

CASTRO GUIDE 2026 | 2027 EDITION

SAMPLE LISTING

WITH
ADDRESS

BUSINESS NAME..... **99**
Brief business or service description. (40 characters)
123 Any Street, SF, CA 94000
415.555.1212 • website.com

WITHOUT
ADDRESS

BUSINESS NAME
Brief business or service description. (40 characters)
415.555.1212 • website.net

PUBLICATION DATA

SIZE	4" x 9"
CONTENT	NEIGHBORHOOD ARTICLES EVENTS & INFORMATION BUSINESS LISTINGS MERCHANT MAP ADVERTISING
PRINT DATE	JUNE 2026
PRINT RUN	10,000 COPIES
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PUBLICATION INFORMATION: The publication will be printed in full color. All advertising, design and illustration files must be submitted according to the specifications stipulated in the advertising invoice. No other formats accepted.

For membership or other association data, please visit:

castromerchants.com

THIRD ACT SERVICES

To place your order, please contact Ron Willis:

415.552.8040 • operations@thirdact.services

ADVERTISING DESIGN SERVICES ARE AVAILABLE ON REQUEST.
LAYOUT FOR EXAMPLE PURPOSES ONLY. FINAL DESIGN WILL DIFFER.

MEDIA KIT

CASTRO GUIDE



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**TO ADVERTISE,
PLEASE CONTACT:
RON WILLIS
OPERATIONS@THIRDACT.SERVICES
415.552.8040**

**QUARTER PAGE • \$350
3.50" W x 2.00" H
LIVE AREA 3.25" W x 1.75" H**

**501(c)(3) NONPROFITS
& RETURNING ADVERTISERS
RECEIVE A 10% DISCOUNT*
OFF PUBLISHED RATES.**

***DOES NOT APPLY TO PREMIUM PLACEMENTS**

**HALF PAGE • \$550
3.50 W x 4.1667 H
LIVE AREA 3.25" W x 3.9167" H**

CASTRO MERCHANTS (CM) is again partnering with **Third Act Services** for the latest edition of the original **CASTRO GUIDE**. A combination business directory and neighborhood promotion tool, **CASTRO GUIDE** encourages visitors to explore our vibrant and historically diverse part of the City. The free and user-friendly guide is distributed around the Castro and beyond. It features engaging editorial content about the Castro, a directory of CM members, and a map of the neighborhood keyed to member locations and notable area attractions. Display advertising is available in a variety of sizes at affordable rates, including several preferred placement opportunities. CM members who have renewed or joined for 2026 receive a free listing in the guide and have an exclusive members-only option to increase their visibility with display advertising.

ABOUT CASTRO MERCHANTS: Castro Merchants represents businesses of all types in the Castro, Upper Market, Eureka Valley, and Duboce Triangle neighborhoods. Members range from small, independent companies though larger corporate entities and Castro Merchants is one of the City's largest and most effective neighborhood merchant organizations. All businesses located in and serving the Castro are welcome and encouraged to join!

castromerchants.com

***BACK COVER • \$2,300**

MAP SPONSOR • \$2,000

***INSIDE COVERS &
FACING PAGES • \$1,400**

FULL PAGE • \$1,000

DIMENSIONS:

4.00" W x 9.00" H

LIVE AREA 3.50" W x 8.50" H

BLEED AREA 4.50" W x 9.50" H

**PLEASE CALL FOR INFORMATION
ABOUT OTHER PREMIUM PLACEMENTS.**