

We Are Looking for Angels

Because *The Monthly* comes out month after month, with our trademark eye-catching art covers and quality reporting, you may not realize that we operate on a budget so small it could fit in a coin purse. For 41 years, we've covered local issues, trends, and personalities in a degree of depth that daily and weekly publications just can't attain, breaking stories, winning prizes, and—most important—offering a unique and reliable source of information and pleasure to residents of the East Bay. For free, thanks to the many loyal small businesses that have supported us through their advertising over the years.

We don't intend to phase out our fine print publication, ever—or to charge for it. But to stay relevant in the digital age, we need to bolster our online offerings. And for that, we need cash—cash that exceeds our normal operating costs. Cash for 21st-century computers, improved, interactive website design, and the temporary staffing required to move the magazine into the future.

Yes, we'd love to find a major donor, an angel to fly us right into high-tech heaven, where readers can enjoy each and every *Monthly* issue from 1970 on, as well as new columns, blogs, and interactive media—all with our trademark attention to detail and style. So far, though, that angel has yet to appear. So we're turning to you, our readers, for help. If you read *The Monthly*, enjoy *The Monthly*, love *The Monthly*—please consider a contribution of \$25, \$50, \$100, or whatever *The Monthly* is worth to you.

Anyone who makes a contribution is invited to visit our offices and we'll say thank you with a free vintage cover poster to frame for your wall or give as a gift.

—Karen Klaber, founder and publisher

To make your contribution using **PayPal**, go to **www.themonthly.com** and click on the Donate button.

Or, you can visit or mail a check to:
The East Bay Monthly
1301 59th St., Emeryville, CA 94608.

Or, you can contribute by credit card by calling our office manager at **(510) 658-9811 x100**, 10 a.m.-6 p.m. weekdays.

