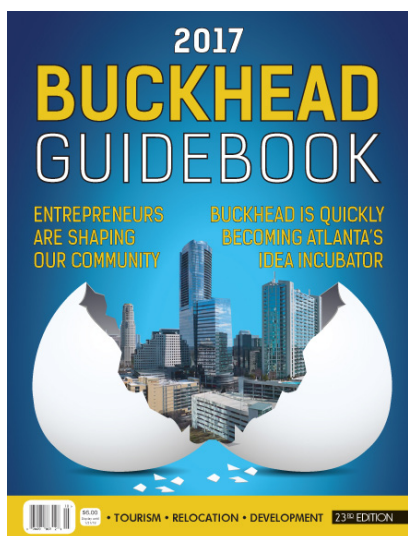


# BUCKHEAD GUIDEBOOK RATES 2018



It has been called “the Beverly Hills of the East.” Buckhead is, indeed, an exceptional place. It is a community that shines with vitality and vision. Everything is here . . . and everyone is welcome.

**Buckhead Guidebook** is a publication that promotes this urban gem to people interested in visiting, working, playing and living in the Buckhead area. From mixed-use developments to serene neighborhoods, Buckhead Guidebook provides the most complete collection of data to be found on this community.

The publication is divided into three distinct sections:

- **TOURISM:** focuses on accommodations, shopping, dining, attractions, entertainment and history.
- **RELOCATION:** introduces Buckhead to potential residents with a focus on residential real estate, cost of living, in-town neighborhoods, education, religion and public services.
- **ECONOMIC DEVELOPMENT:** provides a comprehensive view of economic and commercial development opportunities, along with critical market data, maps and charts.

## **PUBLICATION DATE**

January 31, 2018

## **CIRCULATION**

40,000

## **DISTRIBUTION**

Buckhead Guidebook is distributed throughout Buckhead to the members of the Buckhead Coalition, The Buckhead Business Association, Buckhead commercial and residential real estate offices, Buckhead bank branch offices and other Buckhead organizations. Buckhead Guidebook will be distributed at all Buckhead hotels, meeting facilities, local chambers of commerce, the Atlanta Convention and Visitors Bureau and the Georgia World Congress Center. The Guide is also available at major area bookstores. Buckhead Guidebook is the official response piece to inquiries from businesses and families interested in relocating to Buckhead. The Buckhead Coalition and PubMan, Inc. (PMI) market the Guide through advertising on Atlanta.com and other websites.

## **FORMAT**

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

## **ADVERTISING RATES**

### Page Rates

Full Page .....	\$4,290
1/2 Page .....	\$2,550
1/3 Page .....	\$1,750
1/6 Page .....	\$ 895
1/6 Page Co-op .....	\$ 750

## **PREMIUM POSITIONS**

Back Cover .....	\$6,600
Inside Front Cover .....	\$5,500
Facing Inside Front .....	\$5,500
Inside Back Cover .....	\$5,500
Section Dividers .....	\$5,500

## **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 PubMan, Inc. (PMI).

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	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 .....	8.50"	11.125"
<b>Half Page, Horizontal</b> .....	7"	4.75"
<b>Third Page, Square</b> .....	4.5"	4.75"
<b>Third Page, Vertical</b> .....	2.125"	9.875"
<b>Sixth Page, Vertical</b> .....	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](mailto:bbotkin@pubman.net) or mailed to PubMan, Inc. (PMI), 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.

Call Brian Botkin for advertising information at  
**(404) 255-6617** or email  
**[bbotkin@pubman.net](mailto:bbotkin@pubman.net)**

