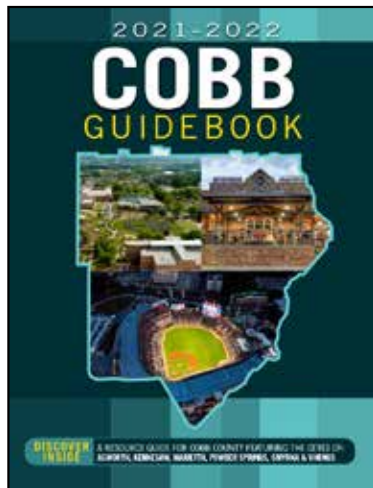


COBB GUIDEBOOK RATES 2023



The West Cobb Business Association (WCBA), the East Cobb Business Association (ECBA) in association with PubMan, Inc. will jointly produce the **eighth edition** of the Cobb Guide Book (Guide), a resource for visitors, residents, and investors on Economic Development, Relocation, Education and Tourism in the Cobb County 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

November 2022

CIRCULATION

10,000

DISTRIBUTION

The digital version of the *Cobb Guidebook* will be part of a programmatic marketing campaign that will target 30,000 business owners and 210,000 upscale households inside and outside, of Cobb County. This program will help promote awareness and direct business to Cobb businesses. Each advertiser in the *Cobb Guidebook* will be directly linked to their website to drive awareness in securing potential patients to individual websites.

The *Cobb Guidebook* is distributed throughout Cobb County to the members of the West Cobb Business Association, East Cobb Business Association, Cobb County commercial and residential real estate offices, bank branch offices and other Cobb County organizations. The Cobb Guidebook is also available at select Cobb County hotels, meeting facilities, apartments, retail locations and restaurants.

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.

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	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.

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

