

2010 Media Kit

The magazine of Northwest Florida business gives you the opportunity to reach the buyers you want.

NW Florida's Business Climate Magazine, commonly called Business Climate, is the only sophisticated, glossy magazine that focuses on business topics specific to the Panhandle of Florida. Each edition offers readers insight into business in NW Florida while providing advertisers the opportunity to reach the highly educated, high-income population of executives, entrepreneurs, and business professionals.

Ballinger Publishing • 41 N. Jefferson Street, Suite 402 • Pensacola, Florida 32502
Phone: 850-433-1166 • Fax: 850-435-9174

2010 Editorial Calendar

January

Medical

February

North Santa Rosa Special Edition

March

How To

April

Architecture, Development and Real Estate

May

Military Life

June

Family Friendly Companies

July

Technology

August

Legal

September

Beach Development

October

Downtown

November

Education

December

Medicine

Departments

Around the Region - business news bits from regional companies

Technology - all you need to know to update your compaines' technical needs

Economic Development - the latest on the region's economy

Business Profile - a report on a regional business

Finance - a look at making money



Fast Facts

Published

- 12 times per year
- 48-84 pages

Circulation

- 40,000 readers per edition
- 3500 subscriptions sent to individual subscribers and local businesses
- Distributed to Chambers of Commerce and Visitors Centers throughout the Gulf Coast, every hotel room on Pensacola Beach, and doctors offices from Pensacola to Panama City.

2010 Specifications

DIGITAL REQUIREMENTS

All ads must be submitted digitally via email to rachael@ballingerpublishing.com or supplied on disc.

PDF, TIFF, or EPS files are preferred. Files should be in CMYK, with fonts and high-resolution images embedded.

Macintosh based QuarkXpress 6.0, Adobe Photoshop 7, and Adobe Illustrator 10 can be accepted.

Images should be at least 300 dpi at 8" X 10" for optimal print quality. Ads should be built to 100% of their actual size.

One black and white laser proof of all files submitted must be faxed to (850) 435-9174, attention Rachael, to cross-check accuracy of submission.

DEADLINE

Ad materials are due the 15th of the month prior to publication date.



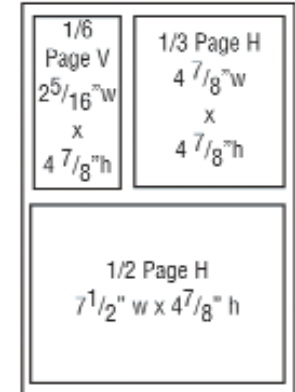
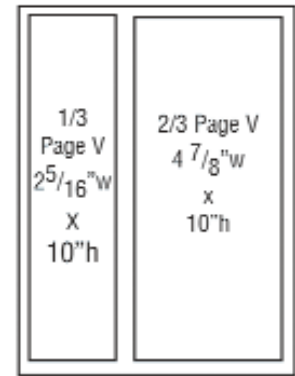
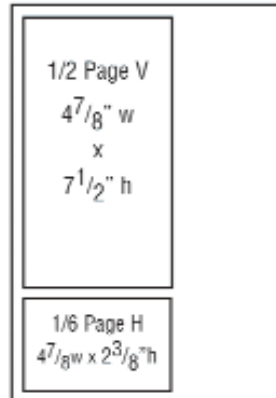
Ad Dimensions

Full Page No Bleed

7.5" x 10.25"

Full Page Bleed

8.25" x 11"



AD PRODUCTION

Production services are available. Artwork provided must be original photographs, illustrations, or electronic files at 300 dpi at 8" X 10". Please have photos, copy, and any other materials needed to produce your ad one week before the materials deadline to allow for design time and approval.

Warning: Low-resolution images do not print well.

Many images, particularly 72 dpi JPEGs taken off the Internet, look blurry when printed. For best results, we recommend that your images be at least 300 dpi.



2010

2010 Rates & Agreement

Black & White	1x	3x	6x	12x
Full Page	\$2379	\$1964	\$1475	\$1325
2/3 Page	1744	1439	1084	975
1/2 Page	1429	1179	884	795
1/3 Page	974	798	599	540
1/6 Page	640	530	394	355

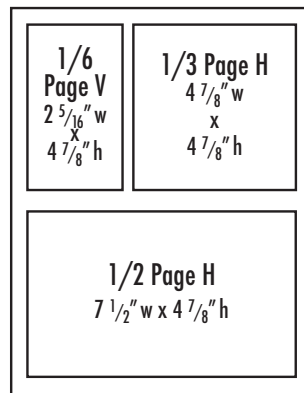
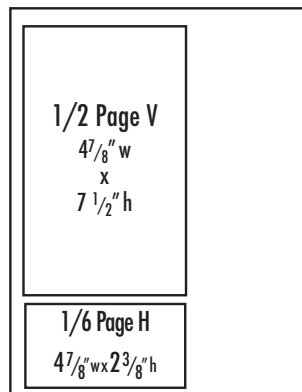
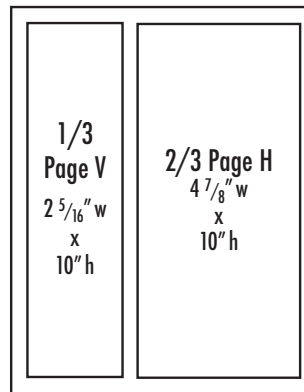
4 Color Rates	1x	3x	6x	12x
Full Page	\$2799	\$2310	\$1739	\$1565
2/3 Page	2074	1714	1284	1153
1/2 Page	1704	1409	1059	1043
1/3 Page	1166	960	719	647
1/6 Page	769	630	474	426
BC	400	300	250	175

4 Color Process Only	1x	3x	6x	12x
Back Page	\$3209	\$2644	\$1974	\$1795
Inside Front Page	2988	2469	1849	1754
Inside Back Page	2874	2374	1774	1709
Page 3	3199	2569	1969	1664

Front Cover Plus 1page ad inside with (2 pg) feature article. \$6995
 (Subject to editorial approval and must be a six time advertiser.)
 Stitch in Subscription Form: 3X \$1500/month, 6X \$1200/month, 12X \$1000/month

*Rates are per issue
Published Monthly beginning with the January issue
Ads must be received by our Graphics Dept. 1st week of prior month.

RATES: Rates are Agency Commissionable to authorized agencies where placement originates.
 COMPOSITION: Ad composition will be billed at \$40 per hour.
 SCANS: Scans will be billed to the advertiser at a rate of \$40 per scan for a 4"x5" or smaller and \$60 per scan up to 8H"x11".



Full Page No Bleed
 7.5" x 10.25"
 Full Page Bleed
 8.25" x 11"

Advertising Agreement

It is agreed that you are authorized to place advertisements in **NW FLORIDA'S BUSINESS CLIMATE MAGAZINE.**

Advertiser (Corporate) Name _____ Advertising Agency _____ Date _____

Billing Address _____

Telephone Number _____ Fax Number _____

Ad Size	Horizontal or Vertical	B&W or Color	Number of Issues	Starting Date	Notes
Gross Rate per Insertion	Agency or other Discount	Net per Insertion	Contract Total		

Terms: It is agreed that BALLINGER PUBLISHING may not raise the stated advertising rates during the period of this contract, nor may the advertiser cancel during the agreed term of this contract without a shortrate. SHORTRATE: If a cancellation must be made by the advertiser, a letter of cancellation must be received by BP 45 days prior to the printed deadline date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in NW FLORIDA'S BUSINESS CLIMATE the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. In the event that litigation is initiated, client agrees to pay all attorney fees for any and all legal action, law suits, and judgements. All camera-ready materials submitted to BP are accepted upon the express condition that the advertiser agrees to hold BP harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisement that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1 1/2% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1 1/2% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days.

Advertiser's Authorized Signature _____ Advertiser's Authorized Signature (Printed) _____ Account Executive's Signature _____

Date: _____