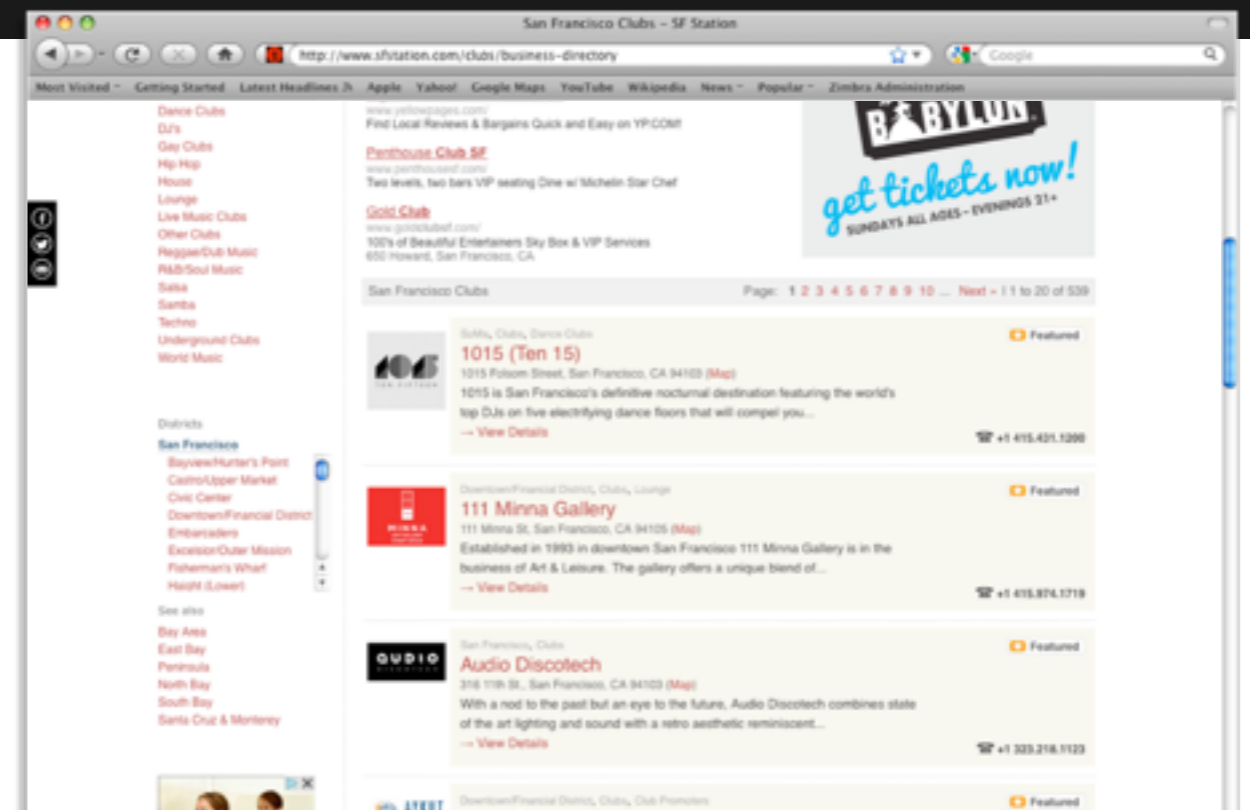
ENHANCED BUSINESS

Self-managed Enhanced Business Page and top placement on Business Directory Listing.



Enhanced Business Page

- ✓ Self-managed
- ✓ Logo, photos, videos and description
- ✓ Call-to-action
- ✓ Social Media (FB & Twitter) displayed on Business Page
- ✓ Events Calendar display



Business Directory Listing

- ✓ Top placement above Free Listings
- ✓ Logo or photo
- ✓ Description
- ✓ Multiple Call-to-action links
- ✓ Link to Enhanced Business Page

Let's Connect

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SFSTATION