

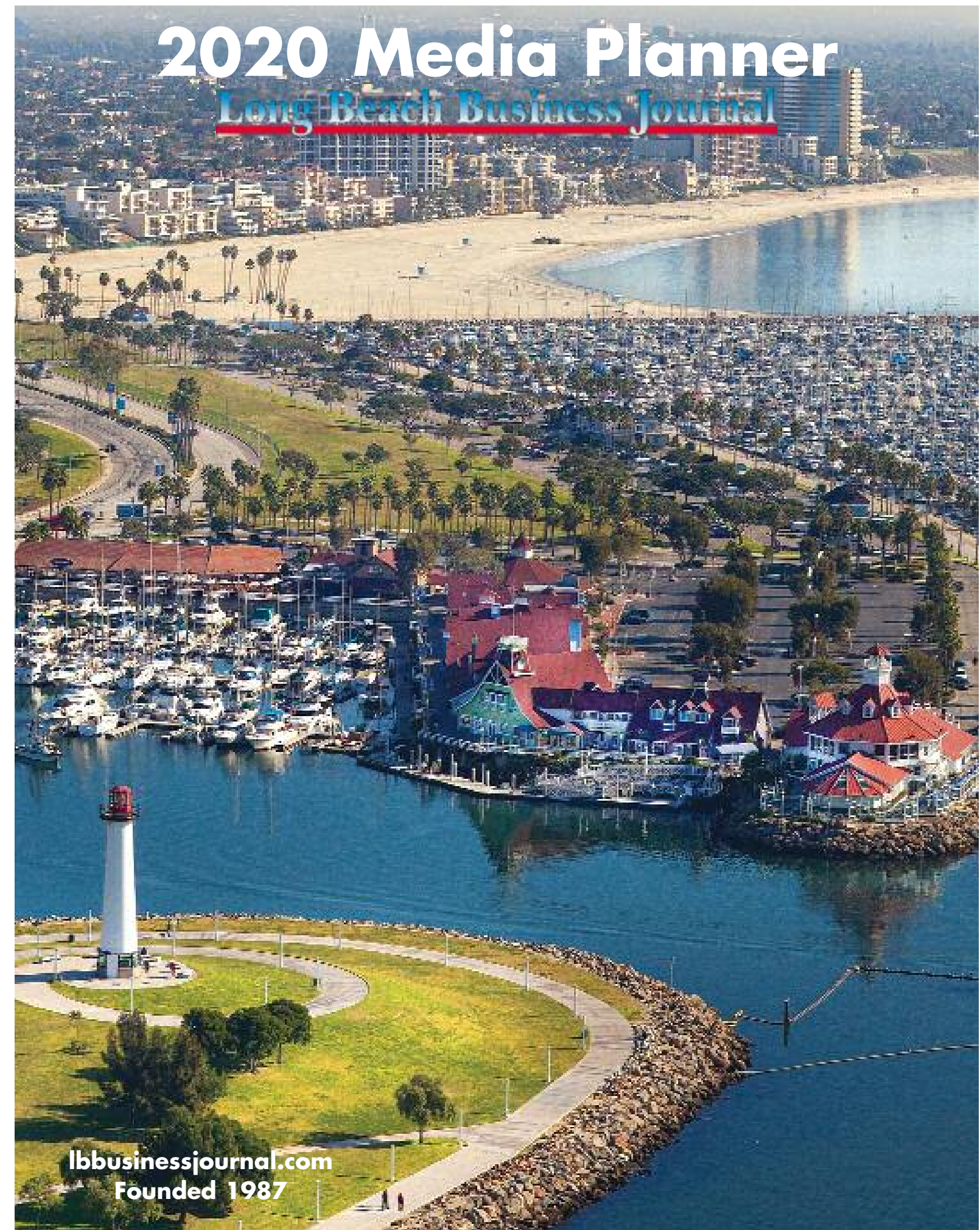
2020 EDITORIAL & ADVERTISING CALENDAR

<u>Issue Date</u>	<u>Ad Due</u>	<u>Editorial Content</u>
JANUARY 21	JANUARY 14	ECONOMIC OUTLOOK 2020
FEBRUARY 4	JANUARY 28	REAL ESTATE QUARTERLY AND WORKPLACE TRENDS
FEBRUARY 18	FEBRUARY 11	HEALTH CARE QUARTERLY AND GEORGE ECONOMIDES TRIBUTE
MARCH 3	FEBRUARY 25	CITY OF CARSON AND BUSINESS & EDUCATION
MARCH 17	MARCH 10	THE EVENT PLANNING INDUSTRY AND WOMEN IN BUSINESS
MARCH 31	MARCH 24	ACURA GRAND PRIX OF LONG BEACH AND GREEN BUSINESS
APRIL 14	APRIL 7	SIGNAL HILL THE NONPROFIT SECTOR AND LONG BEACH AIRPORT
APRIL 28	APRIL 21	SAN PEDRO BAY PORTS AND SMALL BUSINESS WEEK
MAY 12	MAY 5	REAL ESTATE QUARTERLY AND LGBTQ+ LONG BEACH PRIDE
MAY 26	MAY 19	HEALTH CARE QUARTERLY AND FOCUS ON DESIGN
JUNE 9	JUNE 2	BUILDING A BETTER LONG BEACH AND GREEN BUSINESS
JUNE 23	JUNE 16	HOSPITALITY & TOURISM AND WOMEN IN BUSINESS
JULY 7	JUNE 30	MID-YEAR ECONOMIC OUTLOOK AND FINANCIAL SERVICES INDUSTRY
JULY 21	JULY 14	LONG BEACH SMALL BUSINESS DISTRICTS AND THE CULINARY ARTS
AUGUST 4	JULY 28	CANNABIS INDUSTRY AND HISTORIC LONG BEACH COMPANIES
AUGUST 18	AUGUST 11	REAL ESTATE QUARTERLY AND GREEN BUSINESS
SEPTEMBER 1	AUGUST 25	HEALTH CARE QUARTERLY AND BUSINESS & EDUCATION
SEPTEMBER 15	SEPTEMBER 8	LONG BEACH CORPORATE PRESENCE AND ANNUAL Q&A WITH THE MAYOR
SEPTEMBER 29	SEPTEMBER 22	THE ARTS IN LONG BEACH AND THE CREATIVE SECTOR
OCTOBER 13	OCTOBER 6	LOGISTICS/GOODS MOVEMENT AND WESTSIDE INDUSTRIAL AREA
OCTOBER 27	OCTOBER 20	ENERGY SECTOR AND CONSTRUCTION INDUSTRY
NOVEMBER 10	NOVEMBER 3	REAL ESTATE QUARTERLY AND PHILANTHROPY
NOVEMBER 24	NOVEMBER 17	HEALTH CARE QUARTERLY AND GREEN BUSINESS
DECEMBER 8	DECEMBER 1	HOSPITALITY & TOURISM AND WOMEN IN BUSINESS
DECEMBER 22	DECEMBER 15	FOCUS ON DOWNTOWN LONG BEACH

Editorial subject to change based on events occurring during the year.

Camera-ready artwork due via email on the "Ad Due" dates listed above.

2599 E 28th St #212 • Signal Hill, CA 90755 • 562-988-1222 • info@lbbj.com • lbbusinessjournal.com



2020 ADVERTISING RATES

Rates Apply Through December 2020

The following are all **"NET RATES"** per advertisement and are for camera-ready artwork.

The Long Beach Business Journal is published biweekly (every other Tuesday), 25 issues a year.

FOUR COLOR	Ad Size	1 Insertion	4 Insertions	8 Insertions	13 Insertions
	Full Page	\$3,400	\$2,975	\$2,600	\$2,350
Jr. Page (island)	\$2,300	\$2,000	\$1,750	\$1,525	
1/2 Page	\$2,000	\$1,750	\$1,550	\$1,350	
Jr. 1/2 Page	\$1,575	\$1,375	\$1,200	\$1,050	
1/4 Page	\$1,095	\$975	\$875	\$775	
1/8 Page	\$675	\$600	\$525	\$450	

Back Cover: \$4,350 **Inside Front or Page 3:** \$3,600 **Centerspread:** \$5,000

Special rates are available for non-profit organizations and some business sectors. Please inquire to info@lbbj.com.

Frequency insertions must be used within a 12-month period.

Terms: Pre-pay first advertisement, thereafter pay within 30 days or late charges apply.

Circulation: approx. 16,000 print and 5,000 digital.

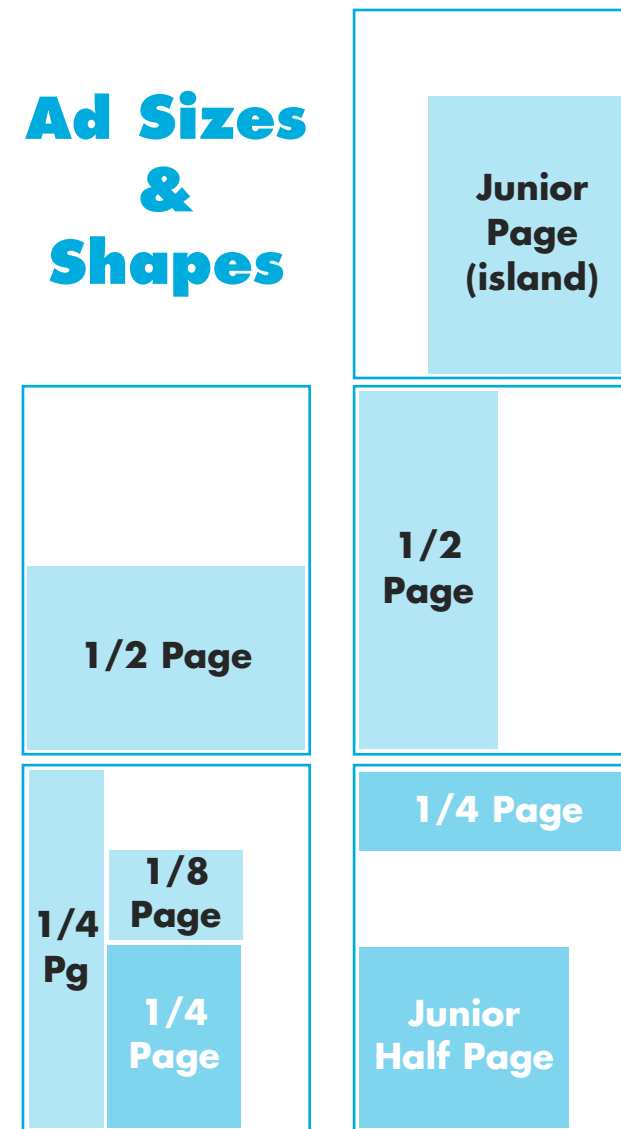
FOUR-PAGE WRAPS

Four-page wraps are available as follows (net rates):
 Using 45lb Gloss Book #4: \$9,900 (bleed, trim and stitched, four-color, we print four pages from camera-ready art)
 Using 60lb Gloss #3: \$11,500 (bleed, trim and stitched, four-color, we print four pages from camera-ready art).

MECHANICAL REQUIREMENTS

"Measure Your Results!"

Ad Sizes & Shapes



EXACT AD DIMENSIONS

Ad Size	Inches (width x height)
Full Page	10" x 14"
Junior Page	7.5" x 10"
Jr. 1/2 Page	7.5" x 6.875"
1/2 Page	10" x 6.875"
1/2 Page	4.875" x 14"
1/4 Page	4.875" x 6.875"
1/4 Page	2.375" x 14"
1/4 Page	10" x 3.375"
1/8 Page	4.875" x 3.375"

PUBLICATION FORMAT

Tabloid Size: Four Columns Per Page.

Heat Set Web: 45 lb. Gloss Book #4.

1 Column = 2.375"

Page Image Area: 10" x 14"

Finished Copy: 10.5" x 14.5"

Full Page Bleed: 11" x 15"

INSERTS

Full run only: \$1,800 (one sheet, max 70# weight, 8-1/2 x 11 size paper). Call for other options.

ELECTRONIC FILES

All advertisements must be emailed to info@lbbj.com as a PDF file and in CMYK format.

Files must be smaller than 15MB.

Artwork must be at least 300 dpi.