

THE VALLEY BUSINESS JOURNAL

Serving Southwest



Riverside County

6 Great Reasons to Advertise With Us!

A Targeted Audience – The Valley Business Journal reaches both a specific local business market and consumers alike. This market uses the Journal to keep updated on the business climate of Southwest Riverside County, and obtain useful information regarding potential suppliers, clients, competitors, leads and products available on the market.

Build Client Trust and Recognition – As an advertiser, you are invited to submit articles related to your business for publication in The Valley Business Journal. These articles enable you to reach many more potential clients by educating them about your product or services. This additional feature assists you in building client trust and recognition, and establishes you in the mind of the reader as a leader in your profession.

Repeated Exposure – With continued exposure, you'll find that your name, face and business become familiar to The Valley Business Journal readers. And since people tend to do business with someone they know and trust, they'll turn to you when they need the product or service you offer.

Distribution – The Valley Business Journal publishes 20,000 copies per month and is distributed to over 600 locations in Temecula, Murrieta, Sun City, Menifee, Canyon Lake and Hemet. TVBJ has a paid subscriber list and mails copies to every homeowner in the Bear Creek community. Most area banks, real estate offices, medical and professional buildings, auto dealers, postal locations, local chamber and city offices and wineries receive multiple copies each month. TVBJ replenishes 55 rack locations repeatedly through-out the month for month-long exposure.

Online – You can also read TVBJ online from cover to cover at: www.thevalleybusinessjournal.com or find us on Facebook. Additionally, both the Temecula and Murrieta Chambers of Commerce send out a link of the current issue with their weekly email communication to their respective Chamber members.

A Monthly Publication is Often Reread Many Times – Being a monthly publication, The Valley Business Journal remains visible for a much longer period of time than daily or weekly newspapers. Often each issue is picked up and read by several people during a month. Many businesses save each issue of The Valley Business Journal to refer back to.

Competitive Advertising Rates – Advertising rates for The Valley Business Journal are very competitive with other area publications. With us, your advertising dollar does double duty, combining your advertising and public relations needs in one.

Call today to reserve your space for the next issue!

Phone: (951) 461-0400 • Fax: (951) 461-0073

www.thevalleybusinessjournal.com

E-mail: editor@thevalleybusinessjournal.com

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Rate Sheet

Ad Size	Dimensions (Width x Height)	1 Issue	6 Issues	12 Issues	
Full Page	10.25" x 13.25"	\$1,045.00	\$975.00	\$900.00	B/W
		\$1,345.00	\$1,275.00	\$1,195.00	Color
3/4 Page	Vertical – 7.625" x 13.25"	\$825.00	\$775.00	\$750.00	B/W
		\$1,050.00	\$995.00	\$950.00	Color
1/2 Page	Horizontal – 10.25" x 6.5"	\$615.00	\$575.00	\$525.00	B/W
	Vertical – 5" x 13.25"	\$815.00	\$775.00	\$725.00	Color
1/4 Page	Vertical – 5" x 6.5"	\$425.00	\$395.00	\$375.00	B/W
		\$575.00	\$550.00	\$495.00	Color
1/8 Page	Horizontal – 5" x 3-1/8"	\$275.00	\$250.00	\$225.00	B/W
	Vertical – 2-3/8" x 6.5"	\$350.00	\$325.00	\$295.00	Color

(1/8 page editorial opportunities of 300 words or less offered on a quarterly basis)

Above rates are the per issue prices. A 20% additional charge is added to the following premium positions: Back Cover, Inside Back Cover, Inside Front Cover, Page 3, 5.

CAMERA READY ARTWORK – File Formats Accepted: 300 dpi – TIFF, JPEG, EPS, PDF

Color Artwork must be CMYK. Please also include fonts and artwork.

GRAPHIC ARTIST Available – discount rates apply to multiple month advertising agreements.

EDITORIAL OPPORTUNITIES – Articles of up to 325 words, including your photo and bio in the area of advertiser's expertise are offered as an added value to monthly clients of 1/4 page or larger. Advertisers also receive priority status on press releases, 'People in the News', and business profiles.

DEADLINES – Advertisements are accepted through the 15th of each month for the next month's publication. Articles from advertisers should be to publisher no later than the 15th of each month for the upcoming issue.

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Call today to reserve your space! (951) 461-0400 or email at: PublisherTVBJ@verizon.net.

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ADVERTISING AGREEMENT

Advertiser Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Title: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

Placing the following advertising:

Ad Size: _____ Number of Issues: _____ Ad Starts: _____

Special Section: _____

Cost Per Issue: \$ _____ Color Cost: \$ _____ One Time Set-up: \$ _____

Payment Collected: \$ _____ Check Number: _____ Total Monthly Charge: \$ _____

Credit Card Number: _____ Exp. Date: _____

Name on Card: _____

Address of Card Holder: _____

TERMS: CANCELLATIONS OF ORDERS ARE NOT ACCEPTED AFTER 72 HOURS OF PLACEMENT. ADVERTISERS SHALL INDEMNIFY AND HOLD PUBLISHER HARMLESS AGAINST ALL LOSS, LIABILITY, DAMAGES AND EXPENSES. ADVERTISER AGREES TO PAY ALL INVOICES ON OR BEFORE DUE DATE. ADVERTISER FURTHER UNDERSTANDS AND AGREES THAT IF CONTRACT IS CANCELLED PRIOR TO AGREED DATE, ADVERTISER WILL PAY THE SINGLE RATE CHARGES FOR ALL ADVERTISEMENTS PLACED. A CONTRACT MUST BE ACCOMPANIED FIRST MONTH'S PAYMENT.

THIS AGREEMENT SHALL BE CONSIDERED AUTOMATICALLY RENEWED FOR A LIKE PERIOD ON THE SAME TERMS AND CONDITIONS, AND AT THE RATE IN EFFECT ON THE RENEWAL DATE, UNLESS EITHER PARTY GIVES WRITTEN NOTICE OF INTENTION TO TERMINATE PRIOR TO THE EXPIRATION DATE IN ANY PERIOD.

AD CHANGES AND ARTICLE DEADLINES ARE THE 15TH OF EACH MONTH PRIOR TO PUBLICATION.

I/WE, THE UNDERSIGNED ADVERTISER, UNDERSTANDS AND AGREE TO ABIDE BY ALL ADVERTISING TERMS LISTED ABOVE REGARDING THE VALLEY BUSINESS JOURNAL.

Advertiser's Approval: _____ Date: _____

TVBJ Representative: _____ Date: _____

Make All Checks Payable to: **THE VALLEY BUSINESS JOURNAL, INC.**
40335 Winchester Road, #E-128
Temecula, CA 92591

Phone: (951) 461-0400 • Fax: (951) 461-0073

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