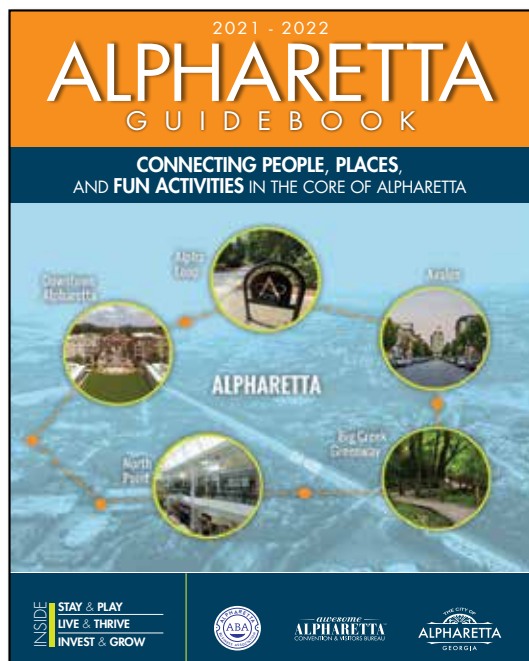


# ALPHARETTA GEORGIA GUIDEBOOK RATES 2022-23



The last eight editions of The Alpharetta Guidebook were a huge success and well received by Alpharetta residents and visitors alike. This year will be our ninth 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 ninth edition of The Alpharetta Guidebook will be out in August 2022 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 Alpharetta Business Association is proud to be celebrating its 28th year of promoting the best of Alpharetta!

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



— *awesome* —  
**ALPHARETTA**<sup>SM</sup>  
CONVENTION & VISITORS BUREAU



**PUBLICATION DATE**  
**AUGUST 2022**

**CIRCULATION**  
**10,000**

## PUBLICATION & DIGITAL READERSHIP

The digital version of the Alpharetta Guidebook will be part of a programmatic marketing campaign that will target business owners and households within a 5-mile radius, inside and outside, of Alpharetta. This program will help promote awareness and direct consumers to Alpharetta businesses.

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

**For an individual Programmatic Marketing Plan, please contact Brian Botkin at [bbotkin@pubman.net](mailto:bbotkin@pubman.net).**

## TERMS

- Rates are based on digital file furnished by advertiser. Production services are available for an additional fee.s
- 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 2022-23

	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 .....	8.25"	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 [kyoung@pubman.net](mailto:kyoung@pubman.net) or mailed to PubMan, Inc., 4880 Lower Roswell Rd., Suite 165-108, Marietta, GA 30068.


**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)

4880 Lower Roswell Rd.  
Suite 165-108  
Marietta, Georgia 30068  
[www.PubMan.net](http://www.PubMan.net)

Direct: (678) 643-7250  
Office: (404) 255-6617

Contact Brian Botkin for advertising information  
**678.643.7250 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

**Fourth County News** ♦  
John Tull  
301 Veterans Memorial Boulevard  
Cumming, GA 30040  
770-885-1111  
[fourthcountynews.com](http://fourthcountynews.com)  
[www.fourthcountynews.com](http://www.fourthcountynews.com)

**The Hub Media Group** ♦  
Mark Dumas  
Brentwood, GA 30615  
(770) 453-0000  
[thehubmedia.com](http://thehubmedia.com)  
[www.thehubmedia.com](http://www.thehubmedia.com)

**John Creek City Guide, LLC** ♦  
John Smith  
5801 G. Lane Bridge Road, Suite 105  
Johns Creek, GA 34087  
404-391-1234  
[johncreekcityguide.com](http://johncreekcityguide.com)  
[www.johncreekcityguide.com](http://www.johncreekcityguide.com)

**John Creek Neighbor Newspaper** ♦  
John Smith  
5801 G. Lane Bridge Road, Suite 105  
Johns Creek, GA 34087  
404-391-1234  
[johncreekneighbor.com](http://johncreekneighbor.com)  
[www.johncreekneighbor.com](http://www.johncreekneighbor.com)

**Lakewood Publishing** ♦  
Nancy Smith  
2801 Cherokee Avenue, Bldg. C  
Lawrenceville, GA 30046  
(770) 962-2000  
[lakewoodpublishing.com](http://lakewoodpublishing.com)  
[www.lakewoodpublishing.com](http://www.lakewoodpublishing.com)

**My North Fulton Monthly** ♦  
John Smith  
5110 Peachtree Dunwoody Road  
Suite 204  
Cumming, GA 30041  
(770) 288-0000  
[mynorthfultonmonthly.com](http://mynorthfultonmonthly.com)  
[www.mynorthfultonmonthly.com](http://www.mynorthfultonmonthly.com)

**Patch** ♦ ♦  
John Smith  
4801 Veterans Avenue, Suite 41  
Johns Creek, GA 34087  
404-391-1234  
[patch.com](http://patch.com)  
[www.patch.com](http://www.patch.com)

**PubMan, Inc.** ♦ ♦ ♦  
John Smith  
4880 Lower Roswell Road, Suite 165  
Marietta, GA 30068  
(770) 855-3608  
[pubman.net](http://pubman.net)  
[www.pubman.net](http://www.pubman.net)

**Printing & Related**

**Farms Plus, Inc.** ♦  
Ben Anderson  
4915 Cameron's Drive, Suite 100  
Marietta, GA 30068  
770-495-0000  
[farmsplus.com](http://farmsplus.com)  
[www.farmsplus.com](http://www.farmsplus.com)

**Send Out Cards** ♦  
Linda Smith  
Alpharetta, GA 30009  
404-333-0000  
[sendoutcards.com](http://sendoutcards.com)  
[www.sendoutcards.com](http://www.sendoutcards.com)

**Private Investigation Services**

**CA Group, Inc.** ♦  
Michael Smith  
8107 Matthews Bridge Road, Suite 205  
Lawrenceville, GA 30047  
770-962-2000  
[cagroup.com](http://cagroup.com)  
[www.cagroup.com](http://www.cagroup.com)

**Real Estate Services**

**Atlanta Home News/Service's International Realty** ♦  
Thomas Smith  
1010 Peachtree Dunwoody Road, Suite 100  
Alpharetta, GA 30009  
(404) 482-0000  
[atlantahomerealty.com](http://atlantahomerealty.com)  
[www.atlantahomerealty.com](http://www.atlantahomerealty.com)

**Big Game Realty** ♦  
John Smith  
1010 Peachtree Dunwoody Road, Suite 100  
Alpharetta, GA 30009  
(404) 482-0000  
[biggamerealty.com](http://biggamerealty.com)  
[www.biggamerealty.com](http://www.biggamerealty.com)

**Calhoun Banker** ♦  
Calhoun Banker  
1010 Peachtree Dunwoody Road, Suite 100  
Alpharetta, GA 30009  
(404) 482-0000  
[calhounbanker.com](http://calhounbanker.com)  
[www.calhounbanker.com](http://www.calhounbanker.com)

**Calhoun Banker REALTOR** ♦  
Calhoun Banker  
1010 Peachtree Dunwoody Road, Suite 100  
Alpharetta, GA 30009  
(404) 482-0000  
[calhounbanker.com](http://calhounbanker.com)  
[www.calhounbanker.com](http://www.calhounbanker.com)

**Frye Bank/Realty/Willamette Realty Atlanta Partners** ♦  
John Smith  
1010 Peachtree Dunwoody Road, Suite 100  
Alpharetta, GA 30009  
(404) 482-0000  
[fryebank.com](http://fryebank.com)  
[www.fryebank.com](http://www.fryebank.com)

**ENHANCED LISTING**

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

FULL PAGE  
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Bleed: 8 1/2" W x 11 1/8" H