

# ATLANTA BUSINESS CHRONICLE 2012 RATE CARD



## DISPLAY RATES

Effective January 1, 2012. All rates are net.

SIZE	OPEN	8x	13x	18x	26x	39x	52x
FULL PAGE SPREAD	18,937	14,836	13,264	12,112	11,313	10,728	9,942
¾ PAGE SPREAD	16,046	12,571	11,219	10,264	9,631	9,045	8,488
ISLAND SPREAD	14,125	11,061	9,839	9,024	8,472	7,981	7,408
½ PAGE SPREAD	13,629	9,618	8,665	7,910	7,425	7,001	6,505
FULL PAGE	8,805	6,927	6,160	5,615	5,295	4,990	4,572
¾ PAGE	7,486	5,849	5,224	4,755	4,462	4,211	3,916
ISLAND	6,572	5,161	4,647	4,214	3,949	3,715	3,459
½ PAGE	5,770	4,514	4,025	3,684	3,459	3,258	3,008
MAG ⅔	4,751	3,725	3,316	3,045	2,829	2,673	2,495
¼ PAGE	3,715	2,890	2,589	2,361	2,228	2,094	1,944
⅕ PAGE	3,436	2,685	2,397	2,184	2,052	1,933	1,788
MAG ⅓	2,952	2,322	2,061	1,892	1,777	1,676	1,532
⅛ PAGE	2,166	1,703	1,511	1,379	1,296	1,208	1,153

**COLOR CHARGES:** Black plus one color: \$475. Spread Ads: \$550. Process 4-color: \$950. Spread Ads: \$1,500.

**GUARANTEED POSITION FEE:** 15% additional of the net charged for half-page or larger advertisers only. No guaranteed positions for any ad less than a half page. Guaranteed positions for color ads are subject to availability.

**FREQUENCY DISCOUNTS:** Frequency discounts are determined by combining the total number of insertions in Atlanta Business Chronicle, the Book of Lists, online or any other special publication within the contract period. Contract begins with date of first insertion and must be fulfilled within a 12-month period. Pre-printed inserts may also be included as part of your frequency contract. Contracts guarantee the frequency rate earned and ad sizes may vary during contract period. Refer to the column under the frequency for rate of desired size. Rates subject to change during contract period. **Rate increases are effective January 1, and all advertisers' rates change on that date.**

**COMBO PACKAGE:** Advertisers may combine ROP display and Executive Marketplace advertising in Atlanta Business Chronicle only. To qualify for the combo package, at least half of the ads scheduled must be ROP display ads; classified line ads, are not available for inclusion with package.

### DEADLINES:

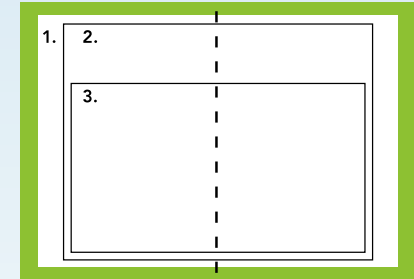
**Atlanta Business Chronicle:** Published weekly; issued on Friday. Space reservations for Focus issues is noon Wednesday, nine days prior to publication. Closing date for Main News and Strategies sections (display advertising space and Executive Marketplace) is noon Thursday, eight days prior to publication. All ad workups are due with space reservations. Digital ads and hard copy proofs are due by noon

Friday one week prior to issue date for section A and noon Thursday 8 days prior for Industry Focus.

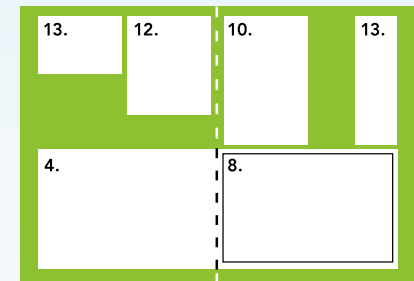
**Special Publications:** Closing date for space reservations for special publications is usually three and a half weeks prior to publication date. Digital ads and proofs are generally due one week later. Advertisers holding premium positions in special publications, including the Book of Lists, are offered first right of refusal for the same position in the 2011-2012 edition until February 24, 2012. After that date, all premium positions are sold on a first-come basis. Final deadline for space reservations for the Book of Lists is October 23, 2012, with ad materials due on October 30, 2012. All advertising contracted for the Book of Lists is non-cancelable. Ads canceled after sign-up will be billed at the appropriate rate.

**CREDIT, PAYMENT AND COMMISSIONS:** All first-time advertisers must pre-pay and payment must accompany all copy until credit has been established with the Credit Department. Payment by check, Visa, MasterCard or American Express. All advertisers must submit a Credit Application. Terms of credit extension to advertisers is Net 30 Days. No cash discounts. Any discrepancies in advertising invoices must be questioned within 10 days of publication. All rates are net and non-commissionable. All advertising transactions with the Business Chronicle are subject to the publication's advertising terms and conditions, a copy of which is available on our Web site and, if applicable, in our advertising agreement.

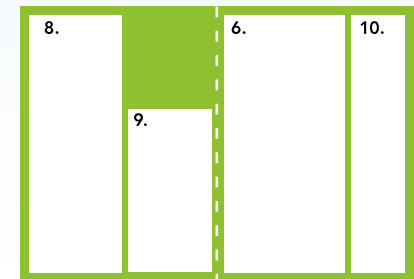
**CANCELATION:** Cancellation of an ad or a change in its schedule must be received in writing before space reservation deadline. Ads canceled after reservation deadline will be billed at 100%.



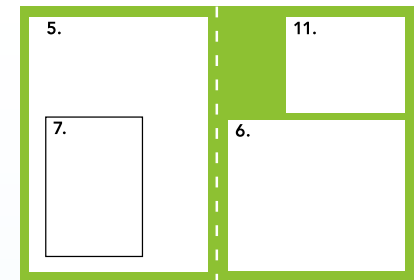
1. Full-Page Spread, 21"x14"  
3. Island Spread, 16"x10"  
2. ¾ Page Spread (V), 16"x14"  
¾ Page Spread (H), 21"x10½"



13. ⅓ Page (H), 5"x3½"  
12. Mag ⅓, 5"x5"  
4. ½ Page Spread, 21"x7"  
10. ¼ Page (H), 5"x7"  
13. ⅓ Page (V), 2¼"x7"  
8. ½ Page (H), 10"x7"



8. ½ Page (V), 5"x14"  
9. Mag ⅔, 5"x10"  
6. ¾ Page (V), 7½"x14"  
10. ¼ Page (V), 2¼"x14"



5. Full Page, 10"x14"  
7. Island, 7½"x10"  
11. ⅓ Page, 7½"x4"  
6. ¾ Page (H), 10"x10½"

## DIGITAL SPECS

**DIGITAL DATA IS REQUIRED FOR ALL PRESS READY SUBMISSIONS.** Preferred format is PDF/X-1a:2001. Files should be properly sized for the reserved space, SNAP optimized, using high-resolution images (no less than 204 dpi) converted to CMYK, all ink densities must be less than 230. Use only postscript fonts and have all fonts embedded (no subsets). If Atlanta Business Chronicle detects an error in your file before going to press, we will make a reasonable effort to contact advertiser to give advertiser an opportunity to correct and resubmit advertiser's file before publication. Advertiser is solely responsible for pre-flight, correction and proofing of all advertisements prior to submission. For best press results all changes require submission of a new file, please contact your Account Executive for detailed instructions.

**ACCEPTED DELIVERY:** Files should be submitted to Atlanta Business Chronicle Ad Upload site using our web based file transfer system, FTP site, AP AdSend or via e-mail (e-mail 2 MB size limit). Please contact your Account Executive for instructions. Other Accepted Media: Files may be submitted on CD-ROM or DVD-ROM. Ad Proofs: To insure that advertiser's ad is reproduced correctly, a SWOP certified color match proof that has been made from the same file that advertiser supplies to Atlanta Business Chronicle must be provided. Publisher cannot provide advertiser any assurances regarding the accuracy of reproduction for any ad submitted without SWOP hard proof on similar stock paper.

Each ad supplied by advertiser in any format other than PDF/X-1a:2001 will be charged an \$95 per hour processing fee. Acceptable native file formats are InDesign (CS5), InDesign .IDML, Illustrator (to v CS5.1) and Photoshop (to v CS5). All other native file formats such as PowerPoint, MicroSoft Word, Publisher and PageMaker are not acceptable. Any files submitted in a native format must include ALL high-resolution (minimum 204 DPI) CMYK artwork and/or photos. All fonts (Mac compatible only). Files that are not to size specifications will be reduced or increased as necessary and billed to the advertiser at plus cost. Advertisers or agencies requesting modifications to previously supplied ad materials assume all risks associated with modifications. For utmost accuracy and quality, we recommend that advertisers or agencies provide new material for all changes.

Materials are due one week prior to issue date for Section A and 8 days prior for Industry Focus. Contact your Account Executive for additional information regarding electronic ad submission or e-mail [atlantaads@bizjournals.com](mailto:atlantaads@bizjournals.com).

### SHIPPING INSTRUCTIONS

Advertising materials should be sent to:

Atlanta Business Chronicle  
Attn: Advertising Traffic Administrator  
3423 Piedmont Road, Suite 400  
Atlanta, GA 30305

Voice: 404.249.1019 • Fax: 404.249.1048

**168,000  
READERS  
INVEST  
56 MIN  
WEEKLY\***

Source: 2011 Readex Subscriber Study  
\*2010 Media Audit Doublebase (Apr-June/Oct-Nov)

## EXECUTIVE MARKETPLACE

### SMALL ADS THAT DELIVER BIG RESULTS!

All successful ad campaigns, regardless of the money invested in them, have one thing in common: frequency. Research shows that the more times an ad appears, the more impressions it makes. The Executive Marketplace allows you to economically build the frequency you need.

Every ad in the Executive Marketplace is custom-designed and tailored to meet your individual needs. Ads are grouped under subject or category headings in a clean, reader-friendly format.

Frequency rates are determined by the number of ads run during the contract period. Contracts begin with the date of your first insertion and must be completed within a 12-month period. Ad sizes and copy may vary during the schedule. Refer to the column under the frequency for rate of desired size.

### AD SIZES

Executive Marketplace ad sizes are determined by the number of column inches used. Ads must be at least as many inches deep as columns wide. For example, a 4" ad is the size of a business card. It is 2 columns wide by 2 inches deep, not 4 columns wide by 1" deep.

SIZE	52x	26x	13x	8x	1x
3"	249	298	330	390	509
4"	325	385	428	503	669
6"	466	552	617	735	979
8"	601	725	812	969	1,293
9"	671	806	909	1,214	1,444
10"	742	893	1,001	1,341	1,601
12"	881	1,060	1,190	1,428	1,915

### COLUMN WIDTHS

1 col	2 col	3 col	4 col	5 col	6 col
1 $\frac{1}{16}$ "	3 $\frac{1}{4}$ "	4 $\frac{15}{16}$ "	6 $\frac{3}{4}$ "	8 $\frac{5}{16}$ "	10"

## BANNER PAGES

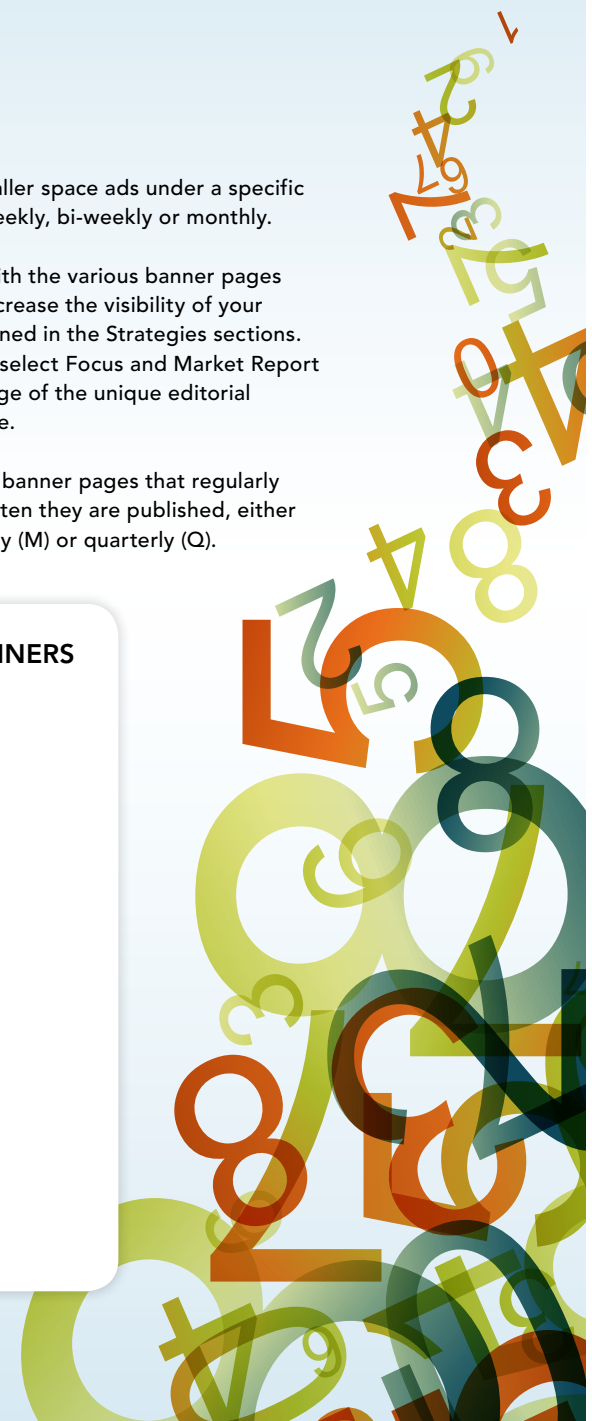
Banner pages are groupings of smaller space ads under a specific topic heading and are published weekly, bi-weekly or monthly.

The frequency discounts offered with the various banner pages make them an affordable way to increase the visibility of your company. Banner pages are positioned in the Strategies sections. Some banner pages also appear in select Focus and Market Report issues to allow you to take advantage of the unique editorial compatibility these sections provide.

Below is a sampling of some of the banner pages that regularly appear in the Chronicle and how often they are published, either weekly (W), bi-weekly (B) or monthly (M) or quarterly (Q).

### GENERAL INTEREST BANNERS

- Ask the Expert
- At Home
- Automotive Marketplace (B)
- Commercial Real Estate (W)
- Dining (M)
- Education
- Executive Marketplace (W)
- Employment Services
- Executive Homes (W)
- Finest Things (B)
- Franchise Opportunities
- Great Escapes (M)
- Healthy Practices
- Mortgage Marketplace (M)
- Positions Available
- Private Schools
- Unique Events (Q)



## CLASSIFIED LINE ADS

### LINE ADS

For a complete listing of classified headings, refer to a current issue of Atlanta Business Chronicle or ask your line ad Account Executive.

- Open rate of \$21.75 per line; frequency discounts available for running multiple weeks.
- Online ad rate of \$20 per ad. (Must accompany a print ad)
- Estimate 30 characters per line, including punctuation and spacing between words.
- Specifying bold type or capital letters will increase the space used and may increase the number of lines needed.
- Deadline for classified line ads is noon Monday prior to publication.
- Payment for classified line ads is by Visa, MasterCard or American Express. Line ads will not be billed by Atlanta Business Chronicle. All ads are pre-paid.

### AUTOMOTIVE DIRECTORY

For automotive dealers and auto service companies. Three-line listing includes company name, address and phone and a one-line description of services.

- 52-week commitment: \$27/week
- Add your company logo for \$10.50/week more
- Add your Web address and a link from the Chronicle's Web site for \$19/week more

### DIRECTORY LISTINGS

All directory pages appear weekly. All listings are pre-paid.

### INTERNET DIRECTORY

Let your potential customers know where to find your page on the Internet. Five-line listing includes company name, phone number and Web address as well as a link from the Chronicle's Web site to your Web site.

- Minimum 52-week commitment: \$49/week, includes Book of Lists
- Add your company logo for \$21/week more

### RESOURCE DIRECTORY

A quick-glance guide for business products and services. Three-line listing of company name, address and phone number and a one-line description of services. Advertiser may specify heading.

- Minimum 52-week commitment: \$26/week, includes Book of Lists

### BOOK OF LISTS

The Resource Directory, Public Relations & Promotions Directory, Commercial & Residential Landscaping Directory, and Automotive Directory will be published in the annual Book of Lists. Ask your Account Executive for specific rate and deadlines.

## SPECIAL PUBLICATIONS

### MEETING PLANNERS GUIDE

When it comes to holding a meeting, no matter what size group, the average business person needs to know where to turn for advice. The Meeting Planners Guide provides the answers on facilities, equipment, catering and everything needed to plan a successful event. Inserted into the Chronicle with bonus distribution to meeting planners around the state of Georgia.

**ISSUE DATE:** September 7

**AD DEADLINE:** August 24

**AD MATERIALS:** August 27

### GIVING GUIDE

Our annual Giving Guide gives business executives an opportunity to learn about the mission and financial needs of organizations seeking support. From fund-raising events to ongoing capital campaigns, the publication helps leaders make informed decisions about philanthropic opportunities.

**ISSUE DATE:** September 21

**AD DEADLINE:** August 30

**AD MATERIALS:** September 6

## INSERTS

### PRE-PRINTED INSERT RATES

Inserts may be used as part of your frequency display advertising contract. Each insert counts as one ad toward fulfilling your contract. Match your frequency contract to the appropriate insert rate.

OPEN	8x	13x	18x	26x	39x	52x
4,230	4,030	3,640	3,170	2,975	2,545	2,395

### INSERT REQUIREMENTS

Total cost based on 2012 circulation of 38,000. Insert rates are net and non-commissionable and must be pre-paid. Inserts must be full run of circulation; smaller increments are not available. Inserts must be submitted for approval two weeks prior to publication date. Advertiser is advised to get Publisher's approval before printing piece. Any inserts resembling editorial matter must have "Paid Advertising Supplement to Atlanta Business Chronicle" in 14 point type at top and bottom of each page. 7.25" x 11" is the maximum size for inserts. All prices stated for inserts weighing one ounce or less; anything heavier will be priced according to weight. The number of inserts are limited per week and sold on a first-come basis. Because of this, **cancellations for inserts will not be accepted less than four weeks prior to insert date.** No verbal cancellations accepted. Any cancellations received after the deadline of four weeks prior will be billed for the full cost of the insert. Under no circumstances will any advertiser be allowed to sell advertising into any insert or supplement being inserted into the Chronicle. Postal regulations govern insert requirements; no Bulk Rate indicia permitted on finished piece. See your Account Executive for insert shipping instructions.

## BOOK OF LISTS

One Ad. One Whole Year of Exposure.



The Book of Lists is Atlanta's most valuable business reference guide and the one publication readers turn to throughout the year. It's a compilation of the Chronicle's weekly lists and is full of important information about Atlanta businesses that's unavailable any place else. The Book of Lists is sold year-round.

ISSUE DATE: December 28  
AD DEADLINE: October 23  
AD MATERIALS: October 30

Guaranteed positions for full-page only. For full-page positions adjacent to particular lists, content pages or Listmaker pages, use Premium rates. Spot color: \$900 per color (matched). **Book of Lists ads are non-cancelable.**

### OPEN RATE

#### NON-CONTRACT ADVERTISERS

*All rates are net.*

SIZE	B/W	PREMIUM	COLOR	PREMIUM
FULL PAGE	11,270	12,570	13,920	16,625
½ PAGE	6,936	–	9,547	–
¼ PAGE	4,745	–	7,352	na
INSIDE FRONT COVER	–	–	17,450	–
INSIDE BACK COVER	–	–	17,450	–
BACK COVER	–	–	19,550	–

### CONTRACT RATE

#### ADVERTISERS ON 8X OR HIGHER FREQUENCY

*All rates are net.*

SIZE	B/W	PREMIUM	COLOR	PREMIUM
FULL PAGE	8,671	9,715	10,890	11,930
½ PAGE	5,138	–	7,352	–
¼ PAGE	3,450	–	5,670	–
INSIDE FRONT COVER	–	–	13,130	–
INSIDE BACK COVER	–	–	13,130	–
BACK COVER	–	–	14,500	–

## ONLINE OPPORTUNITIES

### DAILY EMAIL UPDATE

(Sold Weekly)

	<u>OPEN RATE</u> Per Week
Daily Email Update (Top Banner 728 x 90)	\$5,985
Daily Email Update (Skybox 200x200)	\$4,190
Daily Email Update (Upper logo & text)	\$2,394
Daily Email Update (Middle logo & text)	\$1,796
Daily Email Update (Island 300 x 250)	\$2,394

### WEB SPONSORSHIPS

(Sold Monthly)

	<u>OPEN RATE</u> Per Month
400,000 impressions	\$8,450
200,000 impressions	\$5,040
130,000 impressions	\$3,780
Business Pulse	\$8,820
Special Section	\$8,820
Homepage Pushdown	\$11,450
Mobile Impressions	\$4,000
Personal User Bar	\$4,000

Note: Personal User Bar Must be purchased with a run of website sponsorship)

### MORNING CALL

(Sold Annually)

	<u>OPEN RATE</u> Per Month
Morning Call	\$6,000
Morning Call - middle (468 X 60)	\$4,500
Morning Call - bottom (468 X 60)	\$3,000

### SPONSORSHIPS

	<u>AD POSITIONS</u>
Daily Email Updates	27,000+ daily / 138,000+ weekly
200,000 Impressions	50,000 impressions each of upper & lower 300x250, top & bottom 728x90
130,000 Impressions	32,500 impressions each of upper & lower 300x250, top & bottom 728x90
Content Targeted (360,000 impressions total)	90,000 impressions each of upper & lower 300x250, top & bottom 728x90
Business Pulse (330,000 impressions total)	110,000 impressions each of upper 300x250, top & bottom 728x90
Special Section (300,000 impressions total)	75,000 impressions each of upper & lower 300x250, top & bottom 728x90
Homepage Pushdown	includes 400,000 website impressions
Mobile Impressions	95,308 mobile impressions 130,000 run of site co-branded impressions
Personal User Bar	200,000 impressions per month
Morning Call	27,000+ daily / 138,000+ weekly

**More than 1.3 Million**  
page views each month!

