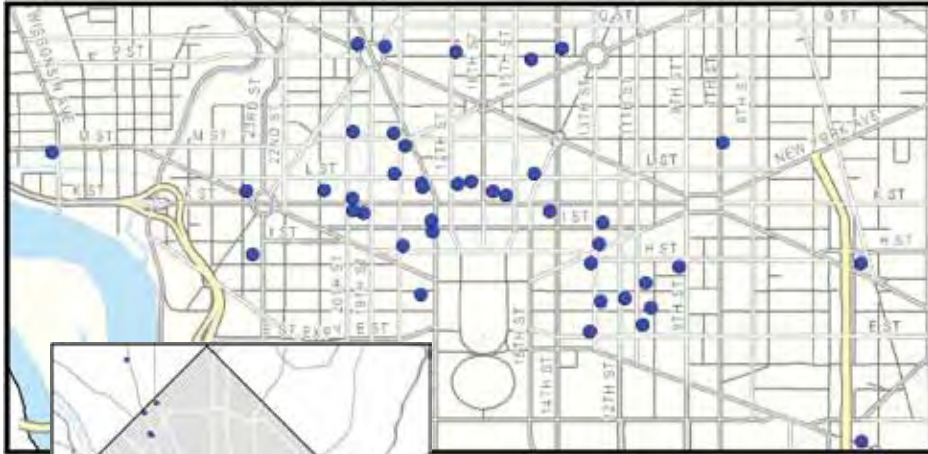


Available on streets near you!



“Thanks for producing an informative paper about issues often overlooked by mainstream media. You and the vendors do a great job!”

“I really admire the work that Street Sense is doing, and I think it is very important to support it.”

“I think this paper is a fabulous addition to the downtown DC scene. I would not only appreciate, but frequent, establishments that advertised in this publication. It shows a commitment to the city and to the people who live here.”

“I LOVE the paper and what it does for those that it helps and those that it educates.”

 /streetsense  @streetsensedc info@streetsense.org

1317 G Street, NW, Washington, D.C. 20005 | 202.347.2006

Street Sense

Founded in 2003, Street Sense addresses the challenges of homelessness in a unique and innovative way – by providing a low-barrier income generation opportunity for homeless men and women to move toward financial self-sufficiency. Street Sense vendors make a personal investment of 35 cents in the paper and sell it for a \$1 donation, earning an average income of \$45 per day, and ultimately, through support from Street Sense and its partner organizations, moving toward financial self-sufficiency. Newspaper content includes news, features and editorials focused on poverty, homelessness and other social issues. Homeless and formerly homeless individuals contribute about half of the content – articles, poetry and artwork – building valuable skills and communicating their experiences of homelessness to a broad audience. The other half is written by volunteers, interns and the small Street Sense editorial staff.



MAKES Ad Sense

Why Advertise With Us?

our rates

Your advertisement will be seen by readers.

Street Sense is distributed through a network of more than 100 vendors, strategically situated around the Washington, DC metro region, particularly at metro stops and busy street corners. Readers buy the paper both to support the vendor and to learn about issues of homelessness. Fifty-nine percent of customers read the entire paper and over half of customers buy every issue (twice a month), based on our 2010 reader's survey.

Your advertisement will reach a key demographic.

Your advertisement will likely reach individuals who are cosmopolitan, socially-conscious and have some discretionary income - the ideal retail customer. The typical *Street Sense* reader is a 35-year-old female who lives in DC and works in the non-profit or government sector, earning about \$70,000 a year.

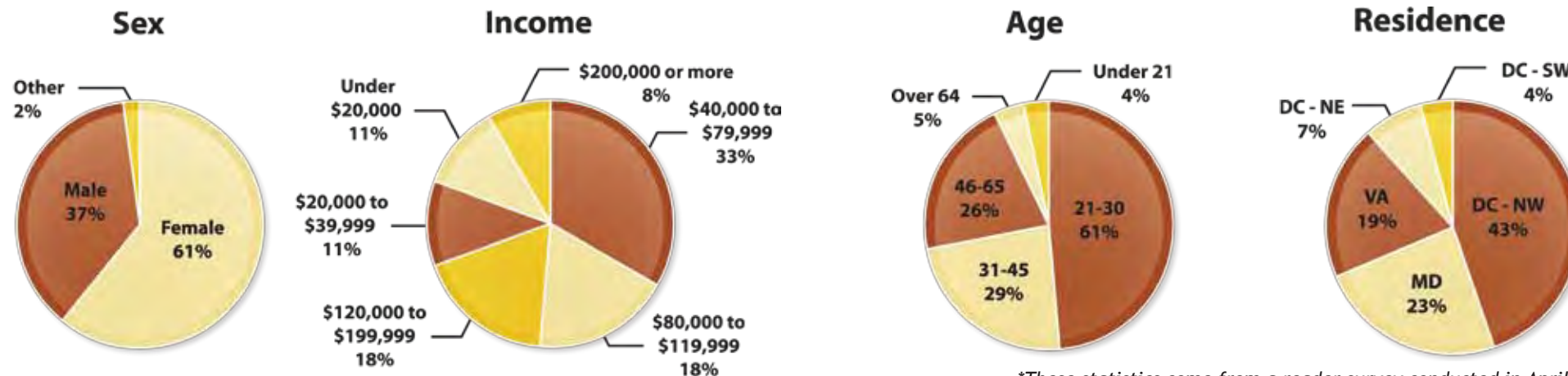
You will be seen as a socially-conscious business that cares about the community.

Street Sense empowers homeless individuals while also providing in-depth coverage of issues often neglected by the mainstream media. Ninety-six percent of *Street Sense* readers have a positive or very positive perception of businesses/organizations that advertise in the newspaper.

Online Opportunities.

With approximately 2000 unique visitors to www.streetsense.org each month and more than 1,000 facebook supporters and growing daily, Street Sense provides the opportunity to reach a unique audience online - individuals who believe in the Street Sense mission and are likely to align themselves with businesses and organizations who do as well. Please contact info@streetsense.org for online advertising opportunities and rates.

Reader demographics:



*These statistics come from a reader survey conducted in April 2010

# Purchased:	1-2	3-10	11-18	19-26	Dimensions
% discount:	N/A	10%	15%	20%	
*Full Page:	\$750	\$675	\$638	\$600	9.5 in x 10.9 in
1/2 Page:	\$413	\$372	\$350	\$330	4.6 in x 10.9 in
1/4 Page:	\$233	\$210	\$198	\$186	9.5 in x 5.3 in
1/8 Page:	\$128	\$115	\$109	\$102	4.6 in x 5.3 in
1/16 Page:	\$71	\$64	\$60	\$57	2.2 in x 2.625 in
Cover Ear:	\$203	\$183	\$173	\$162	1.1 in x 5.3 in
Cover Strip:	\$178	\$160	\$151	\$142	2.2in x 1.5in
					9.5in x 2in

*Color ads available on the covers or inside spread at \$75 premium

The Washington Examiner | \$4,000+ Washington City Paper | \$2,000+
Washington Post Express | \$5,000+ The Hill Rag | \$1,000+

If your company is a 501(c)3 organization, you will receive an additional 10% discount

Format

Color or Grayscale/Black & White; PDF format is strongly recommended - photo format files (jpeg, tif) are accepted but print quality is not guaranteed; Nothing above 1MB

Ad Creation

We are happy to create simple ads, provided that you provide all of the required text/art: including logo, image(s), exact text for ad, font type for ad and any special placement/spacing requests. We charge \$50 to create an ad, and we can provide a PDF of the ad for your future use Contact information is on the back cover.