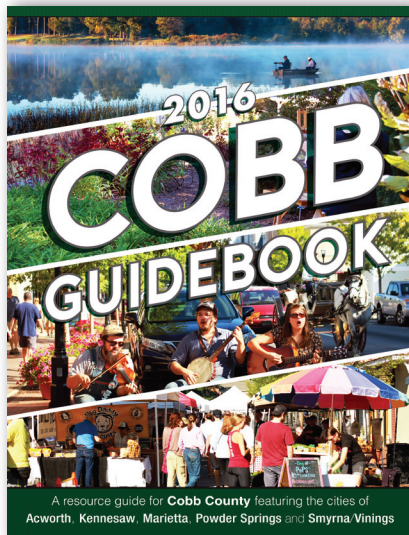


# COBB GUIDEBOOK RATES 2016-2017



The West Cobb Business Association (WCBA), the East Cobb Business Association (ECBA) the South Cobb Business Association (SCBA), the Marietta Business Association (MBA), the Northeast Cobb Business Association, Vinings Business Association (VBA) and the Smyrna Business Association in association with PubMan, Inc. will represent over **900 businesses** in Cobb County with the **fourth edition** of the **Cobb Guidebook** (Guide), a resource for visitors, residents, and investors on Economic Development, Relocation, Education and Tourism in the Cobb area.

The publication will focus on highlighting the quality of life for the cities of *Kennesaw, Marietta, Powder Springs, Smyrna and Acworth* which make up the Cobb Area. We will focus on all the great reasons that people want to work, live and play in is this great community located just 15 miles northwest of the Atlanta area. From the excellent school system, to the great shopping and dining, to affordable housing and many wonderful recreation and outdoor facilities, that make this area one of the fastest growing places in Georgia.

## PUBLICATION DATE

October 2016

## CIRCULATION

10,000

## DISTRIBUTION

The Cobb Guidebook is distributed throughout Cobb County to the members of the West Cobb Business Association, South Cobb Business Association, East Cobb Business Association, Northeast Cobb Business Association, Marietta Business Association, Smyrna Business Association, Vinings Business Association (VBA), Cobb county commercial and residential real estate offices, Cobb county bank branch offices and other Cobb county organizations. The Cobb Guidebook will be distributed at Cobb county hotels, meeting facilities, apartments, retail locations and Cobb county government offices. The Guidebook is also available at major area bookstores and restaurants. The Cobb Guidebook is also used as a response piece to inquiries from businesses and families interested in relocating to Cobb County.

## FORMAT

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

## ADVERTISING RATES

Premium Positions - Four-Color Only

Back Cover .....	\$2,500
Inside Front Cover .....	\$2,250
Facing Inside Front .....	\$2,250
Inside Back Cover .....	\$2,250
Section Dividers .....	\$2,250

## FOUR-COLOR PAGE RATES

Full Page .....	\$1,750
1/2 Page .....	\$1,100
1/3 Page .....	\$750
1/6 Page .....	\$400
Co-op Page business card size .....	\$250

## BLACK AND WHITE PAGE RATES

(Business Directory Section)

Full Page .....	\$900
1/2 Page .....	\$500
1/3 Page .....	\$350
1/6 Page .....	\$200
Co-op Page business card size .....	\$120

## 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.

# COBB GUIDEBOOK RATES 2016-2017

Spread (Two Full Pages)	Width	Depth
Non-Bleed (Live Area).....	15.25"	10"
Trim .....	16.5"	10.875"
Bleed .....	16.75"	11.125"

Full Page	Width	Depth
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 CS5 files are also accepted. However all fonts and support files must be included. The ad can be emailed to [cobbgb@pubman.net](mailto:cobbgb@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.

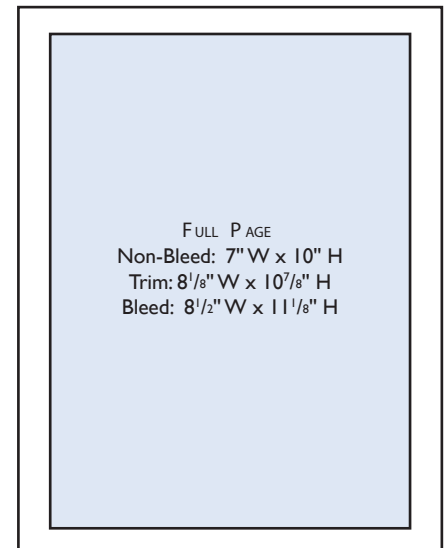
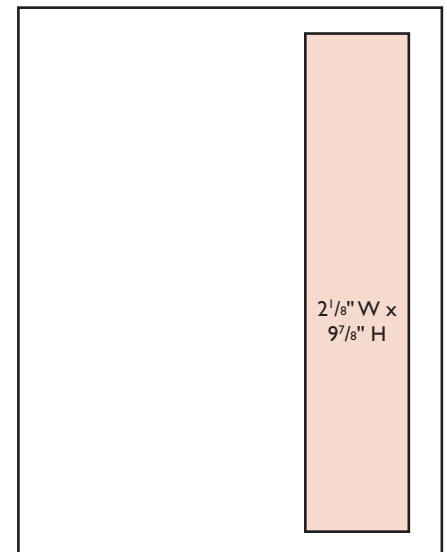
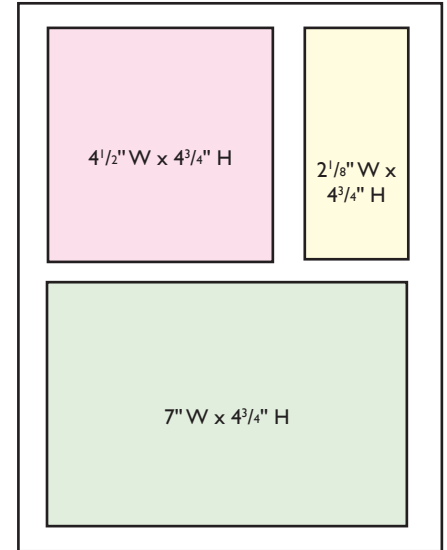
**Ad Alterations and Copy Changes:** All copy changes must be made in writing or via fax and submitted prior to deadline. No copy corrections will be accepted verbally. Advertiser and/or agency assumes risk of possible errors. Publication will exert its best effort, but cannot assume liability for errors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



Contact Brian Botkin for advertising information at **404.255.6617** or **bbotkin@pubman.net**



Dear Members,

We are pleased to invite you to participate in the **FIFTH ANNIVERSARY COMMEMORATIVE EDITION** of the **2016-2017 Cobb Guidebook**, the premier directory and informational resource for Cobb County and its businesses, government and other institutions. ***This will be a special Fifth Anniversary Commemorative release!***

The **2016-17 Cobb Guidebook** will be a substantial marketing piece for our organizations. A minimum of 10,000 copies of the fact-filled resource will be distributed to over 100 outlets throughout the entire Cobb area.

The four-color, perfect bound book will provide information on leisure activities, relocation, education, healthcare, our neighborhoods, demographics and economic development. The new **2016-17 Cobb Guidebook** will offer reasonable ad rates, and by combining our efforts you will be able to expose your business or organization broadly without purchasing ads in multiple directory publications.

The publication will also serve as a directory resource for members in good standing of The West Cobb Business Association (WCBA), the East Cobb Business Association (ECBA) the South Cobb Business Association (SCBA), the Marietta Business Association (MBA), the Northeast Cobb Business Association, Vinings Business Association (VBA) and the Smyrna Business Association. These organizations represent over 900 businesses in the Cobb area. The directory listings will be done both alphabetically and by industry classification.

It is with excitement that we look forward to the release of this feature-packed publication in October 2016. We invite everyone to make this publication part of your marketing budget for 2016!

Please Note: In order to take advantage of being listed in the **2016-17 Cobb Guidebook**, you must be a member in good standing, with dues paid in full, of your respective association. If you are a member of ALL organizations, your affiliation will be indicated as such.

If the **2016-17 Cobb Guidebook** is a publication that you are interested in purchasing an ad in, we invite you to contact Brian Botkin, Account Executive for PubMan, Inc. at **404-255-6617** or email at **bbotkin@pubman.net**. Time is short, so tell your Ad Department it's important to act quickly.