

Long Beach

BUSINESS JOURNAL

* JUN 9	- JUN 22	BLACK OWNED BUSINESSES / UPTOWN LONG BEACH
* JUN 23	- JUL 6	LGBTQ+ COMMUNITY / WEST LONG BEACH
* JUL 7	- JUL 20	GREEN BUSINESS / SIGNAL HILL
JUL 21	- AUG 3	HEALTHCARE / CANNABIS / CATALINA
* AUG 4	- AUG 17	FINANCIAL SERVICES / LAKEWOOD
AUG 18	- AUG 31	REAL ESTATE / HISTORIC COMPANIES / EDUCATION
* SEP 1	- SEP 14	TRANSPORTATION / CERRITOS
SEP 15	- SEP 28	MAYOR Q&A / BUILDING A BETTER LONG BEACH
* SEP 29	- OCT 12	TRADES / GATEWAY CITIES
OCT 13	- OCT 26	LOGISTICS / HOSPITALITY/TOURISM / SAN PEDRO BAY PORTS
* OCT 27	- NOV 9	NONPROFITS / EAST LONG BEACH
NOV 10	- NOV 23	REAL ESTATE / PHILANTHROPY / LONG BEACH AIRPORT
* NOV 24	- DEC 7	GREEN BUSINESS / CENTRAL LONG BEACH
DEC 8	- DEC 21	WOMEN OWNED BUSINESS / THE ARTS / DOWNTOWN
* DEC 22	- JAN 4	HEALTHCARE / EDUCATION

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

LONG BEACH BUSINESS JOURNAL 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.

		1	4	8	13
	Ad Size	Insertion	Insertions	Insertions	Insertions
FOUR COLOR	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.

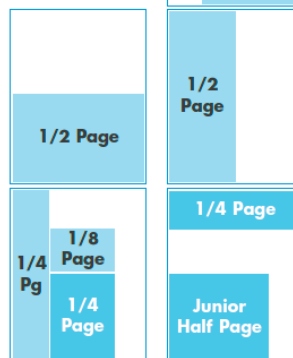
FOUR-PAGE WRAPS

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).

LONG BEACH BUSINESS JOURNAL 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"

PRINT AD DEADLINE

Please reserve space for print editions 5 business days prior to publication date. Creative due 4 business days prior to publication.

DIGITAL AD DEADLINE

Please reserve space and send creative one business day prior to campaign start date. Contact the advertising sales team for digital rates and mechanical requirements.