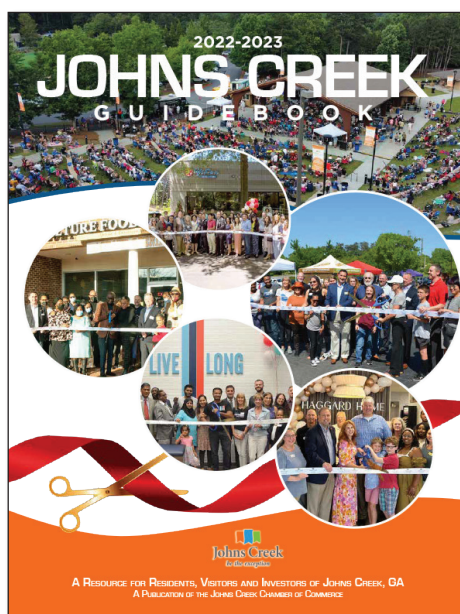


# JOHNS CREEK GUIDEBOOK RATES 2023-24



The **Johns Creek Guidebook**, in its 16th year of publication, promotes the city of Johns Creek to people interested in visiting, working, playing and living in this prestigious North Atlanta Community. From information on education, housing and healthcare the *Johns Creek Guidebook* provides the most complete collection of data to be found on this community.

The **Johns Creek Guidebook** is published by the Johns Creek Chamber of Commerce and PubMan, Inc. It is also endorsed by the City of Johns Creek.

The publication is divided into five distinct sections:

- **ECONOMIC DEVELOPMENT:** provides a comprehensive view of economic and commercial development opportunities, along with critical market data, maps and charts.
- **LEISURE:** focuses on accommodations, shopping, dining, attractions, entertainment and history.
- **RELOCATION:** introduces Johns Creek to potential residents with a focus on residential real estate, cost of living, neighborhoods, education, religion and public services.
- **AREA BUSINESSES**
- **BUSINESS DIRECTORY featuring Johns Creek Chamber of Commerce Members**

## PUBLICATION DATE

**July 2023**

## READERSHIP - 10,000

The **Johns Creek Guidebook** is distributed throughout the Johns Creek area to over 200 businesses including the members of the Johns Creek Chamber of Commerce, commercial and residential real estate offices, restaurants, bank branch offices and other Johns Creek organizations. The Johns Creek Guidebook will also be distributed at the City of Johns Creek government offices. The Johns Creek Guidebook is the official response piece to inquiries from businesses and families interested in relocating to Johns Creek.

Additionally the **Johns Creek Guidebook** will be part of a digital programmatic marketing campaign that will target business owners and households within a 5-mile radius, inside and outside, of Johns Creek.

## 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
Enhanced Listing.....	\$ 150

*25 words and/or logo in 1" column width space*

## 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

## 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
<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 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  
email: bbotkin@pubman.net

4880 Lower Roswell Rd.  
Suite 165-108  
Marietta, Georgia 30068  
www.PubMan.net

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

**Contact Brian Botkin for advertising information at 678.643.7250 or bbotkin@pubman.net**

