SanJoaquin Business MAGAZINE

MEDIA KIT

2009

COVERING LATHROP | LODI | MANTECA | RIPON | STOCKTON | TRACY

INTRODUCTIONS

Dear Advertiser,

Welcome to SAN JOAQUIN BUSINESS MAGAZINE. The area's only full color glossy business magazine.Our goal with this publication is simple: to grow your company's bottom line. With a mission statement like that, ***San Joaquin BUSINESS magazine*** should be part of your company's ongoing marketing strategy.

If that's not enough, here are some more reasons why your company should be advertising with *San Joaquin BUSINESS magazine*:

SAN JOAQUIN BUSINESS MAGAZINE DELIVERS TO THE MOST POWERFUL EXECUTIVES, PROFESSIONALS, BUSINESS OWNERS, AND DECISION MAKERS IN SAN JOAQUIN COUNTY

Over 15,000 copies distributed each issue, your message will be in the hands of those who are looking for your products or services to help add to their bottom line, increasing yours in the process.

SAN JOAQUIN BUSINESS MAGAZINE COVERS LOCAL BUSINESS LIKE NO OTHER PUBLICATION

We provide our readers with the back story—the how, who, and why of local business. We tell our readers who the power players are (and those on their way to being one), how the biggest local deals got made, what is coming on the horizon, and how their business can succeed in San Joaquin's business climate. Each issue will feature the latest trends, insights, advice, and perspectives to help their business excel.

SAN JOAQUIN BUSINESS MAGAZINE PROVIDES INFORMATION

Information is power, and ***San Joaquin BUSINESS magazine*** gives our readers a powerful new tool—in each issue they will find out who their competition is, what they're up to, and how their company can react to stay on top. Entrepreneurs will learn about other start-ups in the area, and what steps they're taking to succeed. ***San Joaquin BUSINESS magazine*** will provide inspiration, guidance, and a network of peers to help any business grow.

SAN JOAQUIN BUSINESS MAGAZINE IS GOOD ROI

We at ***San Joaquin BUSINESS magazine*** are passionate of and believe in the entrepreneurial business climate of San Joaquin County. We also appreciate and commend the bigger businesses for their ongoing support of San Joaquin's economy by taking risks, creating jobs, and helping create a better San Joaquin for everyone. We are also passionate about helping our advertisers grow their businesses. Invest in ***San Joaquin BUSINESS magazine***, and prepare for an impressive ROI (return on investment).

Sincerely,

Tony Zoccoli, Publisher
tony@sanjoaquinbusiness.com

San Joaquin Business Magazine
95 W 11 St., Tracy CA 95376
p : 209 833 9989
f : 209 833 9979
SanJoaquinBusiness.com
sales@SanJoaquinBusiness.com

San Joaquin Business magazine
San Joaquin Magazine
Stockton Visitors Guide
are published by Inside Magazines Publishing Company

EDITORIAL OVERVIEW

AGRICULTURE
San Joaquin County is one of the biggest agricultural centers in California, home to some of the largest crops of corn, avocado, walnuts, and asparagus.

BANKING & FINANCE
From insurance and accounting firms to banks and credit unions to investment companies, San Joaquin has a vibrant financial scene.

MANUFACTURING
From insulated coffee cups to commercial hamburger bun production, San Joaquin is home to a large manufacturing and production center.

HEALTH CARE
Several of the state's largest health care companies have headquarters in San Joaquin county, and cities like Stockton and Lodi are seeing an influx of medical professionals opening practices.

REAL ESTATE
Some of the Central Valley's biggest real estate development companies—residential and commercial—call San Joaquin home.

RETAIL AND RESTAURANTS
From specialized boutiques to established department stores, from corner delis to luxury restaurants, San Joaquin's savvy foodies and shoppers are finding more and more options available.

ART & ENTERTAINMENT
San Joaquin is experiencing a cultural rennaissance, from the refurbished Bob Hope Theatre to the newly opened Tracy Grand to the many art galleries and museums.

TRANSPORTATION
By boat, air, rail, or highway, San Joaquin has been a delivery hub for many national and international businesses.

TECHNOLOGY
With Silicon Valley less than an hour away, many supporting hi-tech firms and entrepreneurs are using San Joaquin as their home base.

WINE
Grapes are big business in San Joaquin. Lodi and surrounding areas are fast becoming recognized for their delicious varietals, and many local grapes are used by wineries in Napa and Sonoma to create award-winning wines.

ADVERTISING RATES

PREMIUM POSITION	1X	3X	6X
Back Cover	Call		
Inside Front Cover			
Inside Back Cover			
Facing Inside Front Cover			
Pages 2-5			

NOTE: Premium positions are full page, 4-color only.
Premium positions available on a first-come basis.

INSIDE BOOK (4C)	1X	3X	6X
Full Page			
1/2 H			
1/4 V			
1/8 (business card)*			

*The 1/8 space is available for a minimum 3X contract only.

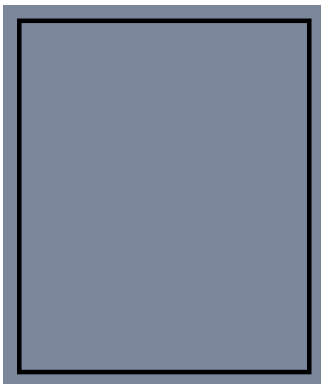
PAGE SIZE

TRIM:	8.375 x 10.875
BLEED:	8.5 x 11
LIVE AREA:	7.375 x 9.875

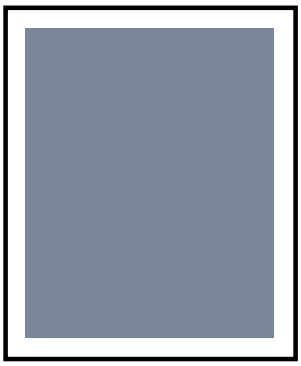
COLOR Rates are 4C per insertion, gross
ADVERTORIAL FEE Full page rate plus $400
POSITIONING Rate plus 20% based on availability
FREQUENCY 6X per year

AD CREATION

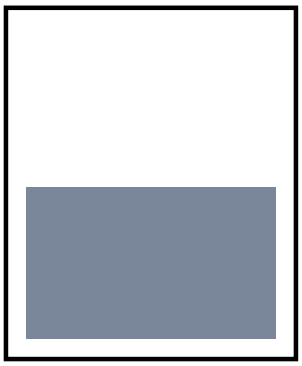
Full page	$100
Half page	$50
Quarter page	$35



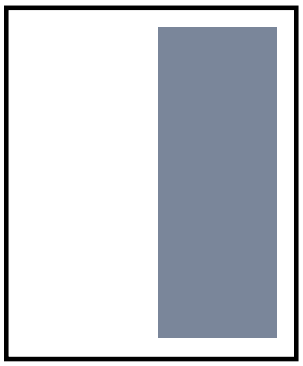
full page with bleed
8.5 x 11



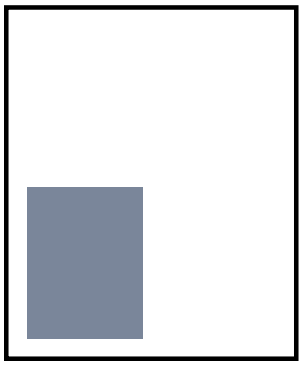
full page live
7.375 x 9.75



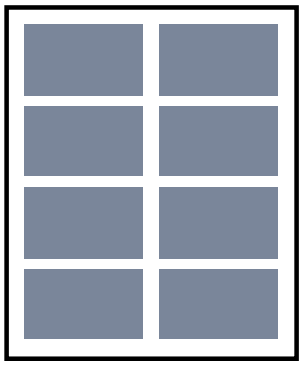
Half horizontal
7.00 x 4.75



Half vertical
3.375 x 9.75



Quarter page
3.375 x 4.75



Business card
3.375 x 2.375

ISSUE	MATERIALS DUE DATE
APR/MAY	MAR 1
JUNE/JULY	MAY 1
AUG/SEPT	JULY 1
OCT/NOV	SEPT 1
DEC/JAN	NOV 1
FEB/MARCH	JAN 1

The due date shown is the last day available for camera-ready artwork to be supplied to *San Joaquin Busienss Magazine*. If you would like us to design an ad for you, subtract another week from above dates.

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