

KERN BUSINESS JOURNAL

kernbusinessjournal.com



"A Product of The Bakersfield Californian Specialty Publications Division"

PRODUCT Information

Kern Business Journal is a bi-monthly publication. The Bakersfield Californian Specialty Publications division works closely with the County of Kern, Kern Economic Development Corporation (KEDC) and the Greater Bakersfield Chamber of Commerce. It contains news and information from local Kern County business leaders and organizations. We cover everything from Bakersfield to Boron!

The primary objective of Kern Business Journal is to be the premier provider of Kern County Business information. Through this publication we strive to do the following:

- **Strengthen Kern County's brand image** by highlighting what Kern County has to offer in the way of business climate, workforce and location.
- **Showcase what Kern County business** is all about. Promote Kern County to potential new out-of-area businesses and to local businesses looking to expand.
- **Inform local entrepreneurs** about Kern County business trends, growth opportunities, industries and events throughout the county while showcasing industry leaders.

Contact Information

Kern Business Journal

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ADMINISTRATIVE

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Circulation

- **Distribution** is 10,000 with 2,500 in selected racks for free distribution and the remaining 7,500 direct mailed to Kern County business professionals.



2014 Ad Rates

Size	Open	3x	6x
Front Page Banner	N/A	N/A	\$750
Double Page Spread	\$2,500	\$1,750	\$1,625
Back Cover	N/A	N/A	\$2,000
Inside Back or Inside Front	N/A	\$1,400	\$1,300
Full Page	\$1,320	\$935	\$858
1/2 Page	\$990	\$695	\$645
1/4 Page	\$715	\$500	\$460
1/8 Page	\$385	\$270	\$248
Business Profile	\$1,500		

A profile receives the following:

- A 1/2 pg ad (horizontal or vertical) within the business profile issue.
- A full pg of profile on the business in a Q & A format with an image reflective of the business. All content must be provided by the advertisers and is limited 1,000 words. Photography can be set up with advanced notice. Profiles deadline on the first Friday of the published month. Limit two per issue.

Notes: All advertising prices include 4-color. Accredited advertising agencies receive a 15% discount, provided invoices are paid within 30-days and advertising is 100% camera ready, by deadline.

INSERTS

Preprinted, 8.5 x 11" freestanding inserts can be included in our publication. For larger sizes, please inquire with your sales professional.

INSERT RATES

\$1,000 for full run of 8.5" x 11" inserts. Larger sizes may vary. Zoning of inserts is not available.

NON- PROFIT

Organizations with a 501-c3 non-profit status may take 20% off above rates. These rates are net, no additional agency commission. Not applicable to hospitals, health organizations, government agencies and schools.

CANCELLATIONS

Any advertising that is cancelled less than 10-days before publication will receive a 75% charge for the advertising space.

*Camera Ready Deadlines

All camera ready ads are due by the scheduling and materials deadline. All ads killed past deadline are subject to a 50 percent cancellation charge.

Artwork Submission

All ads should be 300 dpi, CMYK or grayscale, and provided as high-resolution .pdf files with all fonts embedded or converted to outlines/paths.

EXCLUSIVE Edition Sponsor

Your business can be the sponsor of a specific edition!

Each edition will have a content theme.

EDITION SPONSORSHIP

\$6,500

Edition Sponsorship Includes the following:

- **A front page brief on your company**, your involvement within the industry and a tag line referring the reader to the center double-truck (2-page spread) in the middle of the issue
- **The center double-truck** (2-page spread) in the center of the edition for you to market your company or organization. This ad space is 20.750 inches wide and 12.5 inches deep. It includes full color.
- **An additional full page advertisement** to be used in a following edition of Kern Business Journal. This ad must run within one-year of the purchased Edition Sponsorship.

Questions can be directed to
the Advertising Traffic Manager
at (661) 392-5716

Kern Business Journal is built in InDesign on Mac and printed on electrobrite paper with the highest possible recycled content.

DEADLINES & Ad Sizes

Edition & Theme	Deadline	Publication Date
December 2013 / January 2014* Water <i>*See 2013 Rate Card for sizes</i>	November 19, 2013	December 9, 2013
February / March 2014 Agriculture	January 21, 2014	February 10, 2014
April / May 2014 Education and Tourism	March 18, 2014	April 14, 2014
June / July 2014 Energy and Mining	May 20, 2014	June 9, 2014
August / September 2014 Retail and Franchising	July 22, 2014	August 11, 2014
October / November 2014 Health	September 23, 2014	October 13, 2014
December 2014 / January 2015 Real Estate	November 18, 2014	December 8, 2014

Ad Dimension Size (Non-Bleed)

Double Truck	20.750" x 12.5"
Full Page	10" x 12.5"
1/2 Page (vert.)	4.916" x 12.5"
1/2 Page (horz.)	10" x 6.125"
1/4 Page (vert.)	4.916" x 6.125"
1/8 Page (horz.)	4.916" x 3.06"
Front Page Banner	10" x 1"

