

MEDIA KIT

2018



**AWARD
WINNING
PUBLICATION**

CARLSBAD BUSINESS JOURNAL

The Carlsbad Business Journal is the go-to place for news about the Carlsbad Chamber of Commerce, its members and the local business community. Newsworthy, informative and inspiring, this monthly publication showcases our members, highlighting their success.

With a monthly readership of more than 20,000, the Carlsbad Business Journal has been consistently recognized as an industry leader among Chamber publications. It has won back-to-back First Place publication awards from the Western Association of Chambers of Commerce and was also named best trade publication by the San Diego Press Club in 2013. The staff has also won awards for writing and design, competing against non-daily newspapers.

Our experienced team works with small business members to provide professional advertisement and marketing services

Repeatedly hailed as one of the Chamber's top services in annual member surveys, the colorful monthly publication is sent to all Chamber members and all businesses within the Carlsbad City limits. The Carlsbad Business Journal is also distributed at nearly 130 convenient locations in the community and published online. It can proudly claim 100 percent market penetration in the Business-to-Business (B2B) market.

For B2B advertisers or retail and service businesses, the Carlsbad market has one of the highest income buyers residing and conducting business in Carlsbad. The third wealthiest city in the County has a population of more than 100,000 with an average income for two working adults to be more than \$107,000. The average cost of single family housing is more than \$700,000.

Overall Carlsbad's chamber is the second largest in the county and the 10th largest in the state of California. Reporting about the growth and success of the city and its more than 5,000 businesses is the task of this award-winning newspaper.

“

I have been advertising with the Carlsbad Chamber for nearly 6 years in the Carlsbad Business Journal and Business Resource Guide. I find the local community, business owners and my fellow chamber members value both the CBJ and the Chamber, and my advertising shows them that I do as well. The valued opportunities that have come from the relationship and advertising with the Carlsbad Chamber are too many to list.”

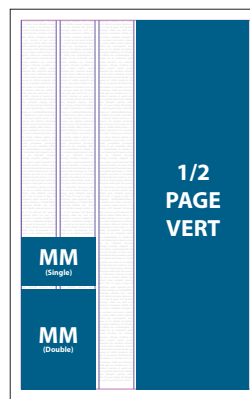
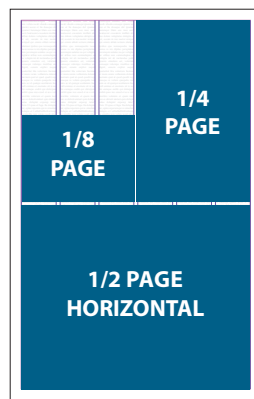
— JR PHILLIPS — REAL ESTATE BROKER,
THE JR PHILLIPS REAL ESTATE GROUP



CBJ ADVERTISING RATES

SIZE	W x H	1x	3x	6x	10x
BACK PAGE (Trim size) (Live area) (with bleed)	10.625" x 16.5"	\$3,175	\$2,890	\$2,599	\$2,249
	9.625" x 15.5"				
	11.125" x 17"				
FULL PAGE (Trim size) (Live area) (with bleed)	10.625" x 16.5"	\$2,149	\$2,049	\$1,940	\$1,675
	9.625" x 15.5"				
	11.125" x 17"				
1/2 PAGE VERT.	4.72" x 15.5"	\$1,445	\$1,330	\$1,200	\$975
1/2 PAGE HORIZ.	9.625" x 7.66"	\$1,445	\$1,330	\$1,200	\$975
1/4 PAGE	4.7292" x 7.66"	\$750	\$670	\$630	\$560
1/8 PAGE	4.7292 x 3.75"	\$465	\$435	\$405	\$375
FRONT PAGE BANNER	11.125" x 1.388"	\$980	\$865	\$840	\$755
MEMBER MARKETPLACE (Single)	3.0972" x 1.78"	n/a	n/a	n/a	\$85
MEMBER MARKETPLACE (Double)	3.0972" x 3.74"	n/a	n/a	n/a	\$175

Prices listed per edition



- Rates subject to change; signed contracts honored for term.
- Non-profit organizations qualify for 10% discount.
- Advertising is available only to Carlsbad Chamber members.



BUSINESS SPOTLIGHT



Front page position

(Only one available each month)
Highlight your unique business story in a 500-600 word article with 2-3 photos and your logo. Includes: Print, Electronic, and social media boost. **\$945**

4-COLOR AD

All ads are full color at no additional charge.

DEADLINE

Space reservation is required by the 5th of the month prior to publication. Camera ready artwork and advertorial (if applicable) are due on the 10th of each month. Subject to change

SPECIFICATION

Finished artwork should be PDF X-1a compliant. Convert all spot colors to CMYK.

FOR MORE INFORMATION PLEASE CONTACT

Last updated December 2017

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INDUSTRY FOCUS

Every issue of the Carlsbad Business Journal features a branded advertorial section known as the **INDUSTRY FOCUS**, offering advertorial opportunities for a wide range of businesses to highlight their services and/or expertise. Let our readership know how your business works for Carlsbad and its residents.

Participate in these special sections and receive a special discounted rate and depending on the size of your ad, some Market Spotlights may also include **Advertorial Space** opportunities.

JANUARY

Financial Preparedness

- Promoting personal financial fitness.
- Businesses that help prepare for the new tax year. (CPA's, Accounting & Tax Services).
- Getting more from your return

FEBRUARY

Love in the Air

- Highlighting wedding related services. (Caterers, Photographers, DJ's, Venues, & more.)
- Romantic accommodations in Carlsbad.
- Anniversary celebrations.

MARCH

Fit for Life

- Workplaces promoting healthy life choices.
- Fitness clubs and alternative training gyms.
- Lifelong wellness (*Senior Home-care services, Hospices, Retirement & Life-Care Communities, etc.*)

APRIL

Real Estate

- Commercial & Residential markets.
- Increasing your curb appeal with home improvements.
- New developments and construction.
- Agents, Property Management, Investors.

MAY / JUNE

Stay & Play *(special glossy pull out section)*

- Hotels, attractions, restaurants, golf courses and spas that make Carlsbad the perfect destination.
- Exploring the world-class entertainment and hospitality options available right here in our community.

JULY

Visionary Voices

- A look at notable Carlsbad CEO's and entrepreneurs.
- Industry trends discussed by industry leaders.

AUGUST

Back to School

- Celebrating the education and professional development.

SEPTEMBER

Holiday Party Planning

- Planning the perfect office party experience.
- Restaurants and catering services unique to Carlsbad.
- Group/team building activities.

OCTOBER

Small Business Spotlight

- Highlighting Carlsbad businesses that exemplify the entrepreneurial spirit.
- Women owned / Veteran owned businesses.

NOVEMBER / DECEMBER

Shop & Dine Local

- Support the local community and make a pledge to "shop local" for the holidays.

BUSINESS SPOTLIGHT:

Front page position *(Only one available each month)*
Highlight your unique business story in a 500-600 word article with 2-3 photos and your logo. Includes: Print, Electronic, and social media boost. **\$945**

**GREAT
VALUE**

FOR MORE INFORMATION PLEASE CONTACT THE CARLSBAD CHAMBER OF COMMERCE