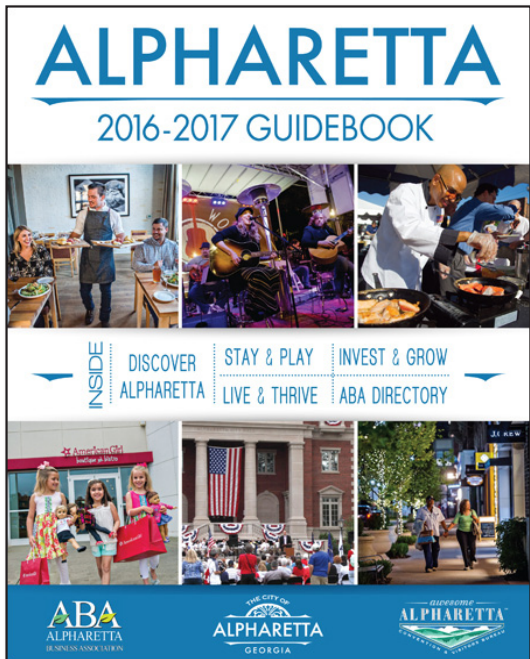


# ALPHARETTA GEORGIA GUIDEBOOK RATES 2017



The last two editions of *The Alpharetta Guidebook* were a huge success and well received by Alpharetta residents and visitors alike. This year will be our third edition. This beautiful, full-color publication promotes Alpharetta to people interested in visiting, working, playing or living in this thriving North Atlanta community.

From mixed-use developments to thriving technology companies to serene neighborhoods and first-rate education, *The Alpharetta Guidebook* provides the most complete collection of data to be found. The second edition of *The Alpharetta Guidebook* will be out in the Spring of 2017 and will build on the success and momentum of the first edition.

*The Alpharetta Guidebook* is published by PubMan, Inc. and the Alpharetta Business Association, and in conjunction with the City of Alpharetta and the Alpharetta Convention & Visitors Bureau.

**The publication is divided into four distinct sections:**

- **LIVE & THRIVE:** Introduces Alpharetta to potential residents with a focus on residential real estate, cost of living, neighborhoods, education, healthcare, religion and public services.
- **STAY & PLAY:** Focuses on events, accommodations/ lodging, shopping, dining, attractions and entertainment.
- **INVEST & GROW:** Provides a comprehensive view of economic and commercial development opportunities, along with critical market data, and charts.
- **BUSINESS DIRECTORY:**  
Alpharetta Business Association Members



**PUBLICATION DATE**  
**April 2017**

**CIRCULATION**  
**20,000**

## DISTRIBUTION

*The Alpharetta Guidebook* is distributed to over 200 businesses throughout Alpharetta, including the members of the Alpharetta Business Association, Alpharetta Convention & Visitors Bureau, The City of Alpharetta, Alpharetta commercial and residential real estate offices, restaurants, shops, bank branch offices and other Alpharetta businesses. *The Alpharetta Guidebook* is also distributed at all Alpharetta hotels, meeting facilities and City of Alpharetta government offices. *The Alpharetta Guidebook* is the official response piece to inquiries from businesses and families interested in relocating to Alpharetta.

## FORMAT

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

## ADVERTISING RATES

Premium Positions - Four-Color Only

Back Cover.....	\$3,500
Inside Front Cover .....	\$3,000
Facing Inside Front .....	\$3,000
Inside Back Cover .....	\$3,000
Section Dividers .....	\$3,000

## FOUR-COLOR PAGE RATES

Full Page .....	\$2,500
1/2 Page.....	\$1,700
1/3 Page .....	\$1,100
1/6 Page .....	\$ 600

## BLACK AND WHITE PAGE RATES

(Business Directory Section)

Full Page .....	\$1,200
1/2 Page.....	\$ 700
1/3 Page .....	\$ 500
1/6 Page .....	\$ 350
Enhanced Listing.....	\$ 100

25 words and/or logo in 1" column width space

## TERMS

- Rates are 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 PubMan, Inc.

# ALPHARETTA GUIDEBOOK SPECS 2017



	Width	Depth
<b>Spread (Two Full Pages)</b>		
Non-Bleed (Live Area)	15.25"	10"
Trim	16.5"	10.875"
Bleed	16.75"	11.125"
<b>Full Page</b>		
Non-Bleed (Live Area)	7"	10"
Trim	8.25"	10.875"
Bleed	8.5"	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 CS3 files are also accepted. However all fonts and support files must be included. The ad can be emailed to gthrow@pubman.net or mailed to PubMan, Inc., 180 Interstate North Parkway • Suite 150 • Atlanta, Georgia 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.



**Brian Botkin**  
Vice President of Sales and Marketing  
email: [bbotkin@pubman.net](mailto:bbotkin@pubman.net)

**180 Interstate North Parkway**  
Suite 150  
Atlanta, Georgia 30339  
[www.PubMan.net](http://www.PubMan.net)

**Direct: (404) 255-6617**  
**Office: (404) 255-5603 Ext. 3**  
**(800) 875-0778**  
**FAX (404) 255-0212**

Contact Brian Botkin for advertising information  
**404.255.6617** or [bbotkin@pubman.net](mailto:bbotkin@pubman.net)

THIRD PAGE SQUARE  
4 1/2" W x 4 3/4" H

SIXTH PAGE  
VERTICAL  
2 1/8" W x  
4 3/4" H

HALF PAGE (HORIZONTAL)  
7" W x 4 3/4" H

**Foreign County News** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.fcnnews.com](http://www.fcnnews.com)

**The Hub Media Group** ♦  
1000 Peachtree Street, NE  
Atlanta, GA 30309  
[www.thehubmedia.com](http://www.thehubmedia.com)

**Johns Creek City Guide, LLC** ♦  
1000 Peachtree Street, NE  
Atlanta, GA 30309  
[www.jcguide.com](http://www.jcguide.com)

**Johns Creek Neighbor Newspaper** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.jcneighbor.com](http://www.jcneighbor.com)

**Lakewood Publishing** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.lakewoodpub.com](http://www.lakewoodpub.com)

**My North Fulton Monthly** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.myfultonmonthly.com](http://www.myfultonmonthly.com)

**Patch** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.patch.com](http://www.patch.com)

**PubMan, Inc.** ♦  
180 Interstate North Parkway  
Suite 150  
Atlanta, Georgia 30339  
[www.pubman.net](http://www.pubman.net)

**PubMan, Inc.** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.pubman.net](http://www.pubman.net)

**Printing & Related**

**Farms Plus, Inc.** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.farmsplus.com](http://www.farmsplus.com)

**Send Out Cards** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.sendoutcards.com](http://www.sendoutcards.com)

**Private Investigation Services**

**CA Group, Inc.** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.ca-group.com](http://www.ca-group.com)

**Real Estate Services**

**Atlanta Fine Homes/Society's International Realty** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.afh.com](http://www.afh.com)

**Big Cases Realty** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.bigcases.com](http://www.bigcases.com)

**Calwell Baker Real Estate Brokerage** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.calwellbaker.com](http://www.calwellbaker.com)

**Calwell Baker REALTOR** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.calwellbaker.com](http://www.calwellbaker.com)

**Fry, Rosen & Williams Realty Atlanta Partners** ♦  
2001-2002  
902 Newman Memorial Boulevard  
Columbus, GA 31906  
[www.fryrosen.com](http://www.fryrosen.com)

THIRD PAGE  
VERTICAL  
2 1/8" W x  
9 7/8" H

**ENHANCED LISTING**

FULL PAGE  
Non-Bleed: 7" W x 10" H  
Trim: 8 1/8" W x 10 7/8" H  
Bleed: 8 1/2" W x 11 1/8" H