



ooc atlanta

NETWORKING THE COMMERCIAL REAL ESTATE INDUSTRY

circulation/distribution

**READ BY OVER 16,000 COMMERCIAL
REAL ESTATE PROFESSIONALS**

The *OC Atlanta Magazine* (formerly *Office and Commercial Real Estate* magazine) is offered free to all subscribed readers and mailed directly to local commercial real estate professionals and business executives throughout Metro Atlanta and Northern Georgia.

About Our Readers...

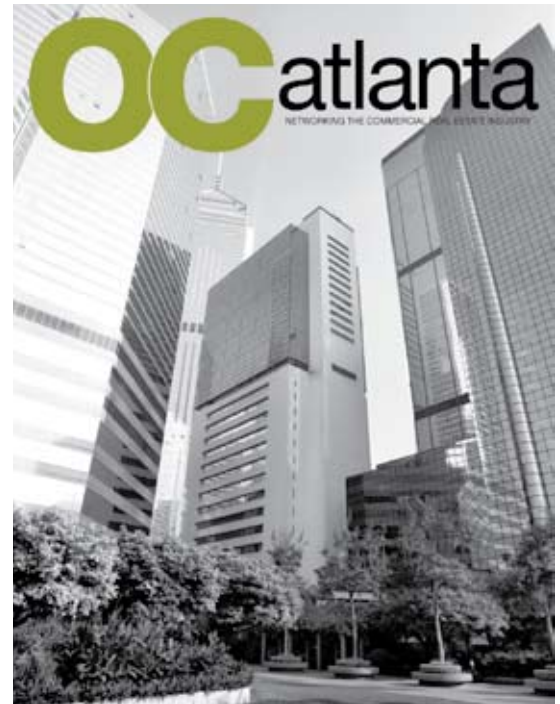
- + They are mostly college graduates or have a post graduate degree
- + Nearly all have recommending or final purchasing authority
- + More than 80% have requested their subscriptions
- + Over 90% are active in one or more professional organizations

Members of BOMA-Atlanta, (ACBR) Atlanta Commercial Board of Realtors, (IFMA) International Facility Management Association, (CREW) Commercial Real Estate Women, (NAIOP) National Association of Industrial and Office Properties, (AIA) American Institute of Architecture - Georgia, (IREM) Institute of Real Estate Management, CoreNet Global and others will see your ad.

They Are...

- Office and Medical Building Owners and Managers
- Retail, Industrial and Hospitality Professionals
- Commercial Real Estate Brokers
- Asset Managers
- Economic Development Officials
- Construction Companies
- Attorneys
- Environmental Specialists
- Project Managers
- Architects/Building Engineers
- Leasing Agents
- Interior Design Firms

The *OC Atlanta Magazine* mailing list is updated and added to continually to assure the highest visibility possible.



magazine content

IN EVERY ISSUE:

Association Articles - Articles written by members from each participating professional organization.

Calendar of Events - Major Events of each participating professional organization

History of the Organization - The History of One of the participating professional organizations

Legal Articles

OC Atlanta Links

Seasonal Articles

Humorous Sections

Ask the Experts - Articles written by vendors pertaining to their particular area of expertise

magazine advertising rates

Front Cover	\$4200
2 Page Spread	\$3500
Back Cover	\$3200
Inside Front Cover	\$3000
Inside Back Cover	\$2800
Full Page - <i>FREE front cover sponsor logo included</i>	\$2400
1/2 Page Island	\$1500
1/2 Page	\$1400
1/3 Page - TOC	\$1400
1/3 Page	\$1000
1/4 Page	\$800
1/6 Page	\$600
<hr/>	
Front Cover Sponsor Logo	\$1000
Front Cover Sponsor Logo with 1/3 or 1/4 page*	\$500
Front Cover Sponsor Logo with 1/2 page*	\$300
Front Cover Sponsor Logo with FULL page*	FREE
<hr/>	
<i>*Cover Sponsor will receive "See page" under logo if advertising.</i>	

links rates

OC Atlanta Links - One category	\$300
Each Additional Category - Limit 3	\$25
FREE with 1/4 page size ad or larger; up to 3 categories	

- Rate is per issue for THREE CONSECUTIVE INSERTIONS. For less than three consecutive insertions, add 10% to the rate
- Earn a Complementary Article with any FOUR CONSECUTIVE ISSUE COMMITMENT of a third page ad size or above. Contact Sales Consultant for Details
- FREE listing on web site 'Vendor Directory' with 1/4 page size ad or larger
- 50% of the first insertion is due upon contract execution and the balance is due 30-days prior to the publication date
- Prepayment of your entire advertising schedule OR credit card authorization for each individual insertion earns you a 5% discount
- No guarantee on ad placement
- The enclosed rates are subject to change

vendor directory rates

DIRECTORY FOR COMMERCIAL REAL ESTATE PROFESSIONALS TO FIND VENDORS THEY NEED

Full Page	\$850
with purchase of 3 consecutive magazine insertions	\$750
Half Page	\$475
with purchase of 3 consecutive magazine insertions	\$425

Full Page
5" x 8"

Half Page
5" x 3.875"

Promote YOUR Business in ONE Directory...

- + Mailed to ALL the same real estate professionals as the magazine
- + Save \$\$\$ vs. multiple individual directories
- + Mailed in November for year 2011 reference

on-line vendor directory

In an effort to bridge the gap between the Atlanta Commercial Real Estate decision makers and the solutions offered by the industry vendors, www.OCAtlanta.com has created an online virtual trade show in the form of a "Vendor Directory" that is available 365 days a year. ONE central location for ALL to find vendor information!

On-Line Only Ad	\$600/year
On-Line Ad with purchase of Half Page Print Ad	\$375/year
On-Line Ad with purchase of Full Page Print Ad	FREE!!*

* Purchased with annual Printed "Vendor Directory"

- Targeted exposure to the commercial real estate industry of Atlanta
- Company logo and description displayed in the categories of your choice (up to three) with a link to your web site
- Listing in category in order of commitment, first buy first listing
- Included in purchase of a full page ad in the print "Vendor Directory"
- One year listing from month of payment

OC ATLANTA PUBLICATION SCHEDULE

ISSUE	EDITORIAL SUBMISSION	AD SUBMISSION	MAIL DATE
Issue 1	Feb 19	Feb 26	Mar 12
Issue 2	May 21	May 28	June 11
Issue 3	Aug 27	Sept 3	Sept 17
2011 Vendor Directory		Oct 15	Nov 5

ad specs

<p>Full Page with BLEED 8.75" x 11.25"</p> <p>Live Area 7.5" x 10"</p> <p>Full Page Trim 8.5" x 11"</p>	<p>Full Page 7.5" x 10"</p>	<p>Half Page Island 4.875" x 7.25"</p>
<p>Half Page Horizontal 7.5" x 4.875"</p>	<p>Half Page Vertical 3.667" x 10"</p>	<p>Third Page Horizontal 7.5" x 3.875"</p>
<p>Third Page Vertical 2.375" x 10"</p> <p>Third Page Square 4.875" x 4.875"</p>	<p>Quarter Page 3.667" x 4.875"</p>	<p>Sixth Page Horizontal 4.875" x 2.375"</p> <p>Sixth Page Vertical 2.375" x 4.875"</p>

Digital File Submission...

- OC Atlanta utilizes an entirely digital workflow
- Digital ads submitted may incur a production charge if not completely camera ready or require changes
- All digital files must be compatible with Macintosh OS
- Preparing your ad for submission as a PDF is highly recommended
- Other options include:
 - InDesign CS3 or earlier - must include all fonts and graphics
 - Photoshop CS3 or earlier - 300 dpi/resolution/ CMYK
 - Illustrator CS3 or earlier - CMYK/create outlines
- File Formats accepted: 300 resolution - PDF, TIFF, EPS, JPEG

PUBLISHER

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