

2021 | Pacific Coast Business Times

MEDIA KIT



Proudly serving Santa Barbara, Ventura and San Luis Obispo counties

pacbiztimes.com • 805. 560.6950

JANUARY

- 1 21.42 | **FOCUS:** 805 Tech + Forecast 2021 | **LIST:** Private Companies
- 8 21.43 | **FOCUS:** Women & Co. | **LIST:** C-Suite Women
- 15 21.44 | **FOCUS:** Central Coast Health Watch | **LIST:** Wealth Management Firms
- 22 21.45 | **SPECIAL REPORT: Dealmakers** | **LIST:** No. 1's
- 29 21.46 | **FOCUS:** Small Business | **LIST:** Foundations

FEBRUARY

- 5 21.47 | **FOCUS:** 805 Tech | **LIST:** IT Service Providers / Tech Companies
- 12 21.48 | **SPECIAL REPORT: Most Influential People in the Region** | **LIST:** Banks (combined)
- 19 21.49 | **FOCUS:** Central Coast Health Watch | **LIST:** Hospitals
- 26 21.50 | **SPECIAL REPORT: Central Coast Innovation Awards**

MARCH

- 5 21.51 | **FOCUS:** 805 Tech | **LIST:** Tech Employers
- 12 21.52 | **SPECIAL REPORT: Who's Who in Commercial Real Estate & Construction** | **LIST:** Foundations
- 19 22.1 | **FOCUS:** Central Coast Health Watch | **LIST:** Insurance Brokers
- 26 22.2 | **SPECIAL REPORT: Top Women in Business** | **LIST:** Law Firms Combined

APRIL

- 2 22.3 | **FOCUS:** 805 Tech
- 9 22.4 | **SPECIAL REPORT: Professional Careers and Higher Education** | **LIST:** Post Grad Institutions
- 16 22.5 | **FOCUS:** Central Coast Health Watch | **LIST:** Museums, Attractions & Entertainment
- 23 22.6 | **SPECIAL REPORT: Business Hall of Fame**
- 30 22.7 | **FOCUS:** 805 Law | **LIST:** Highest Paid Execs

MAY

- 7 22.8 | **FOCUS:** 805 Tech | **LIST:** Business Incubators
- 14 22.9 | **SPECIAL REPORT: Spring Economic Forecast** | **LIST:** Banks Based Inside the Region
- 21 22.10 | **FOCUS:** Small Business | **LIST:** General Contractors
- 28 22.11 | **SPECIAL REPORT: Central Coast Best Places to Work** | **LIST:** Healthcare Agencies

JUNE

- 4 22.12 | **FOCUS:** 805 Tech | **LIST:** CRE Firms
- 11 22.13 | **SPECIAL REPORT: Who's Who in Banking & Finance** | **FOCUS:** Business of Pride | **LIST:** CPAs
- 18 22.14 | **FOCUS:** Central Coast Health Watch | **LIST:** Credit Unions
- 25 22.15 | **SPECIAL REPORT: Latino Business Awards** | **FOCUS:** Legacy Companies | **LIST:** Legacy List

JULY

- 2 22.16 | FOCUS: 805 Tech | LIST: LEED-Certified Buildings / Construction Projects
- 9 22.17 | **SPECIAL REPORT: Who's Who in Agriculture & Viticulture** | LIST: Wineries & Craft Brewers
- 16 22.18 | FOCUS: Central Coast Health Watch | LIST: Mortgage Firms
- 23 22.19 | **SPECIAL REPORT: Spirit of Small Business** | LIST: Chamber of Commerce
- 30 22.20 | FOCUS: 805 Law | LIST: Law Firms Inside the Region

AUGUST

- 6 22.21 | FOCUS: 805 Tech | LIST: Crowd Funded Startups
- 13 22.22 | **SPECIAL REPORT: Champions in Healthcare**
- 20 22.23 | FOCUS: Destinations | LIST: Hotels & Resorts
- 27 22.24 | **SPECIAL REPORT: 40 Under 40** | FOCUS: Central Coast Health Watch

SEPTEMBER

- 3 22.25 | FOCUS: 805 Tech | LIST: Top Patents
- 10 22.26 | FOCUS: Central Coast Health Watch | LIST: Surgery Centers
- 17 22.27 | **SPECIAL REPORT: 2021-22 Giving Guide** | FOCUS: Regions Richest | LIST: LIST: Law Firms Outside the Region
- 24 22.28 | **SPECIAL REPORT: Fastest Growing Companies** | LIST: Ventura County Employers

OCTOBER

- 1 22.29 | FOCUS: 805 Tech | LIST: Special Districts
- 8 22.30 | LIST: Top CFO's
- 15 22.31 | FOCUS: Central Coast Health Watch | LIST: Hospital Clinics
- 22 22.32 | **SPECIAL REPORT: Who's Who in Professional Services** | LIST: Financial Institutions
- 29 22.33 | FOCUS: Women & Co. | LIST: Women Owned Businesses

NOVEMBER

- 5 22.34 | **SPECIAL REPORT: Who's Who in Healthcare, Insurance & Life Sciences** | LIST: Best Places to Work
- 12 22.35 | FOCUS: 805 Tech | LIST: Mortgage Brokers
- 19 22.36 | **SPECIAL REPORT: Fall Economic Forecast and 2022 Tax & Financial Planning Guide** | LIST: CPA's
- 26 22.37 | **SPECIAL REPORT: Giving Tuesday** | FOCUS: Small Business | LIST: SBA Lenders & Banks Outside the Region

DECEMBER

- 3 22.38 | FOCUS: 805 Tech | LIST: Colleges & Universities
- 10 22.39 | **SPECIAL REPORT: Who's Who in Nonprofits & Foundations** | LIST: Staffing Services
- 17 22.40 | FOCUS: Central Coast Health Watch | LIST: Fastest Growing Companies
- 24 22.41 | FOCUS: 805 Law
- 31 22.42 | **SPECIAL REPORT: The 2022 Book of Lists** | FOCUS: Year in Review

JANUARY

15: Central Coast Health Watch
29: Central Coast Health Watch
29: Small Business

FEBRUARY

5: Central Coast Health Watch
19: Central Coast Health Watch

MARCH

12: Central Coast Health Watch
19: Central Coast Health Watch

APRIL

2: Central Coast Health Watch
16: Central Coast Health Watch

MAY

21: Small Business

JUNE

4: Central Coast Health Watch
18: Central Coast Health Watch

JULY

16: Central Coast Health Watch
30: Central Coast Health Watch

AUGUST

13: Central Coast Health Watch
27: Central Coast Health Watch

SEPTEMBER

1: Central Coast Health Watch
15: Central Coast Health Watch

OCTOBER

1: Central Coast Health Watch
15: Central Coast Health Watch

NOVEMBER

26: Small Business

DECEMBER

3: Central Coast Health Watch
17: Central Coast Health Watch



SIZE	OPEN	7x (30%)	13x (35%)	17x (40%)	26x (50%)	39x (55%)	52x (60%)
Double Page Spread	\$5,845	\$4,013	\$3,727	\$3,440	\$2,868	\$2,580	\$2,294
Full Page	\$3,646	\$2,503	\$2,324	\$2,145	\$1,787	\$1,609	\$1,430
3/4 Page	\$3,157	\$2,168	\$2,013	\$1,857	\$1,548	\$1,393	\$1,239
Island	\$2,648	\$1,818	\$1,689	\$1,558	\$1,299	\$1,169	\$1,038
1/2 Page	\$2,189	\$1,503	\$1,396	\$1,288	\$1,073	\$966	\$858
3/8 Page	\$1,668	\$1,144	\$1,063	\$982	\$818	\$736	\$654
1/4 Page	\$1,179	\$809	\$751	\$693	\$578	\$520	\$462
1/8 Page	\$817	\$559	\$520	\$481	\$401	\$359	\$319
1/16 Page	\$449	\$309	\$264	\$220	\$212	\$199	\$176
Front Page Banner*	\$1,638	\$1,259	\$1,201	\$1,142	\$1028	\$969	\$913

Accredited advertising agencies receive 15% discount, provided invoices are paid within 30 days. **Add second color: \$200. Add four colors: \$600.** Color charges are non-commissionable. **Art production: \$75/hr.** We would be pleased to guarantee a premium position; however, there is an additional 10% charge.*Front page banner includes 4 color.

EXTRAS

- **INSERTS:** Preprinted, 8.5" X 11" (or smaller) freestanding inserts can be included in our run. Please check in the event of larger inserts.

INSERT RATES	1x	3x	6x	12x	24x
One Zone*	\$824	\$769	\$714	\$659	\$604
Full Run	\$1,099	\$1,044	\$989	\$934	\$824

- **CHARITABLE NONPROFITS:** Contact advertising executives for rates.

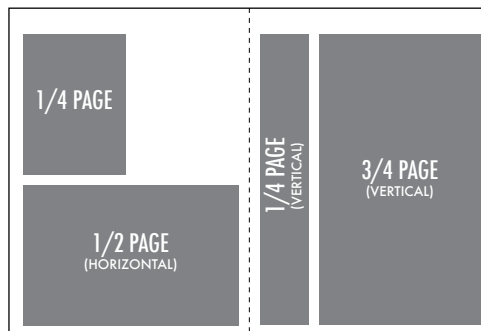
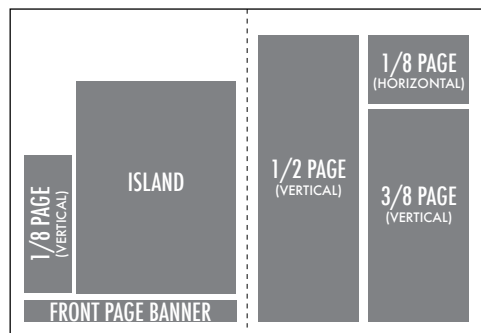
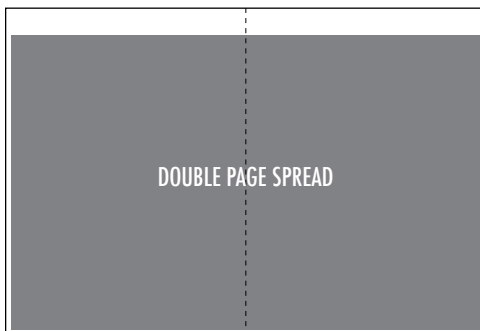
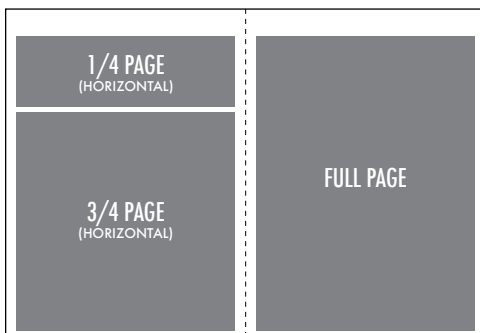


- **SPACE RESERVATIONS:** Placement instructions must be submitted 7 calendar days before intended publication date.
- **CANCELLATIONS:** Changes or cancellations to your ad schedule must be received in writing 7 days before publication. Otherwise, you will be billed at 100%.

All print ads must be provided in a digital format. For the best image quality in your printed ads, all digital materials must be compliant with the following specifications:

- Acrobat PDF (preferred) with embedded or outlined fonts, images converted to TIFF or EPS files with color files converted to CMYK or grayscale before PDF conversion.
- Adobe Photoshop and JPEG files must be at least 300 dpi and converted to CMYK or grayscale mode. All artwork submitted in RGB will be converted to CMYK or Grayscale, respectively. We will attempt to notify the agency or advertiser of potential problems with submitted artwork. The Pacific Coast Business Times will not be responsible for the dramatic color shifts that occur during CMYK or grayscale conversion.
- Spot colors must be converted to CMYK values, and PDFs created from Adobe Illustrator must be saved with a CMYK color mode and transparencies must be flattened. Please remember that news-print will print the color darker and will have 20-30% dot gain of ink.
- Raw files created in Adobe InDesign, Adobe Photoshop or Adobe Illustrator are only accepted with fonts and links included. We do not accept raw Quark files.
- Low-resolution logos and pictures pulled from websites are not accepted. Ads created in Microsoft Publisher, Word or other word-processing programs are not accepted.
- For assistance with advertising copy, layout, graphics and typesetting, please contact your advertising coordinator at the Pacific Coast Business Times.
- Ads submitted that do not meet the above listed specifications will be either returned to the advertiser to correct or will incur digital production charges of \$75 per hour. Ads built by the production department allowed a maximum of three proofs. Any additional proof requests are subject to additional charges.
- Additional design services are available, including print and online ad design. Additional design services are billed on an hourly basis at \$75 per hour.

**Ads can be sent to your account executive or adart@pacbiztimes.com
Any questions may be directed to the Advertising Coordinator at 805-845-2697.**



AD SPACE	SIZE (width x height)
Double Page Spread	21.5" x 13.5"
Full Page	10" x 13.5"
3/4 Page Horizontal	10" x 10"
3/4 Page Vertical	7.5" x 13.5"
1/2 Page Horizontal	10" x 6.5"
1/2 Page Vertical	4.75" x 13.5"
Island	7.5" x 10"
3/8 Page Vertical	4.75" x 10"
1/4 Page	4.75" x 6.5"
1/4 Page Horizontal	10" x 3.25"
1/4 Page Vertical	2.25" x 13.5"
1/8 Page Horizontal	4.75" x 3"
1/8 Page Vertical	2.25" x 6.5"
Front Page Banner	10" x 1"

Pacific Coast Business Times is built in InDesign on and printed on electrobrite paper with the highest possible recycled content.

ADVERTISING ON PACBIZTIMES.COM AND EMAIL NEWSLETTERS: Advertising on pacbiztimes.com and our email newsletters provide another opportunity to promote your business. Please be sure to review the digital advertising specifications, here:

Accepted media includes JPEG, GIF and PNG. • No Flash animation allowed. • Resolution must be 72 dpi, maximum file size is 75-100K, less than 50K is recommended. Ads will be linked to the web address provided by you or your agency. • Available to print advertisers only.

The screenshot shows the website homepage with several ad placement areas outlined in red dashed boxes:

- TOP BANNER:** Located at the top of the page, above the main content area.
- POPULAR ARTICLES:** A section on the right side of the page containing a list of trending articles.
- "SPONSORED BY" BANNER:** A banner area located below the popular articles section.
- SIDEBOX (SMALL):** A small sidebar area on the right side of the page.
- SIDEBOX (LARGE):** A larger sidebar area on the right side of the page.
- LATEST NEWS:** A section at the bottom of the page featuring a list of recent news items with small thumbnail images.

This screenshot highlights two specific ad placements:

- TOP BANNER:** A large banner area at the top of the page.
- "SPONSORED BY" BANNER:** A banner area located below the top banner, featuring a sponsored article snippet.
- SIDEBOX (SMALL):** A small sidebar area on the right side of the page.

This screenshot highlights two specific ad placements:

- THURSDAY newsbreak:** A large banner area at the top of the page, featuring the Pacific Coast Business Times logo and the text "THURSDAY newsbreak".
- "SPONSORED BY" TOP AD:** A large banner area located below the Thursday newsbreak, featuring a sponsored article snippet.
- SIDEBOX (EMAIL):** A sidebar area on the right side of the page, featuring a call to action: "STAY UP TO DATE WHEREVER YOU ARE".

DIGITAL AD PLACEMENT

WEBSITE HOMEPAGE

AD PLACEMENT	SIZE (width x height in pixels)	RATE
Top Banner, Fixed (Displayed throughout the entire website)	1150 x 125	3/8 page pricing
Side Box - Small	350 x 250	1/8 page pricing
Side Box - Large	350 x 600	1/4 page pricing

WEBSITE FOCUS SECTION

"Sponsored by" Banner	750 x 90	1/2 page pricing
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EMAIL NEWSLETTERS

"Sponsored by" Top Ad	600 x 290	3/8 page pricing
Side Box	300 x 250	1/4 page pricing



2021 SPECIAL SECTIONS

JANUARY 24

Dealmakers of the Year

Our first special report of 2021 looks at the movers and shakers behind the region's top deals from 2020.

FEBRUARY 12

Most Influential People in the Region

This special report represents our news staff picks for the thought leaders and top influencers in the region.

FEBRUARY 26

Central Coast Innovation Awards

Honors the region's leaders in innovation, disruptive technology and social ventures.

MARCH 12

Who's Who in Commercial Real Estate & Construction

This must-read special report profiles leaders in commercial real estate, construction, architecture and related fields.

MARCH 26

Top Women in Business

Honors 50 of the region's top women leaders in industry, technology, professional services and nonprofits.

APRIL 9

Professional Careers & Higher Education

This special report explores certificate programs for business professionals and reports on emerging trends in higher education.

APRIL 23

Business Hall of Fame

Our signature special report recognizes our 2021 Hall of Fame honorees.

MAY 14

Spring Economic Forecast

Our popular forecast features expert panels with economists, investment advisers and a special panel of leaders in our communities.

MAY 22

Central Coast Best Places to Work

Our popular Central Coast Best Places to Work program returns with results from our annual ranking of the top employers in the region.

JUNE 11

Who's Who in Banking & Finance

This signature special report highlights senior executives in one of the region's most important industries.

JUNE 25

Latino Business Awards

One of our most popular special reports recognizes Hispanic leaders in business, education and professional services. We also profile our Business Times scholarship winner.

JULY 9

Who's Who in Agriculture & Viticulture

This annual special report includes profiles leaders in farming, ranching, food processing, cannabis and wine making.

JULY 23

Spirit of Small Business

For more than 15 years, the Business Times has partnered with the U.S. Small Business Administration's Los Angeles District Office to bring you a special report that celebrates small business with profiles of innovative companies, how-to articles and resource guide.

AUGUST 13

Champions in Healthcare

In a time of unprecedented challenges in health care we profile the region's top practitioners, researchers, administrators and front-line workers.

AUGUST 27

40 Under 40

One of our most popular special reports recognizes and profiles 40 up-and-coming businessmen and women under 40 years of age.

SEPTEMBER 17

Giving Guide

Our annual publication provides in-depth information on the region's dynamic non-profit sector.

SEPTEMBER 24

Fastest-Growing Companies

This special section is a snapshot of the year's fastest-growing superstars, featuring both public and private tri-county companies.

OCTOBER 8

Top CFOs

We look at the men and women who are keepers of the balance sheet at public and private companies as well as nonprofits in the region.

OCTOBER 22

Who's Who in Professional Services

We recognize the leading attorneys and certified public accountants in the Tri-Counties.

NOVEMBER 5

Who's Who in Health Care, Insurance & Life Sciences

Our Who's Who report profiles dozens of decision-makers in the health care, insurance and biomedicine.

NOVEMBER 19

Fall Economic Forecast and 2022 Tax & Financial Planning Guide

We present stories and contributed articles on a number of topics related to the investment outlook for the New Year and top tax trends.

DECEMBER 10

Who's Who in Nonprofits & Foundations

This annual Who's Who identifies and profiles leaders in fundraising and foundations as well as leaders of organizations involved in community service, arts, culture and recreation.

DECEMBER 31

2022 Book of Lists

Our final special report of the year compiles the Top 25 lists we've published during the year and adds new lists to create the most comprehensive directory of business in the tri-county region.

-
- **COVER SPONSORSHIPS, \$2,950:** Three packages available. Includes: Sponsor identification with logo on front cover; Full-page, 4-color advertisement on available cover position, first-come basis; Mention in editor's letter; Message from sponsor
 - **DISPLAY ADVERTISING RATES:** See 2021 Rate Card
-



FORECAST 2021

- January 1
- 805 TECH**
- January 1
- February 5
- March 5
- April 2
- May 7
- June 4
- July 2
- August 6
- September 3
- October 1
- November 12
- December 3

WOMEN & CO

- January 8
- October 29

CENTRAL COAST HEALTH WATCH

- January 15
- February 19
- March 19
- April 16
- June 18
- July 16
- September 10
- October 15
- December 17

SMALL BUSINESS

- January 29
- May 21
- November 26
- 805 LAW**
- April 30
- July 30
- December 24

BUSINESS OF PRIDE

- June 11

LEGACY COMPANIES

- June 25

DESTINATIONS

- August 20

REGIONS RICHEST

- September 17

YEAR IN REVIEW

- December 31



CENTRAL COAST INNOVATION AWARDS:

March 25th
(virtual event)

BUSINESS HALL OF FAME:

May 20th
(virtual event)

CENTRAL COAST BEST PLACES TO WORK:

June 24th
(virtual event)

LATINO BUSINESS AWARDS:

July 22nd
(virtual event)

SPIRIT OF SMALL BUSINESS:

August 19th
(virtual event)

40 UNDER 40:

September 20th
(virtual event)

FASTEST GROWING COMPANIES:

October 14th
(in-person event, location TBD)

TOP WOMEN IN BUSINESS:

December 2nd
(in-person event, location TBD)

GOLD SPONSOR: 8 event tickets, podium time, your logos on all event collateral and your organization mentioned in our Editor's letter

SILVER SPONSOR: 6 event tickets, your logos on all event collateral and your organization mentioned in our Editor's letter

FOR ADVERTISING OPPORTUNITIES CONTACT: Veronica Kusmuk (805) 845-2708 (vkusmuk@pacbiztimes.com) or Sean McCullough (805) 845-2733 (smccullough@pacbiztimes.com)

INSERTION AND COPY DEADLINES: Seven days prior to Friday publishing date.

EMAIL: dgiles@pacbiztimes.com • **FAX:** 805-560-8399 • **DROP OFF:** 14 E. Carrillo Street, Suite A, Santa Barbara, CA 93101



SIZE	COST	DURATION
Fictitious Business Name	\$49.50	4 Weeks
Alcohol License	\$49.50	4 Weeks
Summons	\$300	4 Weeks
Notice of Petition to Administer Estate	\$160	3 Weeks
Name Change	\$185	4 Weeks
Trustee Sale	\$295	3 Weeks
Public Entities	Call for negotiated rates.	
Other	Call for quote.	

Pre-printed inserts are available in the Pacific Coast Business Times, subject to the following guidelines and pricing.

INSERT RATES	1x	3x	6x	12x	24x
One Zone*	\$824	\$769	\$714	\$659	\$604
Full Run	\$1,099	\$1,044	\$989	\$934	\$824

*Zone A is Ventura County, Zone B is Santa Barbara and San Luis Obispo Counties.

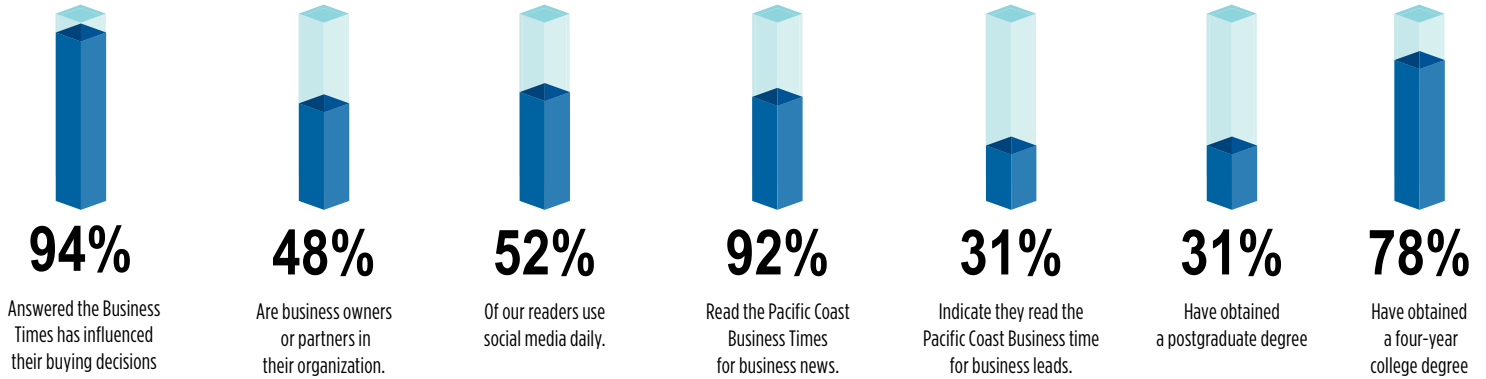


- Pre-printed inserts must conform to all USPS regulations pertaining to periodical rate mailings
- No return address or postal indicia may appear on the insert.
- Three copies of the insert must be supplied to the Business Times 10 days prior to the publication date of the in which it will be inserted.
- Inserts up to 0.75 ounces will be accepted under the standard pricing below. Anything over 0.75 ounces requires a special pricing quote to allow for the extra postage required.
- Full run inserts must be delivered to Southwest Offset Printing Company (see address below) attention Bob Shennan by 1 p.m. on the Monday prior to the Friday date in which the insert will be placed.

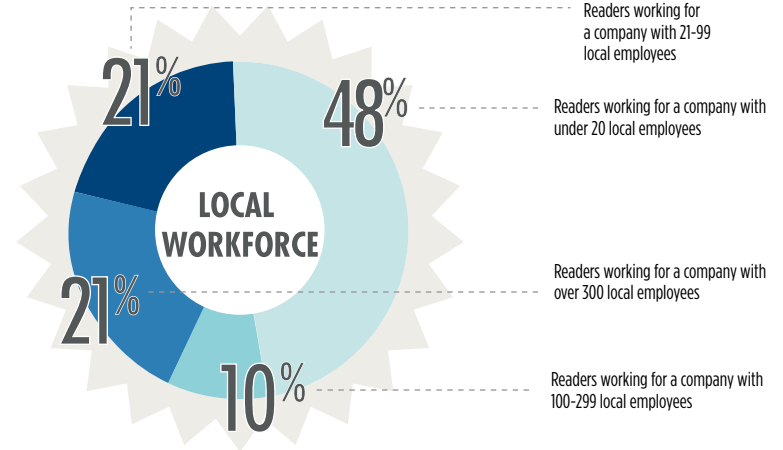
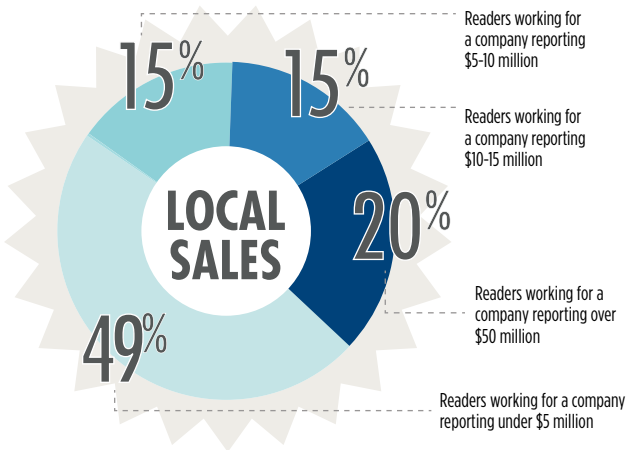
SOP WAREHOUSE: 13645 Gramercy Place, Gardena, CA 90249-2465 // (310) 323-0112

THE INSERT SHIPMENT SHOULD BE CLEARLY MARKED AS FOLLOWS: (for insertion into the Pacific Coast Business Times on Friday date of issue)

- Label "For Pacific Coast Business Times"
- Name of Insert
- Insertion Date
- Quantity per skid + quantity per box
- The maximum dimensions for an unfolded insert is 10" x 12". The minimum size for an insert is 4" x 6".
- Press run numbers vary by and zone. Zone A is Ventura County. Zone B is Santa Barbara and San Luis Obispo counties.
- Check with your account executive to determine how many inserts are required for the date you will insert.



HOW OUR READERS ACCESS OUR NEWS



HOUSEHOLD INCOME:



BUYING INFLUENCE BY INDUSTRY

