

2015/2016 Book of Lists

The Corridor Business Journal is a trusted source for news about business and industry in the Corridor, and the 2015 Book of Lists offers more of the useful information you have come to expect from the CBJ. The book ranks over 80 sectors of businesses in the Corridor with over 2,000 business listings. It is the indispensable tool for CEO searches, sales leads, job seekers, supplier searches and captures the business community in one easy-to-read reference.

ADVERTISING BENEFITS:

- The book is available year-round at the CBJ office and in digital format on the CBJ website.
- Your ad will be hyperlinked on the digital version to your website giving users easy access to your company's website.
- The Book of Lists can be viewed by anyone with internet access, so your advertising message goes beyond just the Corridor.

CATEGORY POSITIONS

INFLUENTIALS

Women of Influence
Fastest Growing Companies
Coolest Places to Work
Best of Corridor I
Best of Corridor II
Forty under 40
Most Influential
Foundations

BUSINESS SERVICES

Office Equipment/Supply Companies
Janitorial Services Companies
Sign Companies
Commercial Printers
Banquet Facilities
Marketing Ad/PR Firms, Promo Products
Records Management Companies
Commercial Property Management
Recycling/Waste Management Firms

PROFESSIONAL SERVICES

Accounting Firms
Banks/Credit Unions
IT Companies
Executive Recruiting Companies
Engineering Firms
Web Site Developers
Law Firms
Payroll Service Providers
Temp/Staffing Agencies
Architecture Firms
Security System Companies
Golf Courses & Landscape Architecture Firms
Business Brokers
Insurance Agencies & Companies
Investment Advisors

ECONOMIC DEVELOPMENT

Top 25 Employers
Venture Capital Funds
General Contractors
Top Tourist Attractions & Travel Agencies
Economic Development Organizations/
Chambers/CVBs/Downtown Associations
Homebuilders
Oldest Businesses
MBA Programs
Women-Led Organizations
Higher Education Institutions
Trucking Companies
Business Parks
Manufacturing Companies
Corridor Food Processing Companies
Distribution & Logistics Companies

HEALTH & WELLNESS

Hospitals
Wellness Consultants
Fitness Centers
Sports-Relations Venues



57%
OF CBJ READERS
REFERENCE THE BOOK
OF LISTS

87%
OF CBJ READERS USE
THE BOOK OF LISTS FOR
SALES LEADS

DEADLINES:

EARLY BIRD PRE-PAY
DISCOUNT: SEPT. 1
SPACE RESERVATION: SEPT. 9
AD DEADLINE: SEPT. 14
CAMERA-READY AD DUE:
SEPT. 21
PUBLICATION DATE: DEC. 2015

ADVERTISING:

Full page (section specific)	\$1,800
Full page	\$1,500
Half page (section specific)	\$1,100
Half page	\$900
Quarter page (section specific)	\$700
Quarter page	\$600

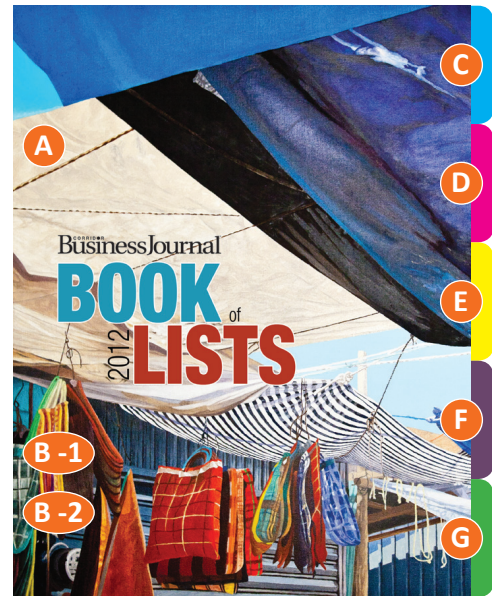
ALL ADS FULL-COLOR AND HYPERLINKED

DISCOUNTS:

3% early bird discount if paid by Sept. 1, 2015. Discount is applied after all other discounts. Payment not received by deadline will be billed at the regular rate
10% camera-ready discount
15% non-profit and agency discount. If agency does not provide ad camera-ready, discount is 5% for placement only.

2015/2016 Book of Lists Sponsorships

SPONSORSHIPS	INVESTMENT
A PRESENTING SPONSOR	\$10,000
B CORPORATE SPONSOR (1)	\$6,500
B CORPORATE SPONSOR (2)	\$5,500
C TAB SPONSOR-INFLUENTIALS	\$4,000
D TAB SPONSOR-BUSINESS SERVICES	\$4,000
E TAB SPONSOR-PROFESSIONAL SERVICES	\$4,000
F TAB SPONSOR-ECONOMIC DEVELOPMENT	\$4,000
G TAB SPONSOR-HEALTH & WELLNESS	\$4,000



A

Presenting Sponsor (1 available) - \$10,000

- Logo positioned on front cover
- Logo, company write-up and top executive photo featured prominently on Sponsor Recognition page (350 words)
- Logos and ads hyperlinked
- Logo on all promotional materials
- Back Cover + two full page, full color ads
- Opportunity for a 15-second promotional video at the beginning of the digital Book of Lists (YouTube link must be provided)
- Opportunity to host an unveiling event
- Fifty (50) complimentary copies of the Book of Lists
- Fifteen (15) complimentary premium subscriptions to the Corridor Business Journal
- Database of attendees of the Economic Forecast Lunch

B -1

Corporate Sponsor (1 available) - \$6,500

- Logo positioned on front cover
- Logo, company write-up and top executive photo featured on Sponsor Recognition page (175 words)
- Logos and ads hyperlinked
- Logo on all promotional materials
- Inside Front Cover + one full page, full color ad
- Forty (40) complimentary copies of the Book of Lists
- Ten (10) complimentary premium subscriptions to the Corridor Business Journal

B -2

Corporate Sponsor (1 available) - \$5,500

- Logo positioned on front cover
- Logo, company write-up and top executive photo featured on Sponsor Recognition page (175 words)
- Logos and ads hyperlinked
- Logo on all promotional materials
- Inside Back Cover + one full page, full color ad
- Thirty (30) complimentary copies of the Book of Lists
- Five (5) complimentary premium subscriptions to the Corridor Business Journal

C D E F G

Corporate Sponsor (5 available) - \$4,000

- Full page, full color glossy ad on front and back of tab page, with tab extending from the book and identifying the section
- Logos and ads hyperlinked
- Logo, company write-up and top executive photo featured on Sponsor Recognition page (175 words)
- Logo on all promotional materials
- Twenty (20) complimentary copies of the Book of Lists
- Two (2) complimentary premium subscriptions to the Corridor Business Journal

2015/2016 Book of Lists Ad Requirements

RESOLUTION: 300 DPI

COLOR AND ART: All images and art must be in CMYK or grayscale format; RGB and spot colors are not accepted.

FONTS: All fonts should be embedded or outlined.

ACCEPTABLE FILE FORMAT: High-quality pdf.

SEND PDF TO: cbj.createdesign@gmail.com

To purchase individual lists or the entire Book of Lists in excel format visit:
www.corridorbusiness.com/lists-market-research/?djoPage=products
*Note: Best of the Corridor list is in word format