

MEDIA KIT

2024

CARLSBAD BUSINESS JOURNAL

BUSINESS RESOURCE GUIDE

CITY MAP



The CARLSBAD BUSINESS JOURNAL
AWARD WINNING PUBLICATION
MAY/JUNE 2024

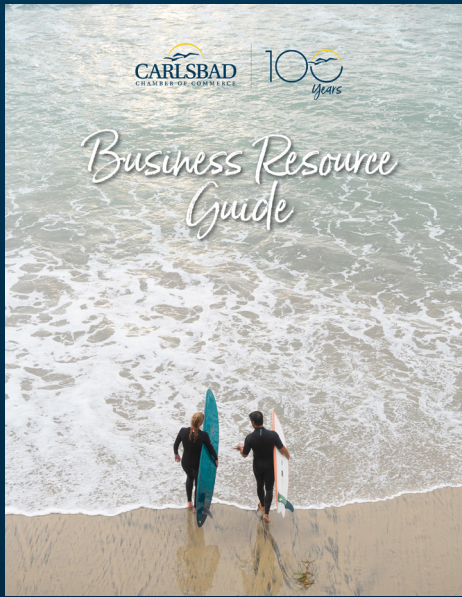
CARLSBAD'S Sweetest HISTORY

The NCAA is coming to La Costa

BUSINESS SPOTLIGHT
Eternal Hills, our commitments to life and legacy

RESOURCES
U.S. Patent & Trademark Office
Carlsbad Chamber of Commerce

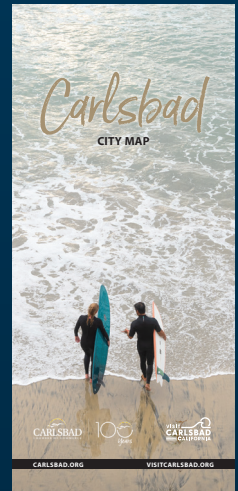
CARLSBAD
CHAMBER OF COMMERCE



CARLSBAD CHAMBER OF COMMERCE **100 Years**

Business Resource Guide

CARLSBAD **100 Years**
VISITCARLSBAD.ORG



Carlsbad
CITY MAP

CARLSBAD **100 Years**
VISITCARLSBAD.ORG



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CARLSBAD BUSINESS JOURNAL

AWARD - WINNING PUBLICATION

The Carlsbad Business Journal is the go-to place for news about the Carlsbad Chamber of Commerce, its members and the local business community. Newsworthy, informative and inspiring, this monthly publication tells the Chamber story through the stories of its members, while covering the issues important to the Carlsbad - and North County - business community.

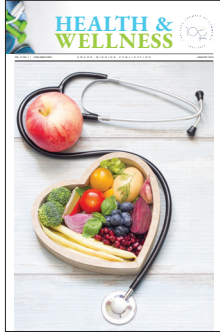
AWARD-WINNING

With a monthly readership of more than 20,000, the Carlsbad Business Journal has been consistently recognized as an industry leader among Chamber publications. It has won back-to-back First Place publication awards from the Western Association of Chambers of Commerce and was also named best trade publication by the San Diego Press Club in 2013. The staff has also won awards for writing and design, competing against non-daily newspapers. Our experienced team works with members of all sizes to provide professional advertisement and marketing services, while showcasing them and highlighting their contributions to the community.





JAN 2024



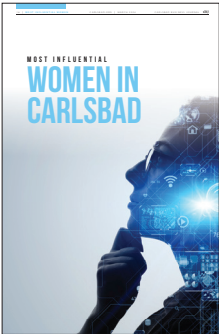
JAN 2024
HEALTH & WELLNESS



FEB 2024



MAR 2024



MAR 2024
MOST INFLUENTIAL WOMEN



APR 2024
GREEN BUSINESS



MAY 2024



MAY 2024
STAY & PLAY



JUL 2023
40 / UNDER 40



AUG 2023



SEP 2023



SEP 2023
HOLIDAY PLANNING GUIDE



OCT 2023
100TH ANNIVERSARY COVER



OCT 2023
INSIDE COVER



NOV/DEC 2023



NOV/DEC 2023
SHOP & DINE LOCAL

DISTRIBUTION

Repeatedly hailed as one of the Chamber's top services in annual member surveys, the colorful monthly publication is sent to all Chamber members and all businesses within the Carlsbad City limits. The Carlsbad Business Journal is also distributed at nearly 130 convenient locations in the community and published online. It can proudly claim 100 percent market penetration in the Business-to-Business (B2B) market.

DEMOGRAPHICS

For B2B advertisers or retail and service businesses, the Carlsbad market has one of the highest income buyers residing and conducting business in Carlsbad. *This coastal SoCal city has a population of more than 115,000 with a medium household income of \$102,722. The average cost of single family housing is more than \$700,000. The top business clusters (per number of employees) are: Hospitality and tourism (13,840); Information and communications technology (8,862); Life sciences (6,366); Action sports manufacturing (1,888); and Clean technology (659).

RANKING

The Carlsbad Chamber of Commerce is the second largest in the county and the 10th largest in the state of California. Reporting about the growth and success of Carlsbad and its more than 5,000 businesses is the task of this award-winning publication.

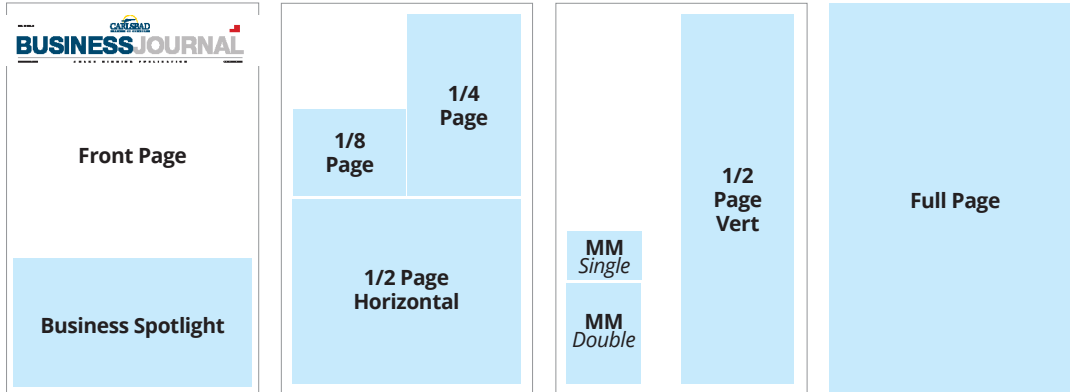
*Source: carlsbadlifeinaction.com

2024 EDITORIAL CALENDAR

Every issue of the Carlsbad Business Journal features a branded advertorial section known as the Industry Focus, offering advertorial opportunities for a wide range of businesses to highlight their services and/or expertise. Let our readership know how your business works for Carlsbad and its residents. Participate in these special sections and receive a special discounted rate and depending on the size of your ad, some Market Spotlights may also include Advertorial Space opportunities.

MONTH	SPECIAL SECTION	AD DEADLINE
Jan	Health & Wealth	Dec 12
Feb	Business Toolkit and North County Top Small Businesses	Jan 12
Mar	Most Influential Women	Feb 12
Apr	Sustainability & Green Business	Mar 12
May/Jun	Stay & Play	Apr 12
Jul	North County 40 under 40	Jun 12
Aug	Education	July 12
Sep	Holiday Party Planning	Aug 12
Oct	Top Real Estate Forecasting & Election Guide	Sep 12
Nov/Dec	Shop & Dine Local	Oct 12

CARLSBAD BUSINESS JOURNAL



BUSINESS SPOTLIGHT

Front page position
(Only one available each month)
Highlight your unique business story in a 500-600 word article with 2-3 photos and your logo. Includes: Print, Electronic, and social media boost.

2% NET

Like Net 30 invoice terms, 2/10 Net 30 requires buyers to pay within no more than 30 days of receipt. However, this payment type offers a discount of 2% for clients who submit payment within 10 days of the invoice date.

4-COLOR AD

All ads are full color at no additional charge.

DEADLINES

Space reservation and artwork is due by the 12th of the month prior to publication.

*SPECIFICATIONS

- Export as High Res PDF
- All spot/PMS colors converted to CMYK.
- Images should be 300 dpi
- All images must be properly licensed for commercial usage.
- All text converted to outlines.

Trim size: 10.625" x 16.5"

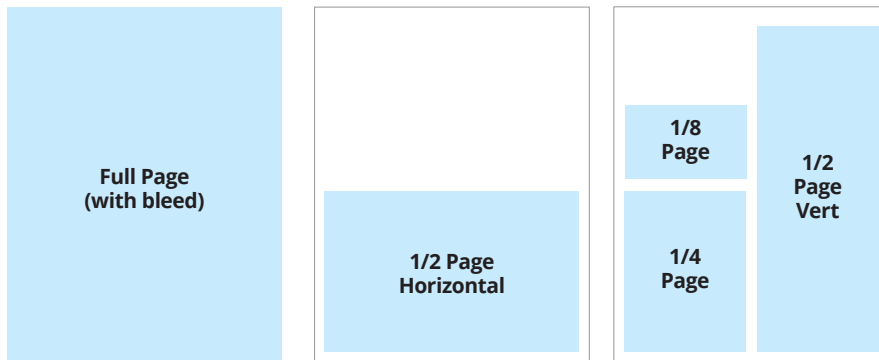
Margins: .5"

Bleeds: .25"

Final size with Bleed: 11.125" x 17"

SIZE	W x H	1x	3x	6x	10x
Back Page*	10.625" x 16.5"	\$3,495	\$3,295	\$3,095	\$2,895
Full Page*	10.625" x 16.5"	\$2,995	\$2,795	\$2,495	\$2,295
1/2 Page	9.625" x 7.66"	\$1,995	\$1,749	\$1,549	\$1,349
1/4 Page	4.7292" x 7.66"	\$2,049	\$1,049	\$949	\$849
1/8 Page	4.7292 x 3.75"	\$725	\$695	\$625	\$575
Member Marketplace (Single)	3.0972" x 1.78"	n/a	n/a	n/a	\$155
Member Marketplace (Double)	3.0972" x 3.74"	n/a	n/a	n/a	\$275

BUSINESS RESOURCE GUIDE



PREMIUM POSITIONS

PLACEMENT	W x H	12x
Back Cover	8.375" x 10.5"*	\$6,695
Inside Front	8.375" x 10.5"*	\$6,195
Inside Back	8.375" x 10.5"*	\$5,645
Page 1	8.375" x 10.5"*	\$5,645

INSIDE ADVERTISEMENTS

SIZE	W x H	12x
Full Page	8.375" x 10.5"*	\$4,649
1/2 Page Horiz	8" x 5"	\$2,895
1/2 Page Vert	3.5" x 9.75"	\$2,895
1/4 Page	3.667" x 4.75"	\$1,749
1/8 Page	3.667" x 2.375"	\$949

Prepaid full page ads receive a free Business Directory Enhancement Listing on carlsbad.org (\$995 value)

BUSINESS GUIDE LISTINGS

ADD YOUR COLOR LOGO FOR ONLY \$250 PER PRINTING

All members receive a free listing. Make your listing stand out with a full color logo. No discounts given on listings. One free listing under business category.

MULTIPLE ADVERTISING INSERTIONS

If you purchase more than one ad, the most expensive display ad is sold at full price. Each additional display ad of the same or lesser value will be discounted 25%.

WE CAN CREATE YOUR AD

For a fee, we can create your ad. Please submit all the following:

- All text for the advertisement.
- High Resolution images, .jpg., .png., or .tiff.
- High Resolution Logo (.ai, .eps or .png)
- Ad builds include one (1) design adjustment/change after the initial proof.

*SPECIFICATIONS

- Export as High Res PDF
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- All images must be properly licensed for commercial usage.
- All text converted to outlines.

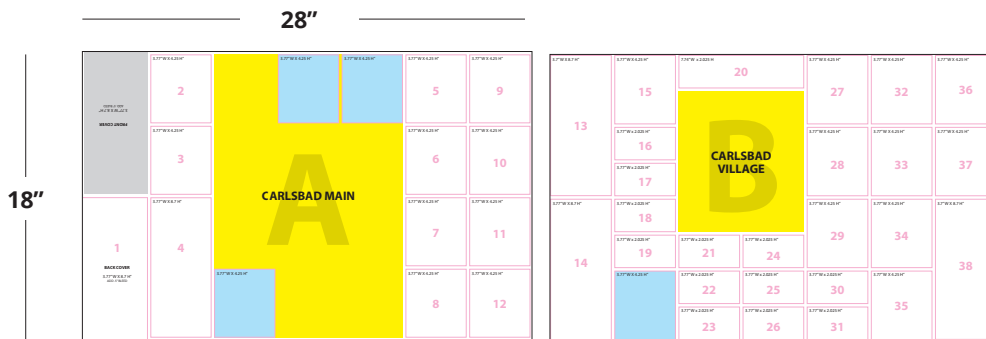
Margins: .5"

Bleed: .125" (Add to all Full page ads)

CARLSBAD CITY MAP

Our detailed map is distributed at key points throughout the city for tourists and locals alike. Clear and easy to read, this map is a popular resource for getting to know the area and is a great way for members to promote their business to curious Carlsbad explorers. With advertising options for any budget, don't miss this opportunity to put your member business on the map.

ADVERTISEMENT PLACEMENT REFERENCE



MAP A - CARLSBAD MAIN

MAP B - CARLSBAD VILLAGE

POSITION	W x H	RATE
Back Cover/Inside Cover	3.77" X 8.7" ADD .5" BLEED	\$3,295
Full Panel	3.77" X 8.7"	\$2,695
Half Panel	3.77" X 4.25"	\$1,495
1/4 Panel	3.77" X 2.025"	\$849

PAYMENT AND DISCOUNT POLICY

A cash discount of 5% will be allowed providing cash payment is made in full at the time the order is placed. Credit cards and checks are accepted for payment, however, the cash discount does not apply. 501(c)(3) organizations qualify for a 10% discount pending verification of non-profit status.

MULTIPLE INSERTIONS

Largest or most expensive display ad is full price. Subsequent reservations of equal or lesser value will qualify for a 10% discount




SPECIAL POSITION

Position requests subject to 25% surcharge, otherwise position is not guaranteed except for covers.

SPECIFICATIONS

- Export as High Res PDF
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- All text converted to outlines.

Darryl Reitmeyer | Director of Sales & Marketing

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