

## MECHANICALS & RATES

Size	Dimensions (ins)	Bleed (ins)	Full Color	B/W
Spread	16.75"X12"	8.875"X11.375"	\$8,750	\$6,250
Spread ads must be submitted as a 2-page PDF, With page one as the left hand page and page two as the right hand page.				
Back Cover	8.375 X10.875	8.375 X 11.125	\$6,660	
Inside Front Cover	8.375 X10.875	8.375 X 11.125	\$5,400	
Inside Back Cover	8.375 X10.875	8.375 X 11.125	\$4,600	
Full Page	8.375 X10.875	8.375 X 11.125	\$4,090	\$2,640
2/3 page V	4.625 X10.375	8.375 X 11.125	\$3,360	\$2,160
2/3 page H	7 X 6.75	-	\$3,360	\$2,160
1/2 page V	3.1875X10.375	-	\$2,400	\$1,440
1/2 page H	7.625 X 5.1875	-	\$2,400	\$1,440
1/3 page SQ	4.625 X 5	-	\$1,680	\$ 960
1/3 page V	2.5 X 10.375	-	\$1,680	\$ 960
1/6 page V	2.5 X 5.1875	-	\$1,200	\$ 600
1/6 page H	4.625 X 2.5	-	\$1,200	\$ 600

**Actual Publication Trim Size is 8.375 "x10.875", Allowing Ample Margin for Creative Matter.  
133 Line Screen/Positive/Right Reading/Emulsion Down.**

**Rates Effective January 1, 2016**

**All Rates Are Commissioned at 15% to Recognized Agencies. 2% Discount For Full Cash Payment  
30 Days Before Due Date. Contact Account Executive for Details Regarding Various Discounts.**

### FILE SUBMISSION

All advertisements must be PDF, TIF or JPEG format and between 300 - 500 dpi. If your file is sent any Less than 300 dpi, we are NOT responsible for the results. Please note, All supporting files (text, pictures, etc.) must be included along with the ad (This assures that your advertisement will print properly).

A SWOP-certified proof should be submitted for any color-sensitive ads. We can not guarantee SWOP standard color matching with a non - contract grade proof. If a proof is not supplied, we cannot assume liability for omissions, misprints, or font Defaults. If you have any questions, please call us for specifications prior to submitting your file.

### Shipping Address (COLOR PROOFS)

4405 Mall Boulevard, Suite 521, Union City, Georgia 30291 Attn: Graphics Dept.  
All text must be in WORD (doc.). TEXT(.txt) or PDF file format

All pictures or logos should be in JPEG or PDF format Ad at least 300 dpi. If your Files are any less than 300 dpi, we are NOT responsible for the results.

Please be aware that we receive many ads vis email and would appreciate you putting the size and name of the ad in the subject line when sending it to us. Also include the name and number of the graphic contact in the email.

Should you have any questions, please contact us at: **770-969-7711**

**e-mail [atlgraphics@bellsouth.net](mailto:atlgraphics@bellsouth.net)**

### WE CAN DESIGN YOUR AD

**Our design and production department will be happy to create your ad for you. Please contact your account coordinator or sales rep for details on our design services.**

### ADVERTISING DEPARTMENT

**CREED W. PANNELL, JR.  
PUBLISHER**

**4405 Mall Blvd. Suite-521  
Union City, GA 32901  
770-969-7711**

### CREATIVE DIRECTOR

**[atlgraphics@bellsouth.net](mailto:atlgraphics@bellsouth.net)  
[www.atlbusinessjournal.com](http://www.atlbusinessjournal.com)  
Call us: 770-969-7711**

## Advertising Rates & Media Information

# Atlanta BUSINESS journal

## 2017 MEDIA KIT



## DEPARTMENTS

### SPECIAL EVENTS

Georgia Minority Business Awards (Benefits BDI, Inc.)  
The Gospel Choice Awards (Benefits BDI, Inc.)  
The Gospel Choice Awards Cruise (Benefits BDI, Inc.)  
The Boomer's Expo

### REGULAR FEATURES

Entertainment	CPA Corner
Health Care Updates	Investment Strategies
Real Estate	Successful Business Profiles
Technology & The Internet	Special Issues
Statewide, County & City Profiles	Travel
Banking Opportunities	Diversity Profile
Sales & Marketing	Facebook & Twitter
Legal Subject Matters	Finance
CEO Profiles	Car Reviews
Controversial Business Issues	

## ABJ WEBSITE MARKETING • TEXTING • VIRTUAL JOURNAL



[www.atlbusinessjournal.com](http://www.atlbusinessjournal.com)

**THE ULTIMATE  
BUSINESS-MINDED  
AUDIENCE**



THE BASICS	
MALE	66%
FEMALE	44%
AVERAGE AGE	36%
COLLEGE GRADS	82%
POST-GRADUATE DEGREE	32%
EMPLOYED	98%
PROFESSIONAL OR MANAGERIAL POSITION	86%
BUSINESS OWNERS	59%
AFFLUENCE	
HOME OWNERS	90%
OWN TWO OR MORE CARS IN HOUSEHOLD	79%
VACATION TWO OR MORE TIMES PER YEAR	87%
AVERAGE HOUSEHOLD INCOME	\$165,400
AVERAGE NET WORTH	\$850,800
AVERAGE HOME VALUE	\$574,600
AVERAGE INVESTMENT PORTFOLIO	\$789,300
BUSINESS OWNERS	59%
ENGAGEMENT	
READERS PER COPY	6.5%
TIME SPENT WITH ISSUE	84 MINUTES
KEEPS COPY	2.9 MONTHS

**GENERAL CONDITIONS**

- A. Submission of any advertisement, insertion order, space reservation, or position commitment shall constitute acceptance of the following General Conditions.
- B. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- C. Conditions, other than rates, are subject to change by publisher without notice.
- D. All consents of advertisements are subject to publishers approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time.
- E. Positioning of advertisements is at the discretion of publisher except where a request for specific preferred position is acknowledged by publisher in writing.
- F. Publisher shall have no liability for errors in key numbers, the Reader Service Section, or advertiser's index.
- G. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date. Run-of-Publication position cancellations are accepted until issue space order deadline. Cover cancellations are accepted until one month prior to issue space order deadline. Gatefold cover and other Special Position cancellations are accepted until three months prior to issue space deadline.
- H. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rate be made, space reserved may be cancelled by the advertiser or its agency at the time the changes become effective without incurring short-rate changes, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- I. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
- J. Publisher shall have the right to hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.
- K. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions on this rate card.
- L. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any government or quasi government entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any manner.
- M. As used in this section "General Conditions", the term "publisher" shall refer to Positive Publications and the Atlanta Business Journal.
- N. All advertisers using post office boxes must furnish publisher with full name, home address and telephone number.

WINTER -2017  
 Cover - Pedro Cherry, SVP, GA Power and-Chairman, Aerotropolis Atlanta Alliance  
 Atlanta Metro Studios Team  
 Martin Luther King, Jr. Holiday & Celebration  
 Bronner Bros. Hair Show (Winter)  
 100 Most Influential Pastors  
 STEM Technology

SPRING - 2017  
 Cover - Joe Folz, VP, Porsche Cars North America  
 GMBA Awards Recap  
 Top 10 Hospitals for African-Americans  
 In Metro Atlanta  
 100 Most Influential Business Men  
 STEM Technology

SUMMER -2017  
 Cover - VP of Duke Realty Corporation  
 Natalie P. Martin  
 100 Most Influential Minority Women  
 Bronner Bros. Hair Show (Summer)  
 STEM Technology

FALL - 2017  
 Cover - President of Atlanta Metropolitan State College, Dr. Gary A. McGaha  
 Gospel Choice Awards Recap  
 Minority Business Month  
 The Active Boomers Expo, Inc.

ISSUES	NEWSTAND	AD DEADLINES/ RESERVE SPACE	AD MATERIAL NEEDED BY
WINTER	JANUARY 1	NOVEMBER 15	NOVEMBER 30
SPRING	APRIL 1	FEBRUARY 1	JANUARY 30
SUMMER	JULY 1	MAY 15	MAY 31
FALL	OCTOBER 1	AUGUST 1	SEPTEMBER 15

Sales Representative \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Website \_\_\_\_\_  
 Email Address \_\_\_\_\_



**Forward All Materials to:**  
 Atlanta Business Journal Shipping Address

**Billing & Shipping Address:**  
 Atlanta Business Journal  
 4405 Mall Boulevard • Suite 521  
 Union City, Georgia 30291  
 (770) 969-7711

**Mailing Address:**  
 Shannon Tower  
 4405 Mall Boulevard • Suite 521  
 Union City, Georgia 30291

WEBSITE | [www.atlbusinessjournal.com](http://www.atlbusinessjournal.com)  
 CONTACT EMAIL | [iacwc@bellsouth.net](mailto:iacwc@bellsouth.net)  
 SUBMISSIONS | [atlgraphics@bellsouth.net](mailto:atlgraphics@bellsouth.net)