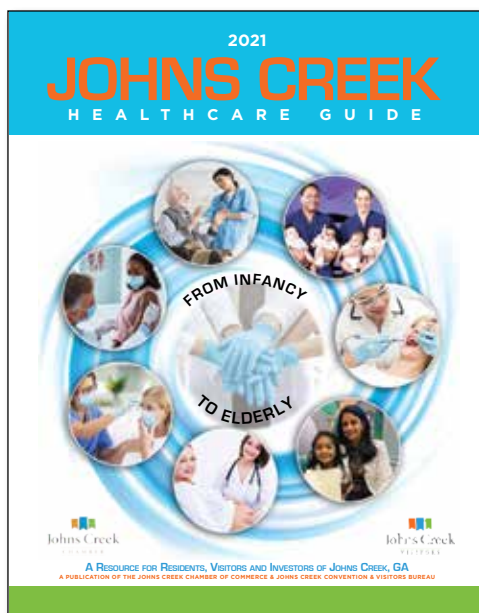


# JOHNS CREEK HEALTHCARE MARKETING 2022



## Johns Creek Healthcare Marketing Guide

Johns Creek has one of the most vibrant medical communities within the metro Atlanta area.

In support of the Johns Creek Medical Community, the **Johns Creek Chamber of Commerce** and **PubMan, Inc.** are producing the second annual Johns Creek Healthcare Guide.

This Guidebook will offer informative editorial and a complete listing of Johns Creek healthcare businesses by specialty. All Johns Creek Chamber healthcare business members will be listed in the Guide at **no charge**. There will also be an opportunity to purchase display advertising that will be hyper-linked to their individual websites. The entire healthcare section will then be reproduced in full in the **Johns Creek Guidebook** publishing in July 2022.

## PUBLICATION & DIGITAL MARKETING CAMPAIGN

**May 2022**

### READERSHIP

The **Johns Creek Healthcare Guide** will be part of a programmatic marketing campaign that will target 30,000 business owners and 210,000 upscale households within a 5-mile radius, inside and outside, of Johns Creek. This program will help promote awareness and direct business to Johns Creek medical practices. Each advertiser in the **Johns Creek Healthcare Guide** will be directly linked to their website to drive awareness in securing potential patients to individual websites. 5,000 copies of **The Johns Creek Healthcare Guide** will also be printed and distributed in and around the Johns Creek area. The entire **Johns Creek Healthcare Guide** will then be inserted into the the **Johns Creek Guidebook** that will publish in July 2022.

### 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

### FOUR-COLOR PAGE RATES

Full Page .....	\$2,500
1/2 Page.....	\$1,700
1/3 Page .....	\$1,100
1/6 Page .....	\$ 600
Enhanced Listing.....	\$ 250
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.
- 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.
- Materials for all ads due January 10, 2022.

# JOHNS CREEK HEALTHCARE MARKETING 2022

	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 .....	8.5"	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 CS5 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 PuMan, 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.

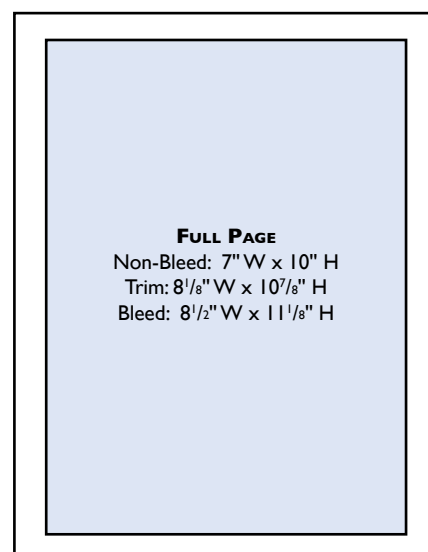
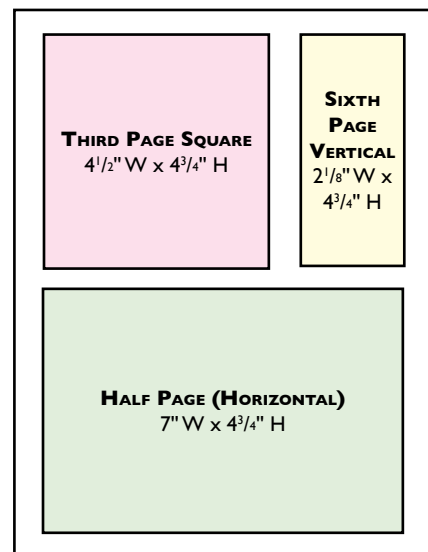
**Ad Alterations and Copy Changes:** All copy changes must be made in writing or via fax and submitted prior to deadline. No copy corrections will be accepted verbally. Advertiser and/or agency assumes risk of possible errors. Publication will exert its best effort, but cannot assume liability for errors 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  
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Direct: (678) 643-7250  
Office: (404) 255-6617

**Contact Brian Botkin for advertising information at 678.643.7250 or [bbotkin@pubman.net](mailto:bbotkin@pubman.net)**