

# OCBJ

MEDIA KIT

2019

**ORANGE COUNTY BUSINESS JOURNAL**

**IRVINE, CALIFORNIA**

Teri Aikin • 949.664.5077 • [aikin@ocbj.com](mailto:aikin@ocbj.com)

# OC MARKETPLACE

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**Orange County's** key drivers of economic growth are advanced manufacturing, healthcare, information technology, and tourism. Innovations in technology are continuously changing the landscape of these different industry sectors. **Orange County's** deep talent pool and strong industry clusters have driven economic prosperity and quality of life for decades.

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- OC is the nation's sixth largest county, with a population of over 3.1 million
- OC has an economic output of over \$221 billion annually
- OC's unemployment rate of 3.2% ranks near the lowest in the nation
- OC is ranked second in the U.S. for most diverse cluster of high-tech companies — with 16 out of 22 high-tech industries having higher employment concentration in OC than the national average
- 10 OC-based technology companies were among the fastest-growing tech firms in North America according to Deloitte Tech 500
- OC is the wealthiest county in Southern California, with a median HHI of \$76,300 — higher than the California and U.S. HHI average
- 47.3 million people visited OC over the past year, spending \$11.3 billion — the largest convention center in the west is in Anaheim
- OC retailers ring up \$45.2 billion a year in sales
- OC is home to Disneyland, the Anaheim Ducks, and Los Angeles Angels

# INDUSTRY LEADERS OF ORANGE COUNTY



ALLERGAN, maker of Botox and a major eye-care and dermatological pharmaceutical company



BROADCOM, a leading chip supplier to Apple and Samsung



BLIZZARD ENTERTAINMENT, game developer and publisher known for its Warcraft, Diablo, and StarCraft games



CYLANCE, provides cyber security products and services for critical infrastructure applications



DISNEY, employs 25,000 people in Orange County



EDWARDS LIFESCIENCES, the leading heart-valve maker



HYUNDAI/KIA, sells more cars domestically than Chrysler, Ram, and Jeep brands combined



INGRAM MICRO, \$40 billion/year revenue high-tech wholesaler



IRVINE COMPANY, landlord of 100 million square feet of commercial real estate and major land developer



KINGSTON, \$6 billion/year revenue computer storage company



Formerly QSI, NEXTGEN HEALTHCARE improves patient care with integrated clinical, financial, and EHR solutions



PIMCO, manager of \$2trillion in investments worldwide



TACO BELL, 6,000-location restaurant chain



WESTERN DIGITAL, the #1 computer disk drive and storage company in the U.S

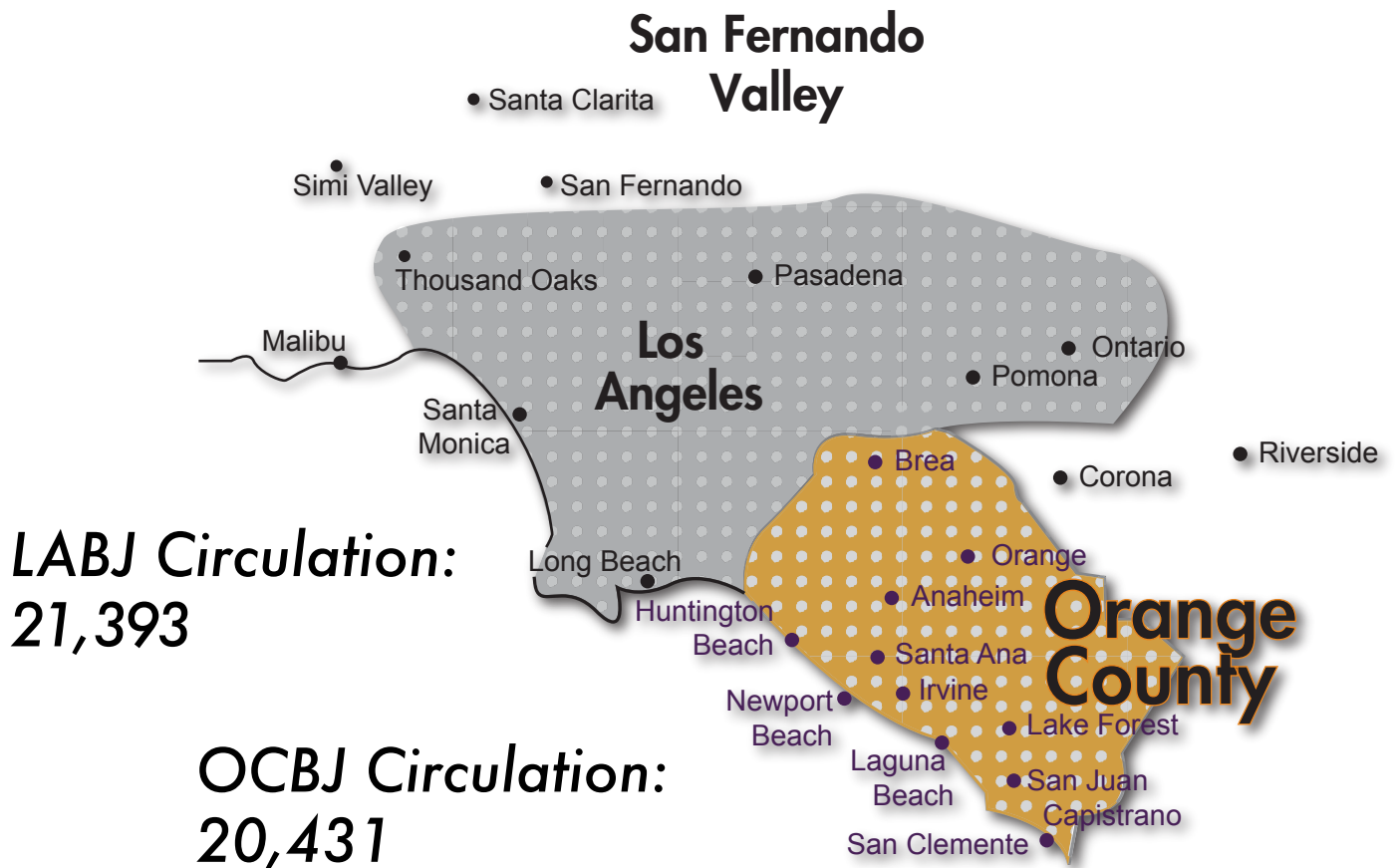


5.11 TACTICAL, innovative manufacturer of purpose-built gear for the most demanding missions

# CIRCULATION

Published every Monday, the OCBJ keeps readers up-to-date on breaking local news, with in-depth analysis and insights to enlighten, educate, and inspire the Orange County business community.

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*"Today, more workers commute from Los Angeles County - and every surrounding county - into an Orange County workplace than the other way around. "*

# CALIFORNIA BUSINESS JOURNALS

THE ORANGE COUNTY BUSINESS JOURNAL IS THE SECOND-LARGEST CIRCULATED BUSINESS JOURNAL IN CALIFORNIA



**Los Angeles Business Journal**  
Circulation: 21,393

**Orange County Business Journal**  
Circulation: 20,431



**San Fernando Valley Business Journal**  
Circulation: 5,214

**San Diego Business Journal**  
Circulation: 11,315

**Sacramento Business Journal**  
Circulation: 8,049

**San Francisco Business Times**  
Circulation: 16,687

**Silicon Valley Business Journal**  
Circulation: 6,709

# EXECUTIVE AUTHORITY

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## 87% OF OUR READERS ARE IN EXECUTIVE MANAGEMENT POSITIONS

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55% : Owner, Partner, Principal, CEO, President or Chairman

32% : Other Senior-Level Management

## INFLUENTIAL KEY PLAYERS

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52% of readers influence decisions in their company regarding **BANKING**

66% of readers influence decisions in their company regarding  
**MERGERS & ACQUISITIONS and RAISING CAPITAL**

83% of readers influence decisions in their company regarding **REAL ESTATE**

48% of readers influence decisions in their company regarding  
**COMPUTING CAPABILITIES**

51% of readers influence decisions in their company regarding **ACCOUNTING**

64% of readers influence decisions in their company regarding **INSURANCE**

**ORANGE COUNTY BUSINESS JOURNAL**

# SUBSCRIBER COMPANY PROFILE

DIVERSE • WELL-ESTABLISHED • DRIVING BUSINESS IN ORANGE COUNTY

## 87% OF OUR READERS ARE IN EXECUTIVE MANAGEMENT POSITIONS

55% : Owner, Partner, Principal, CEO , President or Chairman

32% : Other Senior-Level Management

## ANNUAL GROSS REVENUES

### LARGE BUSINESS 20%

17% \$1+ Billion  
3% \$500M - \$1 Billion

### MIDDLE MARKET 34%

10% \$100M - \$500M  
10% \$25M - \$100M  
14% \$8M - \$25M

### SMALL BUSINESS 46%

5% \$5M - \$8M  
42% Under \$5M

## COMPANY SIZE: WORKFORCE

1,000+ EMPLOYEES 23 %  
100 - 1,000 EMPLOYEES 15 %  
1- 99 EMPLOYEES 62%

# SUBSCRIBER PROFILE



**81%** OF OUR READERS ARE MILLIONAIRES

**\$72.6 BILLION -**

COMBINED NET WORTH OF OCBJ'S WEALTHIEST LIST CONTAINING 42 ENTRIES

**\$748,000**

Average Household Income

**\$7,900,000**

Average Investment Portfolio

**84%**

Have Money Under Professional Management

**84%**

Own their primary residence  
with a median value of \$2 million

California is called the **GOLDEN STATE** for a reason —  
15 of the 20 wealthiest large cities in the nation are in California.

**5 ARE FROM ORANGE COUNTY.**

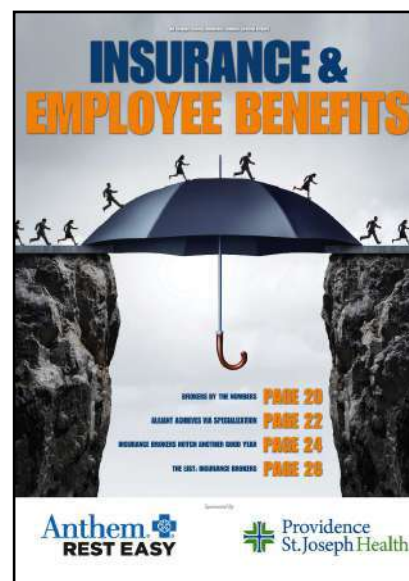
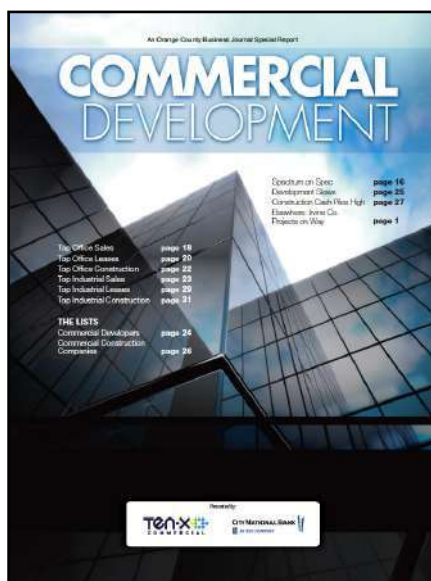
ORANGE COUNTY BUSINESS JOURNAL



# PUBLISHING POWER

## SPECIAL REPORTS

Special Reports offer analysis and information on the latest developments shaping major OC industries, including banking, finance, real estate, technology, media, healthcare, accounting, biotech and world trade.



## THE LISTS

One of the most-read weekly features, the Lists are a snapshot of the biggest players in specific industries as ranked by annual revenue or OC workforce.

**THE LIST FASTEST-GROWING SMALL PUBLIC COMPANIES**

Rank	Company	Revenue	Employees	Headquarters	Website
1	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com
2	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com
3	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com
4	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com
5	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com
6	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com
7	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com
8	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com
9	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com
10	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com

**PRIVATE COMPANIES**

Rank	Company	Revenue	Employees	Headquarters	Website
1	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com
2	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com
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**SOFTWARE COMPANIES**

Rank	Company	Revenue	Employees	Headquarters	Website
1	Greenleaf Foods	\$12.5M	150	Orange, CA	greenleaffoods.com
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# PUBLISHING POWER

## CUSTOM CONTENT

Custom content gives industry experts a voice on a specific market segment. Written by advertisers, you tell your own story in your own way.

### HEALTH CARE ROUNDTABLE

An Informative Q&A with DC's Top Health Care Professionals

**Robert Fink, MD, MPH**  
Deputy Director, Health, DC

**Neil Priddy, MD**  
President & CEO, MedStar Health

**Dr. Thomas**  
President, MedStar

**Walter Cook**  
President, The Potomac Health Center

**Dr. Michael**  
President, MedStar

**Dr. Michael**  
President, MedStar

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President, MedStar

**Dr. Michael**  
President, MedStar

**Dr. Michael**  
President, MedStar

**Dr. Michael**  
President, MedStar

**Dr. Michael**  
President, MedStar

### HEALTH CARE ROUNDTABLE

Interview with Dr. Michael

**Dr. Michael**  
President, MedStar

**Dr. Michael**  
President, MedStar

**Dr. Michael**  
President, MedStar

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President, MedStar

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**Dr. Michael**  
President, MedStar

### WEALTH STRATEGIES

**Heather J. Marshall, Partner**  
FERRUZZO

**Loren Olson, President & Founder**  
WEALTHWORK

**Sally Nelson, Chief of Staff**  
BANK OF AMERICA

**Barry Haddad, President**  
NORTHSTAR TRUST

**Dee Ann Smith, Senior Vice President**  
CYNTRONAL BANK

**Julius W. Vanden Boey, Attorney at Law**  
VANDEN BOEY

### BANK OF WEST SPP PARTNERS

#### Smooth Transitions: Three Steps for Successful Succession Planning

Succession planning is a critical component of business continuity and risk management. It involves identifying and preparing the next generation of leadership to ensure the smooth transition of a business.

**Step 1: Identify the Successor**

**Step 2: Prepare the Successor**

**Step 3: Execute the Plan**

### EMPLOYMENT & Labor Law

**Employment & Labor Law**

Compliance with labor laws is essential for businesses to avoid costly litigation and maintain a positive workplace culture.

**California Labor Code Section 3033**

**California Labor Code Section 3034**

**California Labor Code Section 3035**

**California Labor Code Section 3036**

### FERRUZZO

#### Businesses Subcontracting for Workers: Beware of Increased Liability and Increased Litigation

Businesses that subcontract work often face increased liability and litigation risks. Understanding these risks is crucial for protecting your business.

**California Labor Code Section 3033**

**California Labor Code Section 3034**

**California Labor Code Section 3035**

**California Labor Code Section 3036**

# ORANGE COUNTY BUSINESS JOURNAL

## 2019 EDITORIAL CALENDAR

Issue Date	Special Report	The List	Custom Content	Event
<b>January</b>				
1/7	Business Person of the Year			
1/14	<b>CFO Awards (Event Date 1/31)</b>		<b>CFO Awards (Event Date 1/31)</b>	
1/21	Commercial Real Estate Update	Foreign-Owned Companies	<b>Charity Event Guide*</b>	
1/28	Meetings & Conventions	Hotel Meeting Rooms	Healthcare	<b>CFO Awards (Event Date 1/31)</b>
<b>February</b>				
2/4	Residential Real Estate	Homebuilders	HOAG Classic / Education & Training	
2/11	<b>EIE Awards (Event Date 3/12)</b>	2018 Largest Charitable Gifts	<b>EIE Awards (Event Date 3/12)</b>	
2/18	Healthcare	Hospitals	Tech & Cyber Solutions	
2/25	Banking	Commercial Banks/ Savings & Loans	CREW Real Estate Awards	
<b>March</b>				
3/4	Restaurateur & Chef of the Year	Food & Beverage Suppliers	Employment Resources	
3/11	Top Real Estate Deals	Title Companies	Preserving Family Wealth / Community Colleges	<b>EIE Awards (Event Date: 3/12)</b>
3/18	Law Firms	Law Firms		
3/25		Commercial Printers / Environmental Consultants	<b>The Giving Guide*</b>	
<b>April</b>				
4/1	Commercial Leasing Guide	Commercial Property Mgrs./ Commercial Brokers		
4/8	Public Companies	Public Companies	Healthcare Roundtable	
4/15	<b>WIB Awards (Event Date: 5/8)</b>	Advertising Agencies	<b>WIB Awards (Event Date: 5/8)</b>	
4/22		Employment Agencies	Event Planning Guide / City of Laguna Niguel	
4/29	Small Business	SBA Lenders	Banking & Finance / City of Anaheim	
<b>May</b>				
5/6	<b>OC 50</b>		Real Estate Law	<b>WIB Awards (Event Date: 5/8)</b>
5/13	Commercial Real Estate Update	Consumer Electronics / Chipmakers	Healthcare / Masters & MBA Guide	
5/20	<b>FOB Awards (Event Date 6/4)</b>	Apparel Companies	<b>FOB Awards (Event Date 6/4)</b>	
5/27	Tourism	Hotels		
<b>June</b>				
6/3	Finance	Venture Capital Firms / Financial Advisors / RIAs	Private Wealth & Advisors	<b>FOB Awards (Event Date 6/4)</b>
6/10	Commercial Development	Commercial Developers / Construction Cos.		
6/17	Private Companies	Private Companies	OC Lifestyle / Human Resources	
6/24	Accounting & Management Consulting	Accounting Firms / Mgmt. Consultants	Cyber Security / City of Yorba Linda	

DEADLINES: Space Reservations: 14 days prior to publication  
 Advertorial: 11 days prior to publication  
 Artwork: 7 days prior to publication

\* Denotes polybag issue

GREEN - Signature Issue      BLUE - Events  
 RED - Early ad and/or advertorial deadline

Revised:  
 January 3, 2019

● Denotes logo cover / spread: Child Abuse Awareness 4/8 | Independence Day 7/1 | Breast Cancer Awareness 10/7 | Veterans Day 11/11 | Giving Tuesday 11/18

# ORANGE COUNTY BUSINESS JOURNAL

## 2019 EDITORIAL CALENDAR

Issue Date	Special Report	The List	Custom Content	Event
<b>July</b>				
7/1	Best Places to Work	Best Places to Work		
7/8		Women-Owned Business	Healthcare	
7/15	Interior Design & Construction	Tenant Improvement Contractors	Intellectual Property	
7/22		Restaurant Chains	Financial Services	
7/29	OC's Wealthiest	OC's Wealthiest	Employment & Labor Law	
<b>August</b>				
8/5	Healthcare	Medical & Dental HMOs, PPOs	Education & Training	
8/12	Meetings & Conventions/ IOTY Awards (Event: 9/25)	Public Relations Firms	IOTY Awards (Event: 9/25)	
8/19	Commercial Real Estate Update	Shared Space Providers		
8/26	Tech & Cyber Security	Software Companies & Telecommunication Cos.		
<b>September</b>				
9/2	OC Philanthropy SR + Supp*	Corporate / Private Foundations OC Cities List	OC Philanthropy*	
9/9	Architecture & Engineering	Architectural Firms / Engineering Firms	Holiday Event Guide	
9/16	Fastest Growing Private Companies	Fastest Growing Private Companies	Employment Resources	
9/23	Biotech / Biomed	Medical Device Makers / Drug Makers	Cool Spaces / Private Schools Guide	IOTY Awards (Event: 9/25)
9/30	Insurance & Employee Benefits	Insurance Brokers	Wealth Strategies	
<b>October</b>				
10/7	Education	MBA Schools / Community Colleges	Holiday Entertaining / Healthcare	
10/14	GC Awards (Event Date: 11/13)		GC Awards (Event Date: 11/13)	Civic 50 (Event Date: 10/16)
10/21	Civic 50 (Event Date: 10/16)	Aerospace & Defense Contractors	Civic 50 (Event Date: 10/16)	
10/28	Fastest Growing Public Companies	Fastest Growing Public Companies		
<b>November</b>				
11/4	Banking / OC500* (Event Date: TBD)	OC-Based Banks / OC-Based Credit Unions	Executive Travel & Meetings	
11/11	Commercial Real Estate Update	Shopping Centers / Automakers & Auto Dealers		GC Awards (Event Date: 11/13)
11/18		Employers	Law Specialties	
11/25			Holiday Gift Guide	
<b>December</b>				
12/2		Nonprofit Organizations	Human Resources	
12/9			Executive Health & Fitness	
12/16	Year in Review			
12/23	Economic Preview 2020			
12/30		<b>2020 Book of Lists</b>		

● Denotes logo cover / spread: Child Abuse Awareness 4/8 | Independence Day 7/1 | Breast Cancer Awareness 10/7 | Veterans Day 11/11 | Giving Tuesday 11/18

# ORANGE COUNTY BUSINESS JOURNAL *Signature* EVENTS SERIES 2019

The Community of Business™

12th Annual



Diamond Level Sponsorship - \$25,000 (Sold)  
Platinum Level Sponsorship - \$21,000  
Gold Level Sponsorship - \$15,000  
Silver Level Sponsorship - \$8,000  
\*Tickets: \$275 / Table of Ten: \$2600

Dinner & Program: January 31, 2019  
Publication Date: January 14, 2019

Event recognizes Orange County's outstanding chief financial officers. Special Report will showcase sponsor advertorials and nominee bios/photos.  
Estimated Attendance: 600

18th Annual



Diamond Level Sponsorship - \$25,000 (Sold)  
Platinum Level Sponsorship - \$17,500  
Gold Level Sponsorship - \$13,500  
Silver Level Sponsorship - \$6,500  
\*Tickets: \$175 / Table of Ten: \$1650

Luncheon & Program: March 12, 2019  
Publication Date: February 11, 2019

Event honors outstanding Orange County entrepreneurs. Special Report will showcase sponsor advertorials and nominee bios/photos.  
Estimated Attendance: 300

25th Annual



Diamond Level Sponsorship - \$35,000 (Sold)  
Platinum Level Sponsorship - \$23,000  
Gold Level Sponsorship - \$16,000  
Silver Level Sponsorship - \$8,500  
\*Tickets: \$175 / Table of Ten: \$1650

Luncheon & Program: May 8, 2019  
Publication Date: April 15, 2019

Event honors Orange County's outstanding professional women. Special Report will showcase sponsor advertorials and nominee bios/photos.  
Estimated Attendance: 700

20th Annual



Diamond Level Sponsorship - \$25,000  
Platinum Level Sponsorship - \$17,500  
Gold Level Sponsorship - \$13,500  
Silver Level Sponsorship - \$6,500  
\*Tickets: \$135 / Table of Ten: \$1350

Luncheon & Program: June 4, 2019  
Publication Date: May 20, 2019

Event honors Orange County's outstanding family-owned businesses. Special Report will showcase sponsor advertorials and nominee bios/photos.  
Estimated Attendance: 300

5th Annual



Diamond Level Sponsorship - \$25,000  
Platinum Level Sponsorship - \$18,500  
Gold Level Sponsorship - \$15,000  
Silver Level Sponsorship - \$7,000  
\*Tickets: \$175 / Table of Ten: \$1650

Luncheon & Program: September 25, 2019  
Publication Date: August 12, 2019

Event honors Orange County's innovators. Special Report will showcase sponsor advertorials and nominee bios/photos.  
Estimated Attendance: 350

3rd Annual



Diamond Level Sponsorship - \$25,000  
Platinum Level Sponsorship - \$17,500  
Gold Level Sponsorship - \$13,500  
Silver Level Sponsorship - \$6,500  
Nonprofit Event Package - \$4,500  
\*Tickets: \$175 / Table of Ten: \$1650

Luncheon & Program: October 16, 2019  
Publication Date: October 21, 2019

Partnering with OneOC, Civic 50 recognizes and honors the 50 most community-minded companies in Orange County while inspiring others to do good in our community. Special Report will showcase sponsor advertorials.  
Estimated Attendance: 500

10th Annual



Diamond Level Sponsorship - \$25,000  
Platinum Level Sponsorship - \$21,000  
Gold Level Sponsorship - \$15,000  
Silver Level Sponsorship - \$8,000  
\*Tickets: \$275 / Table of Ten: \$2600

Dinner & Program: November 13, 2019  
Publication Date: October 14, 2019

Event honors Orange County's outstanding general counsel community. Special Report will showcase sponsor advertorials and nominee bios/photos.  
Estimated Attendance: 400

For nomination and ticket information, please visit [www.ocbj.com/bizevents](http://www.ocbj.com/bizevents).

# OCBJ.COM

A responsive mobile friendly site with exclusive content on the Orange County Business Market



# ORANGE COUNTY BUSINESS JOURNAL

# DIGITAL ADVERTISING RATES

116,000 Monthly Page Views • 39,000 Monthly Unique Visitors

## RUN OF SITE

Advertising Impressions	Month Net Cost
100,000	\$55 CPM
150,000	\$45 CPM
200,000	\$40 CPM

Acceptable formats include .gif, .jpeg and flash banners  
 No banner should be more than 60k in size  
 Must be accompanied by a URL address

## ADVERTISING UNITS

- Banners 728x90
- Islands 300x250
- Half page digital 300x600
- Interstitials 640x480
- Page skins 160x200

## CUSTOM CONTENT (BRANDED CONTENT)

	Details	Rate
Campaign on Homepage	4 week campaign	\$12,000
Campaign on Industry Tab	4 week campaign	\$5,000

1500-2000 words. 2-4 photos  
 Format: Word, jpeg, HTML code

## ORANGE COUNTY BUSINESS JOURNAL E-NEWS

The Business Journal sends out emails with news stories, breaking news and analysis to more than 50,000 email subscribers per day.

AD UNIT	DIMENSIONS	COST PER DAY
Top Banner	728 x 90 px	\$650
Islands	300 x 250 px	\$600

## E-NEWS SPONSORED CONTENT

Exclusivity – OCBJ will only run one sponsored story per day

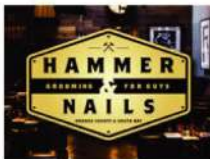
Text Headline – Must be 120 characters or less

Target URL Landing Page – Attract readers who are looking for what you are offering.

\*Photo – Approximately a 10(W) x 8(H) rectangle\*

\*Orange County Business Journal reserves the right to scale and crop the photo to fit the space.

**RATE: \$900 per day**



**SPONSORED: The Fastest Growing Grooming Shop for Guys is Coming to the OC! As Seen on SHARK TANK! Great OC Franchise Locations Available Now! [Click Here](#) >**

# DIGITAL ADVERTISING FEATURES

116,000 Monthly Page Views • 39,000 Monthly Unique Visitors

## SITE TAKEOVER

- 2,000 Unique Daily Visitors
- 5,800 Average Daily Page Views
- 9,800 Average Daily ROS impressions
- Limit to one advertiser per week.
- Limited Availability

**INTERSTITIAL**  
Image Dimensions  
640x480  
\$2,000 per day

**CUSTOM CONTENT** Inject your industry expertise and personality into your custom-built page within the OCBJ website, designed from scratch by one of our web experts.

- Includes 2-6 images (jpg format, 300dpi)
- up to two articles in a 30-day period
- \$12,000 per 4-week period

For more information, contact Teri Aikin at 949-664-5077 or aikin@ocbj.com.



# DIGITAL ADVERTISING SPECIFICATIONS

## FILE SIZES/RUN OF SITE /DAILY DIGITAL E-NEWS

Banner: 728x90

Island: 300x250 or 300x600

Maximum Recommended File Size: 200k

## AD FORMAT/CREATIVE TYPES

- No deceptive creative tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system is experiencing technical difficulties or that they need to click on the box (ad) to eliminate the message from their screen
- If third party served, Flash creative must sniff for the plug-in, and if not present, serve a GIF. Back-up GIFs must always be provided
- Ads must not modify any elements of a user's browser or computer settings. Ads must not resemble the Orange County Business Journal's editorial content (exact or close replica). Ads must not include references to the Orange County Business Journal unless part of previously arranged co-promotion.

## GENERAL GUIDELINES BORDER

If ads are on a white background, they must include black, encasing one pixel rule. The length of the website is 2575.

## ALTERNATE GIF

Animated GIFs must be provided for all Flash creatives.

## THIRD PARTY SERVING

The Business Journal allows third party serving of creative within IFrametags. Fourth party serving of creative is not allowed.

## TESTING

Creative must be delivered 7 days prior to launch for testing and Q&A. All creative must function uniformly on both Mac and PC platforms, as well as multiple versions of all major browsers. Any units not conforming to all outlined specifications will not be placed online and will result in delayed start dates.

## STANDARD CREATIVE

GIF, JPEG, PNG, Flash, Dynamic HTML, HTML Banners, HTML5, Image map, Java Script (Flash-based creative not available for e-News update)

## RICH MEDIA

DFA, Atlas, Bluestreak, Eyeblander, Point Roll

- See Rich Media spec sheet.

## RICH MEDIA SPECS

We support rich media advertising (see above for approved rich media). All rich media must be tested and approved before posting. We reserve the right to refuse any rich media that does not meet our standards or function properly. We are not responsible for fixing any coding problems with faulty ads. We require a minimum of 5 business days to production test rich media.

# ORANGE COUNTY BUSINESS JOURNAL

## 2019 LOCAL DISPLAY

Rate Card Number 40 • Effective January 1, 2019  
OCBJ • Reach us at 949.833.8373.

### Printing & Production Requirements

The Orange County Business Journal is printed on 45 lb. #4 gloss.

Ads must be supplied as high-res pdf files. Ads can be sent via e-mail to graphics@ocbj.com with a copy to the account manager, placed on our FTP site (site: ftp.cbjonline.com, username: clients2, password: Journal615, please put the ad into the ocbj\_ads folder) or on a CD.

### Net Color Charges

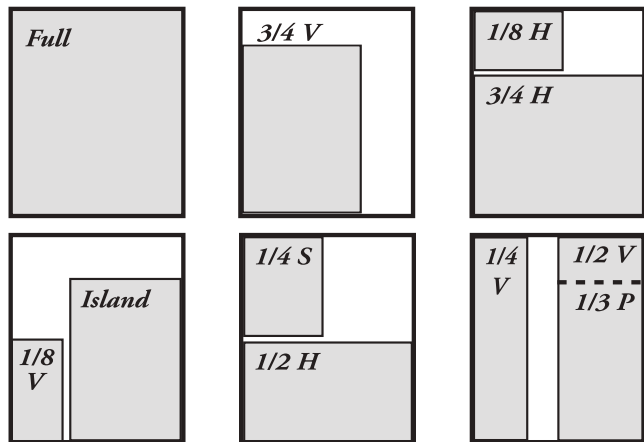
One-color . . . . . \$440 (net)  
Two-color . . . . . \$830 (net)  
Four-color . . . . . \$995 (net)

### Guaranteed Positions

A 15% premium is charged for guaranteed positioning.

### Payment Terms

New open rate advertisers are required to pay in advance unless a credit application has been filed and approved prior to first insertion. Invoices are rendered on date of publication and are due upon receipt. If an agency is authorized to place advertising on behalf of a client, payment is due and payable upon receipt.



### Banner Specs:

Page One Banner - w/o wrap: 8.875" w x 1.625" h  
Page One Banner - with wrap: 10.25" w x 1.625" h  
List Banner - 9.875" w x 1.25" h

## DISPLAY ADVERTISING RATES

**Includes:** your ad in the OCBJ Digital Edition with direct link to your website at no added cost

Ad Size	Open	6X	13X	26X	52X
• Full Page 10" w x 13.5" h	\$11,960	\$8,075	\$7,230	\$6,715	\$6,135
• Island 7.5" w x 10" h	\$9,235	\$6,105	\$5,340	\$5,070	\$4,620
• 1/2 Page V - 4.875" w x 13.5" h H - 10" w x 6.5" h	\$8,275	\$5,420	\$4,845	\$4,415	\$4,125
• 1/3 Page V - 4.875" w x 10" h	\$6,170	\$4,510	\$3,815	\$3,370	\$3,050
• 1/4 Page V - 2.375" w x 13.5" h H - 10" w x 3.25" h S - 4.875" w x 6.5" h	\$4,745	\$3,230	\$2,875	\$2,530	\$2,305
• 1/8 Page V - 2.375" w x 6.5" h H - 4.875" w x 3.25" h	\$3,165	\$1,985	\$1,770	\$1,605	\$1,475
• Cover Gatefold	\$31,500 (includes four-color & printing)				
• Cover + One	\$15,000 (includes four-color)				
• Page One News Banner (net rate)	\$4,100 (includes four-color)				
• Center List Banner: 9.875" w x 1.25" h (net rate)	\$3,590 (includes four-color)				

### Book of Lists

The 2020 Book of Lists is a compilation of the Orange County Business Journal's weekly business lists and industry charts for 2019. From law firms to restaurants, hospitals to banks, the Book of Lists is the source for who's who in Orange County. Call your account manager today to reserve space in the 2020 Book of Lists. Advertising is non-cancelable. Publication date: December 30, 2019.

### 2020 BOOK OF LIST NET FOUR-COLOR RATES

Cover Sponsor	\$24,500
Tabbed Chapter Sponsor	\$17,500
Full Page: Live area: 7.5" w x 10.125" h Trim: 8.375" w x 10.875" h Bleed: 8.75" w x 11.25" h	\$13,000
Half Page Horizontal: 7.5" w x 4.875" h	\$9,500
Quarter Page: 3.625" w x 4.875" h	\$5,500



# 2018/19 OCBJ SUBSCRIPTION

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*The Community of Business.™*

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