

YOUNG BUCKHEAD GUIDEBOOK RATES 2012



young BUCKHEAD guidebook

Atlanta has become a mecca for college graduates and young adults, and Buckhead has become the ideal area in which most choose to work, live and play.

The Buckhead area has the perfect combination of apartment housing, professional opportunities and diverse restaurants, as well as quality nightlife and cultural activities, making it the ideal living destination for most young adults.

With a number of major businesses and neighborhoods nearby, Buckhead represents Atlanta's elite option for people to meet and congregate, whether it's with friends or colleagues.

The focus of this new publication will be to provide graduating college seniors and young adults with information on the best of what Buckhead has to offer; a guideline to living, working, and playing, in the city. As a result, our content will be extensive and multifaceted, and will include information on housing, cost of living, banking, nightlife, continuing education, restaurants, social clubs, transportation, employment opportunities, etc.

PUBLICATION DATE

November 2012/April 2013

CIRCULATION OF PRINTED GUIDE

10,000

MARKETING REACH - Print & Digital Editions

The printed version of *Young Buckhead Guidebook (YBG)* will be distributed at major Southeastern Colleges where the student population tends to either relocate to the Atlanta area or are from the Atlanta area. We will also distribute the publication throughout the Buckhead area. The Guidebook will publish twice a year, approximately one month before graduations in April and November. The Guidebook will also have a corresponding website and will utilize other social media outlets (Facebook, Twitter...), to enhance exposure for our advertisers.

Be the first business to have contact with this new group of consumers and start to create Brand Loyalty. *YBG* will assist your business in establishing your product as a niche item for this group of consumers. Research shows that a consumer will remain loyal to a product or service that they purchase initially. *YBG* can help create an acceptance of your product or service to this large group of new consumers. *The Young Buckhead Guidebook* is the first publication in the Buckhead area geared directly to this demographic and will reach them before, during and after their move to Buckhead.

FORMAT

8.25" W x 10.875" H, four-color process throughout.

ADVERTISING RATES

Page Rates

Full Page (includes listing and banner ad on website).....	\$2,000
1/2 Page (includes listing and banner ad on website).....	\$1,250
1/3 Page	\$750
1/6 Page	\$490

Premium Positions

Back Cover	\$3,000
Inside Front Cover	\$2,500
Facing Inside Front	\$2,500
Inside Back Cover	\$2,500

Website Positions/6 months

Banner Ads	\$500
Category Listing	\$150

TERMS

- Rates are for four-color ads only and based on digital file furnished by advertiser. Production services are available for an additional fee.
- Space is limited and available on a first-come, first-served basis. Placement is at the discretion of the Publisher, unless the advertiser has contracted for a Premium Position.
- 25% due with signed contract. Balance due upon delivery. Make checks payable to Publication Management, Inc.

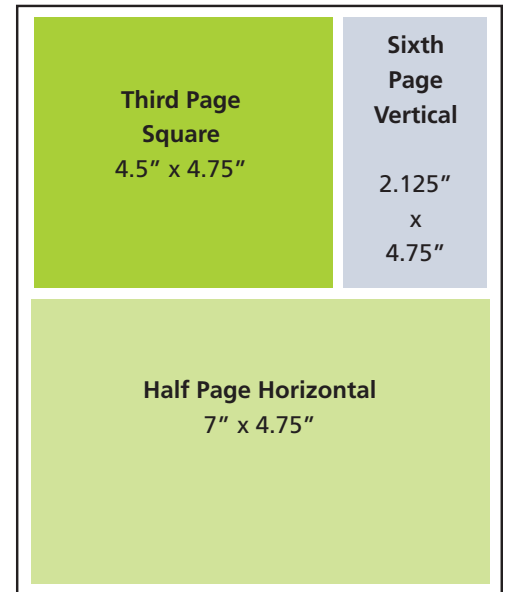


Features & Benefits

- Website Presence
- Seen on Atlanta.com
- Twitter Presence
- Facebook Presence
- Print Presence
- Digital Flip Page Edition linked back to your website or e-mail.

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	Width	Depth
Spread (Two Full Pages)		
Non-Bleed (Live Area)	15.25"	10"
Trim	16.5"	10.875"
Bleed	16.75"	11.125"
Full Page		
Non-Bleed (Live Area)	7"	10"
Trim	8.5"	10.875"
Bleed	8.75"	11.125"
Half Page, Horizontal	7"	4.75"
Third Page, Square	4.5"	4.75"
Third Page, Vertical	2.125"	9.875"
Sixth Page, Vertical	2.125"	4.75"



Production Requirements

Advertising rates are based on ads in digital format; we prefer High Resolution PDF's or tiff files (300 dpi). InDesign files are also accepted. However all fonts and support files must be included. The ad can be emailed to bbotkin@pubman.net or mailed to Publication Management, Inc., 2030 Powers Ferry Rd., Suite 218, Atlanta, GA 30339.

Production Services: The following services are available at a reasonable charge: graphic design, typesetting, photography, or image retouching. Ads that require typesetting must be submitted within 10 days of the Advertising Agreement or upon Agreement if less than 10 days before closing. Please consult with your Account Executive for current prices and details.

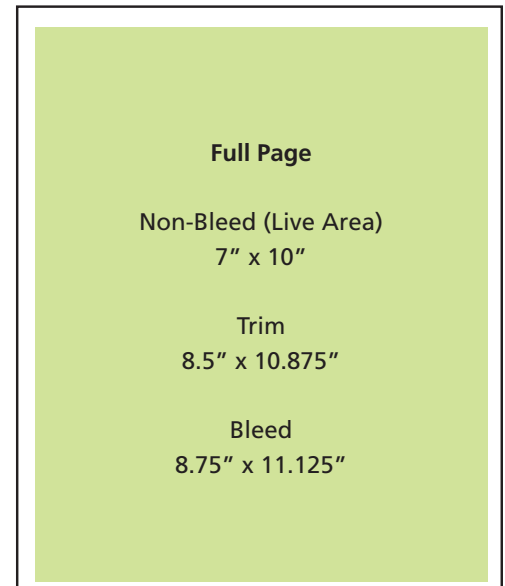
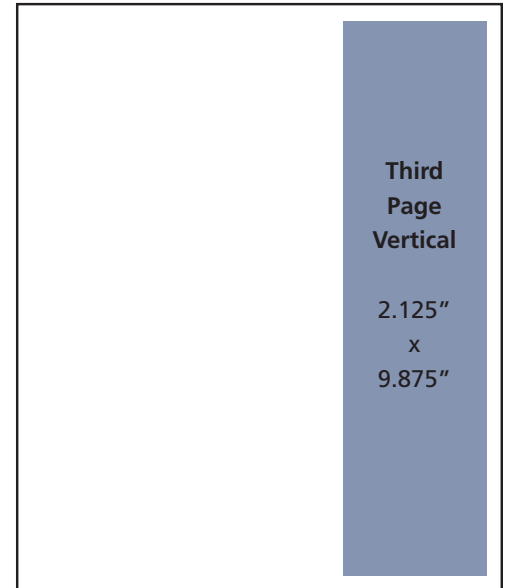
Ad Alterations and Copy Changes: All copy changes must be made in writing or via fax and submitted prior to deadline. No copy corrections will be accepted verbally. Advertiser and/or agency assumes risk of possible errors. Publication will exert its best effort, but cannot assume liability for errors or copy changes.

Materials: Any material not requested to be returned will be archived and stored as a convenience to advertisers; publisher assumes no liability for the safekeeping of materials.

Compliance with Specifications: Ads that do not meet the proper size specifications will be handled as follows:

Ads smaller than specified will be centered in the proper space.

Ads larger than specified may, at the publisher's option, be returned to the advertiser or reduced to fit the proper space; additional production charges may be incurred.



**Call Sam Goldman for advertising information at
(404) 255-6193 or email samgoldman@pubman.net**