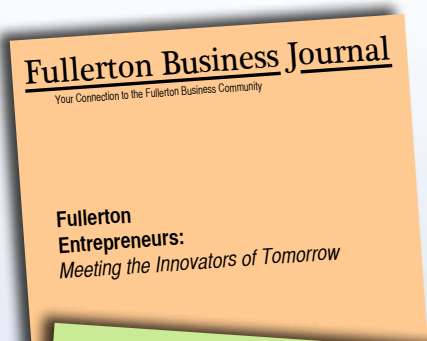


# Fullerton Business Journal

## Your Connection to the Fullerton Business Community



### 2011 Rate Card

To advertise in the Fullerton Business Journal, please contact

**Gary Graves**

(714) 879-1993 • [gary@fullertonbusinessjournal.com](mailto:gary@fullertonbusinessjournal.com)

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

# Fullerton Business Journal

Your Connection to the Fullerton Business Community

## Fullerton Businesses First

The Fullerton Business Journal is dedicated to helping Fullerton businesses improve their operations, build stronger connections with other local businesses, and grow their business to new levels of success.

## Top Business Executives

The Fullerton Business Journal will target top CEOs, Entrepreneurs and Professionals in Fullerton to share their expertise and develop a broad readership of 6000+ Fullerton Business owners, managers and more from a number of industries and fields.

## Informative, Timely and Meaningful Articles

Fullerton Business Journal will focus on the significant issues facing Fullerton businesses, provide helpful and informative business solutions in a variety of fields, and build connections in the business community with thoughtful profiles on local businesses.

## Easily Accessible

Besides being displayed at prominent locations and delivered to 6000+ Fullerton businesses, the Fullerton Business Journal will be available online, with additional content, forums, and more.

## 2011 Advertising Rates

	ADVERTISING SIZES	1 Time	3 Times	6 Times
Full Page	8" x 11"	\$1495	\$1295	\$1095
½ Page	7" x 4.875" or 4.5" x 7.5"	\$795	\$695	\$595
¼ Page Vertical	3.3125" x 4.875"	\$595	\$495	\$395
Marketplace	3.75" x 2.25"	\$495	\$395	\$295
IFC	8" x 11"	\$1995	\$1795	\$1595
IBC	8" x 11"	\$1895	\$1695	\$1495
BC	8" x 11"	\$2350	\$2150	\$1850

**Business profiles** are available to clients running at least 3 display ads – ½ page or larger – during 12 months. These ads are designed to let you tell our readers about your business, how you stand out from competitors and why they should do business with your business.

2 Page Spread	\$2000	\$1800	\$1600
1 Page Profile	\$1000	\$900	\$800

We will create and design the layout for your Business Profile. Please provide all photographs, logos and your story at least five weeks before issue date so we have time to give you a proof and make any additional changes you would like.

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[gary@fullertonbusinessjournal.com](mailto:gary@fullertonbusinessjournal.com)

Ad space and art due on the 15th day of the month before publication date.

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

# Fullerton Business Journal

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## Publication Policies

### POLICY

All advertising submitted is subject to the approval of the publisher. **Make goods will be run in the issue immediately following the errors.**

The liability of the publisher for failure to publish an advertisement for any reason in the issue specified shall be limited to publishing the advertisement in a subsequent issue (at a regular rate).

**Orders are non-cancelable after deadline.**

A contract may be cancelled by the advertiser, provided written notice of cancellation is given Fullerton Business Journal at 114 E. Amerige Ave., Fullerton, CA 92832, a minimum of two months before the date the advertisements are contracted to be published. If the contract is cancelled, the advertiser will be liable for the difference between the rate shown on the contract and the one time rate. Also upon canceling a contract a (10%) penalty on the entire contract value is due. The subject matter, wording, illustrations and typography of all advertising are subject to the approval of the publisher (but unless otherwise authorized in advance, no change will be made without the consent of the agency or the advertiser).

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss, or expense arising from claims of libel, unfair competition, unfair trade practice, infringement of trademarks, trade names of parents, violations of privacy and infringement of copyrights and proprietary rights resulting from the publication of the advertiser's advertisements.

Payment must be received within (30) days to receive your contract discount. No cash discounts allowed.

### DISTRIBUTION & READERSHIP

The Fullerton Business Journal will be distributed **at no cost** to all registered businesses in Fullerton.

Readers may also pick up the magazine free at locations in stores, restaurants, libraries, Chamber of Commerce, colleges and civic centers around town.

The magazine will also have an electronic version available online at [www.fullertonbusinessjournal.com](http://www.fullertonbusinessjournal.com).

Mailed directly to Registered Fullerton Businesses:  
6,500

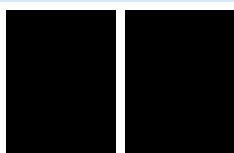
Distributed to Coffee Shops and restaurants:  
4,000

Distributed to library, Chamber of Commerce all others:  
1,500

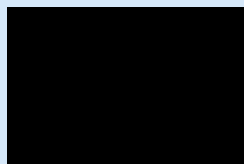
**Total Printed and Distribution:  
12,000**

## Advertisement Sizes

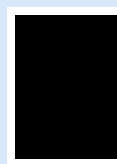
Two-page spread  
17" x 11"



Bleed spread  
17.625" x 11.125"



Full page (live)  
8.5" x 11"



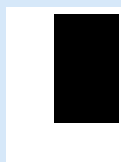
Full page bleed  
8.625" x 11.125"



1/2 page horizontal  
7" x 4.875"



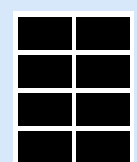
1/2 page vertical  
4.5" x 7.5"



1/4 page  
3.3125" x 4.875"



Marketplace  
3 3/4" x 2 1/4"



Digital Specifications: Adobe Acrobat, CMYK, minimum of 300 dpi, PDF with embedded typefaces

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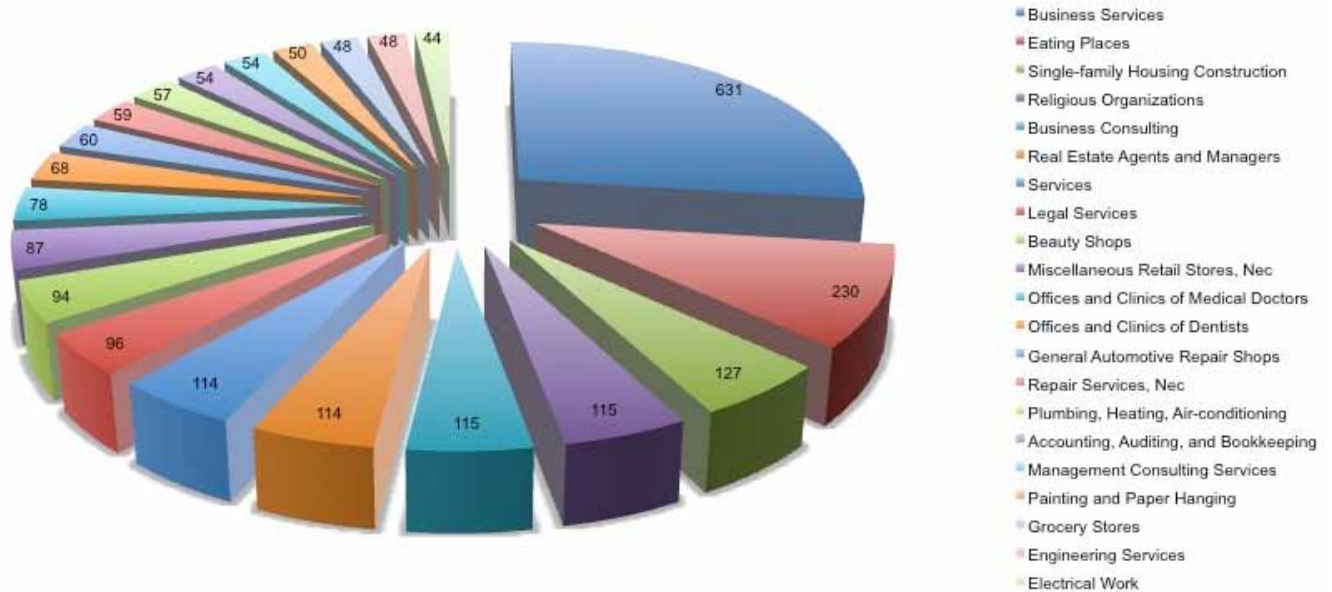
[www.fullertonbusinessjournal.com](http://www.fullertonbusinessjournal.com)

# Fullerton Business Journal

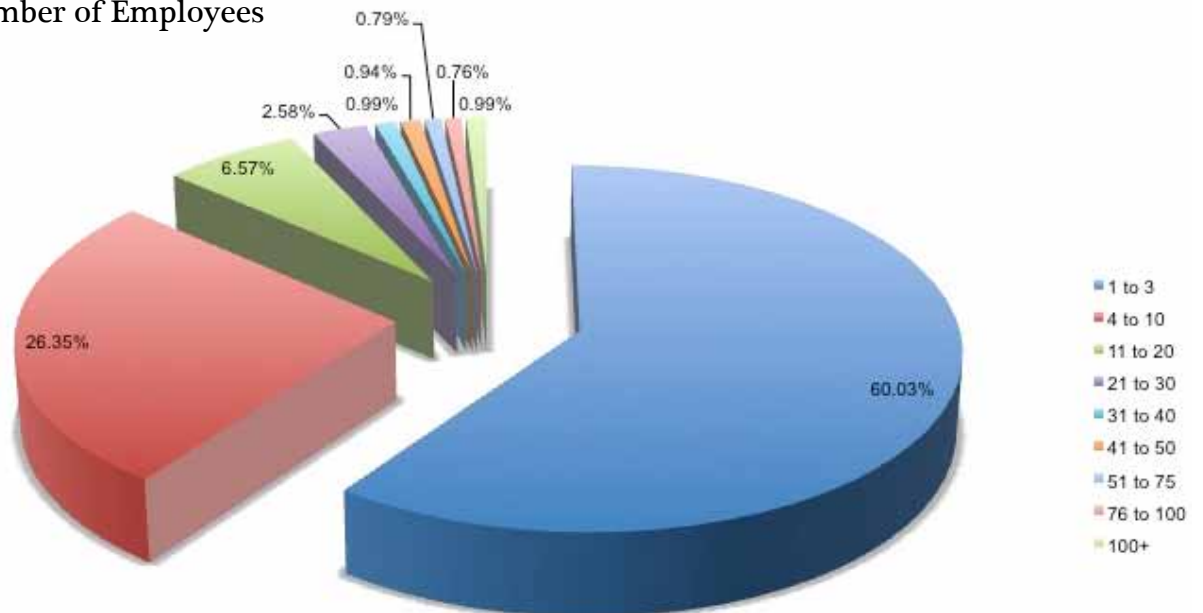
Your Connection to the Fullerton Business Community

## Fullerton Business Statistics

Top 20 Business Categories in Fullerton



Businesses by Number of Employees



Ad space and art are due on the 15th day of the month before publication date.

Advertise in the Fullerton Business Journal!

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# Fullerton Business Journal

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## 2011 Editorial Calendar

**Space Reservation Deadline:** Two weeks prior to issue date

**Camera-Ready Art Deadline:** 15th day of the month prior to publication

### January/February

Fullerton Entrepreneurs  
Commercial Real Estate  
Automotive Industry

### March/April

Finance and Banking  
Legal  
Insurance and Investments

### May/June

Technology  
Marketing  
Human Resources

### July/August

Education  
Healthcare  
Non-profits

### September/October

Real Estate  
Manufacturing  
Logistics & Transportation

### November/December

Retail  
Restaurants  
Art & Culture

NOTE: Editorial information listed to appear in particular issues was accurate, to the best of our editor's knowledge, at the time this schedule was prepared. However, changes may be made in these scheduled dates for reasons beyond our editor's control.

## Routine Business Departments

Accounting/Taxes

Banking/Finances

Briefcase

Human Resources

Marketing

Key Economic  
Indicators

Legal

Real Estate

The List

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