



## San Fernando Valley Business Journal | 2012 Display Advertising

Size	1-5x	25%	35%	45%
		6-12x	13-25x	26x
<b>2-Page Spread</b>	\$7,800	\$5,850	\$5,070	\$4,290
<b>Full Page</b>	\$4,040	\$3,030	\$2,625	\$2,222
<b>3/4 Page</b>	\$3,175	\$2,380	\$2,064	\$1,745
<b>Island Page</b>	\$2,900	\$2,175	\$1,885	\$1,595
<b>1/2 Page</b>	\$2,665	\$2,000	\$1,730	\$1,465
<b>3/8 Page</b>	\$1,700	\$1,275	\$1,105	\$ 935
<b>Quarter Page</b>	\$1,260	\$ 945	\$ 815	\$ 690
<b>1/8 Page</b>	\$ 740	\$ 555	\$ 480	\$ 400
<b>Front Page Banner **</b>	Not Available	\$3,500	\$3,000	\$2,500
<b>Two-Page Center Banner **</b>	\$5,900	\$4,425	\$3,835	\$3,245

**COLOR CHARGES\***

1-Color + Black  
**\$250**

4-Color Process  
**\$650**

*\*Color charges are per insertion; NET, and are not subject to agency discounts.*

\*\* 4-Color process included, not subject to agency discounts

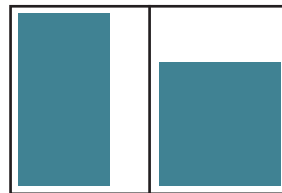
Black & White combined frequency discounts; rates per insertion; insertion rates are NET



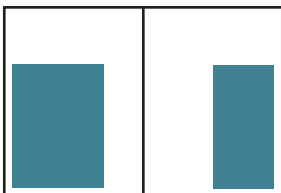
**2- Page Spread**  
21" x 13 1/2"



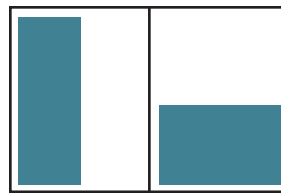
**Full Page**  
10" x 13 1/2"



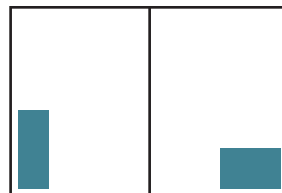
**3/4 Page (vert.) 3/4 Page (hor.)**  
7 1/2" x 13 1/2" 10" x 10"



**Island Page 3/8 Page**  
7 1/2" x 10" 4 3/4" x 10"



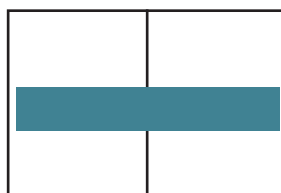
**1/2 Page (vert.) 1/2 Page (hor.)**  
4 3/4" x 13 1/2" 10" x 6 1/2"



**1/8 Page (vert.) 1/8 Page (hor.)**  
2 1/4" x 6 1/2" 4 3/4" x 3 1/4"



**1/4 Page (vert.) 1/4 Page (hor.)**  
2 1/4" x 13 1/2" 4 3/4" x 6 1/2"



**2- Page Center Banner**  
21 1/2" x 3 1/2"



**Front Page Banner**  
8 1/2" x 1"

### ELECTRONIC SPECIFICATIONS

All ads must be in PDF format. PDFs must be high resolution.

### COLOR

Color formatting for advertisements is CMYK if color and grayscale if black and white.

### PRINTING / PRODUCTION DEADLINES

Published biweekly on Mondays. Space reservation is 10 days prior to publication date. No cancellation after reservation date. Materials are due 7 days prior to publication.

### PRINTING SPECIFICATIONS

Ad resolution for regular ROP book is 300 DPI. There are no bleeds on ROP ads. Ad resolution for glossy inserts and cover wraps is 300 DPI.

### PREFERRED POSITIONS

Guaranteed premium placement positions are available for an additional 15% charge on the insertion rate listed above.

### INSERTS

Flat rate \$2,000; full run, only. Call your account executive for exact number of units required. Inserts require pre-authorization from the US Postal Service to ensure compliance with US Postal regulations. Please allow a minimum of two weeks for the approval process.



The San Fernando Valley Business Journal presents a variety of special events each year to recognize important companies and business leaders for outstanding achievements and results.

In 2012, we're pleased to present the following special event programs:

### **COMMERCIAL REAL ESTATE LEADERSHIP AWARDS** – Wednesday, February 8th

This awards event honors outstanding achievements made by commercial real estate brokers working in the greater San Fernando Valley region. During the awards program, we will recognize 20 commercial real estate professionals for deals closed in 2011.

### **11TH ANNUAL WOMEN IN BUSINESS AWARDS** – Wednesday, April 18th

This event recognizes outstanding achievements made by professional business women. In 2012, we'll recognize 10 business women in the following award categories - Business Executive, Business Manager, Executive Assistant, Business Owner, Not for Profit Executive, CEO, Community Volunteer, Rising Star, Trailblazer and Leadership Innovation.

### **FIFTH ANNUAL CFO AWARDS** - Wednesday, June 13th

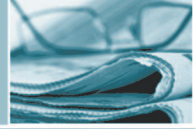
This event recognizes the important work of CFOs as financial stewards in public, private and other organizations. CFOs will be recognized in multiple industries including technology, manufacturing, retail, real estate, health care, professional services, hospitality, education and many others. CFOs of any size company or organization are eligible for nomination.

### **SECOND ANNUAL TRUSTED ADVISORS AWARDS** – Wednesday, August 8th

This event recognizes the important work of CPAs, bankers, wealth managers, attorneys and insurance professionals in the greater San Fernando Valley region. A total of 40 professionals will be recognized at this event. Specialty awards will also be presented in the following categories - Client Services Award, Trailblazer Award, Community Leadership Award and Professional Services Advocate.

### **SMALL BUSINESS LEADERSHIP AWARDS** – Wednesday, October 17th

At this event, we recognize outstanding achievements by small businesses. During the awards program, 20 small businesses will be recognized for their business results, longevity, innovation and leadership. Small businesses in any industry are eligible for participation. Included in the 20 recognition awards are specialty awards in the following categories - Best Small Business (Small), Best Small Business (Medium), Best Small Business (Large), Fast Growing Small Business and Community Leadership.



### Platinum Sponsorship Level - \$12,000

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- Opportunity to present awards during awards program and/or address attendees from presentation stage
- Opportunity to participate in awards advisory committee meeting
- Access to all (non-confidential) nominee information
- Two tables of ten (20 tickets total) to event; preferred seating
- Four-page, four-color glossy publication cover wrap or insert (see advertising account manager for more information and design specifications)
- Full page, black and white advertisement in event program booklet
- Logo on event flyers and marketing materials
- Table top display

### Gold Sponsorship Level - \$8,000

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- Opportunity to present awards during awards program
- Opportunity to participate in awards advisory committee meeting
- Access to all (non-confidential) nominee information
- One table of ten (10 tickets total) to event; preferred seating
- Full-page, four-color advertisement in special event issue
- Full page, black and white advertisement in event program booklet
- Logo on event flyers and marketing materials
- Table top display

### Silver Sponsorship Level - \$3,000

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- One table of ten (10 tickets total); preferred seating
- Half-page, four-color advertisement in special event issue
- Half-page, black and white advertisement in event program booklet
- Name (not logo) on event flyers and marketing materials
- Table top display

### Bronze Sponsorship Level - \$2,000

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- One table of ten (10 tickets total); preferred seating
- Quarter-page, four-color advertisement in special event issue
- Name (not logo) in event program booklet
- Table top display

*NOTE: Platinum and gold special event sponsors must purchase minimum of six (6) advertisements in 2012  
No category exclusivity in any sponsorship level*

**For more information about special event rates and sponsorship packages, contact your advertising account manager at (818) 676-1750**



# 2013 BOOK OF LISTS

The **2013 Book of Lists** is the annual compilation of the top companies published in each issue of the San Fernando Valley Business Journal. Advertising your products and services in the Book of Lists gives your company a full year of marketing exposure to our affluent readership.

- 95% of our readers “always read” the Lists.
- 60% of our readers retain the Book of Lists for six months or longer.
- The average reader turns to the Book of Lists several times during the year.

If you have only one advertising choice this year - the **2013 Book of Lists** is the best value for your advertising dollar.

**Publication Date: Dec. 31, 2012**

**Artwork & Materials: Dec. 7, 2012**

## ▶ BOOK SPONSORSHIP

- Premium, glossy paper
- Full page, four-color advertisement with guaranteed placement near list or position of your choice (if available)
- Four-color logo or identity on cover of Book of Lists
- Recognition in publisher’s letter
- 100 copies of the Book of Lists
- 10 annual gift subscriptions to the San Fernando Valley Business Journal to be sent to your clients/sponsors and mailed with a personalized letter announcing your gift subscription

**\$6,500\***

## ▶ PREMIUM POSITIONS

**Inside Front Cover    Far Forward**  
**Inside Back Cover    Outside Back Cover**

- Premium, glossy paper
- 50 copies of the Book of Lists
- 10 annual gift subscriptions to the San Fernando Valley Business Journal to be sent to your clients/sponsors and mailed with a personalized letter announcing your gift subscription

**Adjacent to Publisher’s Letter**  
**Adjacent to Table of Contents**

- 50 copies of the Book of Lists
- 10 annual gift subscriptions to the San Fernando Valley Business Journal to be sent to your clients/sponsors and mailed with a personalized letter announcing your gift subscription

**\$5,500\***

## ▶ HIGH IMPACT, HIGH VISIBILITY

**2-Page Spread**

- 50 copies of the Book of Lists
- 50 annual gift subscriptions to the San Fernando Valley Business Journal to be sent to your clients/sponsors and mailed with a personalized letter announcing your gift subscription

**\$8,000\***

\*All prices include 4-Color Processing  
Premium Positioning + 15%,  
Line Screen: 100-133 max., 300 DPI

## ▶ CHAPTER SPONSORSHIP

- Full page, four-color advertisement adjacent to chapter index
- Logo, four color identity below index
- 25 copies of the Book of Lists
- 10 annual gift subscriptions to the San Fernando Valley Business Journal to be sent to your clients/sponsors and mailed with a personalized letter announcing your gift subscription

**\$5,500\***

## ▶ OWN THE LIST PACKAGE

- Full page, four-color advertisement adjacent to chapter index
- Banner, four-color advertisement near list (if space available)
- 25 copies of the Book of Lists
- 10 annual gift subscriptions to the San Fernando Valley Business Journal to be sent to your clients/sponsors and mailed with a personalized letter announcing your gift subscription

**\$5,000\***

## ▶ FULL PAGE ADVERTISEMENT

- 10 copies of the Book of Lists
- Best available position

**\$4,500\***

## ▶ FRACTIONAL ADS

**Half Page -**

**9 1/2" (w) X 6 1/4" (h)**

**\$3,500\***

- 5 copies of the Book of Lists

**Quarter Page -**

**4 3/4" (w) X 6 1/4" (h)**

**\$2,500\***

- 5 copies of the Book of Lists

**Banner -**

**9 1/2" (w) X 1" (h)**

**\$1,000\***



# San Fernando Valley Business Journal | 2012 EDITORIAL CALENDAR

Issue Dates	Lists	Special Reports	Advertising Sections	Special Events
9 Jan	Largest Money Management Firms			
23 Jan	Largest Law Firms	Law	<b>Accounting Roundtable</b>	
6 Feb	Valley's Chambers of Commerce		Education	
20 Feb	Largest Leased Office Space Largest Commercial Real Estate Firms Largest Property Management Firms	Commercial Real Estate	Banking & Finance	Commercial Real Estate – 2/8
5 Mar	Largest Public Companies Most Profitable Public Companies	Public Companies – <b>FOCUSED ISSUE</b>	Health Care	
19 Mar	Largest Private High Schools Largest Public High Schools			
2 Apr	Largest Colleges & Universities		Insurance	
16 Apr	Largest SBA Lenders Largest Shopping Centers	Retail	<b>Banking Roundtable</b> Real Estate	
30 Apr	Largest Women Owned Businesses		Women in Business	Women in Business – 4/18
14 May	Largest Hotels		Banking & Finance	
28 May	Largest Insurance Companies & Firms	Entertainment	Education	
11 Jun	Largest Meeting Facilities		Health Care	
25 Jun	Largest Nursing Homes	CFO		CFO Awards – 6/13
9 Jul	Largest Accounting Firms Largest Public Relations & Advertising Agencies	Accounting	Executive Wealth Management Guide	
23 Jul	Largest Catering Companies Largest Food & Beverage Distributors		Real Estate Insurance	
6 Aug	Largest Manufacturing Companies	Manufacturing – <b>FOCUSED ISSUE</b>	Banking & Finance Education	
20 Aug	Largest Auto Dealers Best Selling Automobiles		<b>Health Care Roundtable</b> Trusted Advisors	Trusted Advisors – 8/8
3 Sep	Largest Local & Regional Banks Largest National Banks Largest Credit Unions	Banking – <b>FOCUSED ISSUE</b>	Insurance	
17 Sep	Largest Staffing Companies & Firms Largest Title Companies		Staffing & Training	
1 Oct	Largest Residential Real Estate Firms	Residential Real Estate	Real Estate	
15 Oct	Largest Aviation Companies Largest IT Consulting Firms	40 Under 40	Special Event Planning Guide Aviation	
29 Oct	Largest Family Owned Businesses Largest College & University Business Programs		Philanthropy Guide Small Business	Small Business Awards – 10/17
12 Nov	Fast Growing Private Companies	Fast Growing Private Companies – <b>FOCUSED ISSUE</b>		
26 Nov	Largest Not for Profit Organizations		<b>Education Roundtable</b>	
10 Dec	Largest Hospitals Largest Assisted Living Facilities	Health Care	Banking & Finance	
24 Dec	Largest Alternative Energy Companies	Alternative Energy		
31 Dec	Book of Lists			



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### **SECOND ANNUAL TRUSTED ADVISORS AWARDS** – Wednesday, August 8th

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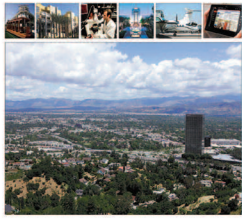
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SAN FERNANDO VALLEY BUSINESS JOURNAL

15 Years of Business Excellence  
1996-2011 The rise of business in shopping region  
and preparing for the future.



**SPECIAL REPORT: ACCOUNTING ISSUES**

**Money Talks, Accountants Listen**

A roundtable discussion with five Valley accountants about the issues of the day

The most challenging issues facing accountants today.

Accountants are facing a host of new challenges, including the impact of social media, the pressure of operating in a recession, and using their own skills.

# Providing an outstanding editorial environment for advertisers.

Each issue of the award-winning San Fernando Valley Business Journal is filled with relevant news, insightful editorial and timely commentary about the local business landscape. Advertising supplements, special reports and notable events leverage the valuable connections of business and community.

**Banking & Finance**  
Second Quarter

When it Comes to Borrowing, Patience is a Virtue

How to Finance Your Business - Page 21  
Should You Refinance? - Page 22  
A Loan Program to Fund Small Business - Page 23  
The Top 100 Small Businesses in the Valley - Page 24  
Small Business - Page 25  
A Loan Program to Fund Small Business - Page 26  
The Top 100 Small Businesses in the Valley - Page 27  
Small Business - Page 28  
A Loan Program to Fund Small Business - Page 29  
The Top 100 Small Businesses in the Valley - Page 30  
Small Business - Page 31

SAN FERNANDO VALLEY BUSINESS JOURNAL

**THE LISTS 2012**

## The Lists

One of the most-read features, the Lists, rank top businesses and people in numerous industries. At year-end, all the lists are compiled into the San Fernando Valley's most valuable resource tool - the annual Book of Lists.

## Special Reports

Special reports offer an in-depth analysis of the changing economy, the region's fast growing companies and key market segments. Annual special reports feature editorial focused on banking and finance, real estate, health care, retail, media and technology, hotels and hospitality, biotech, manufacturing and professional services.

**PRIVATE AVIATION**  
A Business Guide For The Executive Traveler

INSIDE:  
Southern California's Irreplaceable Asset  
Spotlight on Camarillo  
Business Aviation: Driving Economic Force

## Advertising Sections

In addition to regular placements throughout the publication, special advertising products are available to tell your own story, your own way. Consider advertising sections, specialty magazines, publication cover wraps and inserts, as a cost-effective way to reach a focused business readership with your targeted message.

## Columns & Features

You'll find consistent reporting from popular columnists in every issue. A few of the regular features you'll come to depend on are media and technology, real estate, small business, newsmakers, executive profiles, corporate focus and the Valley Stock Watch.

**The Valley's Top Innkeepers**

Bert Seneca  
Thomas Gurtner

**Powering the Future**

Valley companies generate progress in solar, wind, and bio-fuel industries.

**Twenty in Their Twenties**

Young leaders draw notice across the greater Valley

1	David Chen
2	David Chen
3	David Chen
4	David Chen
5	David Chen
6	David Chen
7	David Chen
8	David Chen
9	David Chen
10	David Chen
11	David Chen
12	David Chen
13	David Chen
14	David Chen
15	David Chen
16	David Chen
17	David Chen
18	David Chen
19	David Chen
20	David Chen

## Special Events

Each year, the San Fernando Valley Business Journal hosts a variety of events to showcase the impressive companies and people of the community. These events attract hundreds of attendees and provide excellent business networking opportunities. While events may change from year to year, we typically host events that recognize women in business, manufacturing leaders, small business, commercial real estate, chief financial officers and many more.

**THE VALLEY'S TOP CFOs 2011**

1	David Chen
2	David Chen
3	David Chen
4	David Chen
5	David Chen
6	David Chen
7	David Chen
8	David Chen
9	David Chen
10	David Chen
11	David Chen
12	David Chen
13	David Chen
14	David Chen
15	David Chen
16	David Chen
17	David Chen
18	David Chen
19	David Chen
20	David Chen

# Regional & National Partnerships

Expand the value of your marketing message beyond the greater San Fernando Valley region with one easy call. The San Fernando Valley Business Journal shares common ownership with the Los Angeles Business Journal, Orange County Business Journal and San Diego Business Journal serving major business communities in southern California. Through our affiliation with the City Business Journals Network, advertisers can extend their reach across the nation. See your advertising account manager for more information.



## Your best source

## for local business news

### Awards

The San Fernando Valley Business Journal is the proud recipient of numerous national and local awards including:

- Best News Scoop** | Alliance of Area Business Publications – 2011, 2008, 2006, 2005, 2003, 2001
- Best Overall Newspaper Design** | Alliance of Area Business Publications – 2011, 2001
- Best Special Report: Biotech: 101 Technology Corridor** | Alliance of Area Business Publications – 2009
- Best Small Business Award** | Valley Industry and Commerce Association (VICA) – 2001
- Corporate Award of Excellence** | Valley Industry and Commerce Association (VICA) – 2009
- Media Partnership Award** | San Fernando Valley Bar Association – 2004

THE SAN FERNANDO VALLEY BUSINESS JOURNAL IS PROUD TO BE ASSOCIATED WITH THE FOLLOWING:





# Influencing an educated and affluent readership\*

## fast growing companies

companies that subscribe have grown at a rate of 12.8% or more each year

## years in business

average company that subscribes has been in business for almost 40 years

## number of local employees\*\*

35% 100 or more employees  
65% less than 100 employees

source: READEX Subscriber Study, May 2008

## company structure

19% publicly held  
46% privately owned  
30% family owned  
5% government entities

## annual sales/revenues

15% \$100 million or more  
60% \$25 million - \$99.9 million  
25% \$3 million - \$9 million

## subscribers who influence purchase

46% accounting  
53% advertising & public relations  
46% banking  
46% business services  
21% construction  
44% employee training & education  
43% health care plans  
32% financial investments  
46% legal  
44% meeting venues  
36% real estate site selection  
35% employment services

# 81%

of subscribers are in top management or owners and partners of their companies or firms

# 84%

of subscribers influence the purchase of products and services for their business



# \$1.73 million

average household net worth of our readership

# 89%

of subscribers read 3 of the last 4 issues

## gender

67% male  
33% female

## age

4% under 30  
23% 30 - 44 years  
45% 45 - 59 years  
28% 60 years or older  
average age is 52.6

## education

97% attended college  
40% bachelor's degree  
29% master's degree  
5% doctorate degree

## job title or position held

81% top management (C-level)  
32% owners  
13% partners

## income

\$234K average household income  
\$1.73M average household net worth  
48% of readers are millionaires

## readership data

46 min. average time spent reading  
89% read 3 of the last 4 issues  
89% renew\*\*  
76% read every issue\*\*  
source: READEX Subscriber Study, May 2008

## circulation data

15,000 readers  
6,500 subscribers\*\*  
source: ABC Circulation Audit 2011

## average years a paid subscriber

4.5 years

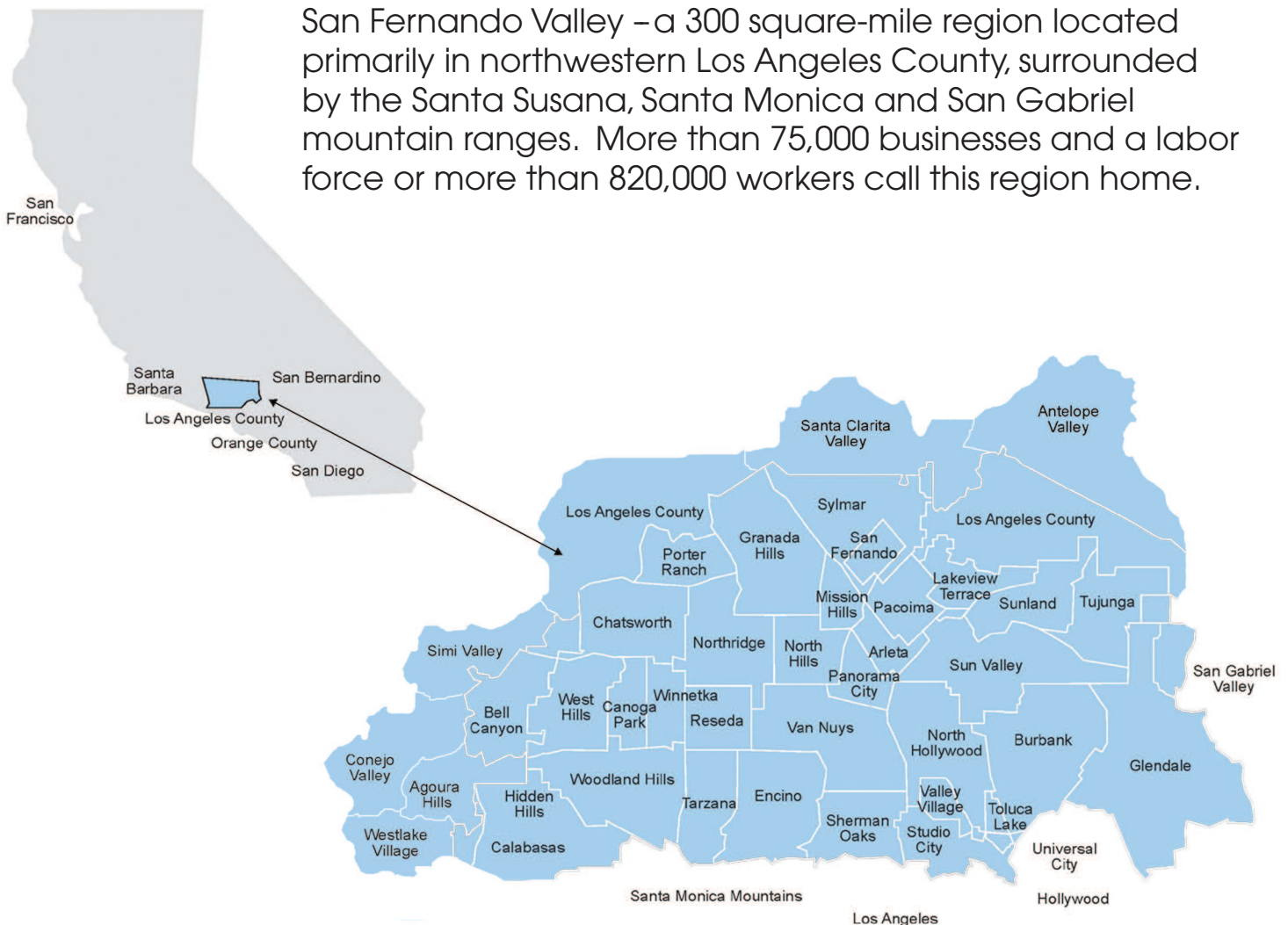
\* Unless otherwise noted, all information from READEX Subscriber Study 2011



# Reaching executive decision makers in the greater San Fernando Valley region

The San Fernando Valley region is comprised of 27 named communities, the cities of San Fernando, Burbank, Glendale, Hidden Hills, Calabasas and the Los Angeles City portion of the Valley. (Data Source: Economic Alliance of the San Fernando Valley)

More than 1.8 million people live in the greater San Fernando Valley – a 300 square-mile region located primarily in northwestern Los Angeles County, surrounded by the Santa Susana, Santa Monica and San Gabriel mountain ranges. More than 75,000 businesses and a labor force of more than 820,000 workers call this region home.



This map is for illustrative purposes and is not necessarily to scale.