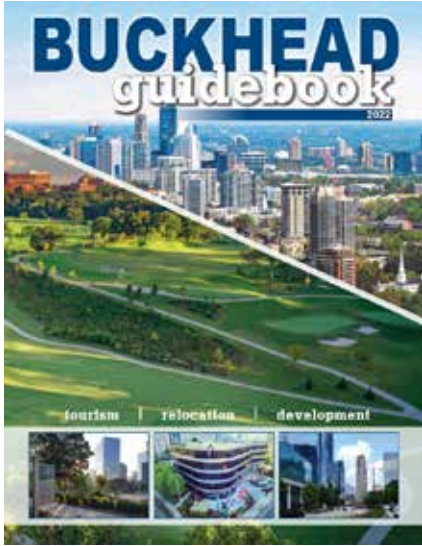


BUCKHEAD GUIDEBOOK RATES 2023



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.

The Buckhead Guidebook is the premier publication that, for the past 29 years, has promoted this North Atlanta community to people interested in visiting, working, playing and living in the Buckhead area.

PubMan, Inc. is the publisher, and will be coordinating with various Buckhead organizations in gathering pertinent editorial content on what is trending, what is new and what is coming in the future to Buckhead.

The Guidebook 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 25, 2023

MAGAZINE DISTRIBUTION

10,000 copies

The printed version of **The Buckhead Guidebook** is distributed throughout Buckhead to Buckhead business leaders, Buckhead commercial and residential real estate offices, Buckhead bank branch offices, Buckhead hotels, Buckhead apartments, meeting facilities, and over 100 other Buckhead businesses. **The Buckhead Guidebook** is the recognized response piece of Buckhead to inquiries from businesses and families interested in relocating to Buckhead.

DIGITAL READERSHIP

The digital version of **The Buckhead Guidebook** will be part of a programmatic marketing campaign that will target business owners and upscale households within a 5-mile radius, inside and outside, of Buckhead. This program will help promote awareness and direct consumers to Buckhead businesses. The digital version of **The Buckhead Guidebook** will also be available on the BuckheadIs and BuckheadATL websites among others.

FORMAT

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

ADVERTISING RATES

Page Rates

Full Page	\$2,500
1/2 Page	\$1,750
1/3 Page	\$1,100
1/6 Page	\$595
1/6 Page Co-op	\$450

PREMIUM POSITIONS

Back Cover	\$3,500
Inside Front Cover	\$3,000
Facing Inside Front	\$3,000
Inside Back Cover	\$2,750
Section Dividers	\$2,750

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).

BUCKHEAD GUIDEBOOK RATES 2022

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

Non-Bleed (Live Area)	7"	10"
Trim	8.25"	10.875"
Bleed	8.50"	11.125"

Half Page, Horizontal7" 4.75"

Third Page, Square4.5" 4.75"

Third Page, Vertical2.125" 9.875"

Sixth Page, Vertical2.125" 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 PubMan, Inc. (PMI), 4880 Lower Roswell Rd. • Suite 165-108 • Marietta, Georgia 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.



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