



Media Kit 2014

NORTH ATLANTA

# BUSINESS POST

[NorthAtlantaBusinessPost.com](http://NorthAtlantaBusinessPost.com)

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## Who we are

Thirty years ago, Ray and Christina Appen bought a bi-monthly newspaper in Alpharetta called The ReVue, left their positions at The Miami Herald and moved to run the newspaper. In the following years, they re-named the paper The Revue & News and increased the publishing frequency to weekly.

Following the success of The Revue & News, the Appens started publishing three more weekly papers, a monthly women's magazine and a quarterly relocation guide. They even expanded outside of publishing to social media management, design and graphics services, digital newsletter management and website services. However, the core business remains community news publishing.

July, 2014 marks a new chapter for the Appens with the introduction of the North Atlanta Business Post, covering six counties north of Atlanta.

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**Who we are**

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**Coverage**

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**Editorial calendar**

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**Subscribe**

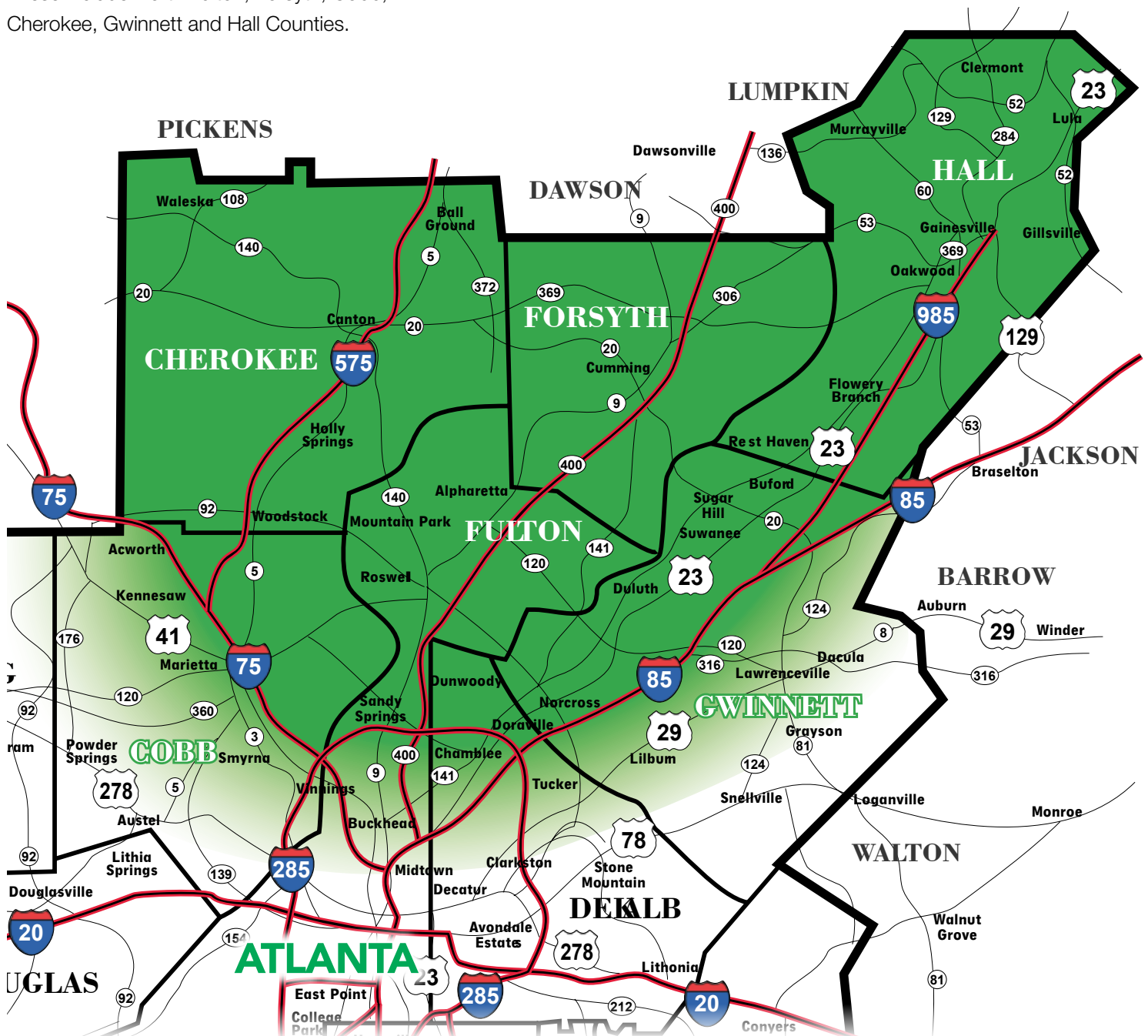
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**Contact us**

NorthAtlantaBusinessPost • 770-442-3278  
319 North Main Street,  
Alpharetta, Georgia 30009

## COVERAGE

The North Atlanta Business Post will focus on covering and distributing to six counties north of Atlanta that play a pivotal role in the economic well being of not only the state, but of the southeast. These include North Fulton, Forsyth, Cobb, Cherokee, Gwinnett and Hall Counties.



## **EDITORIAL CALENDAR**

### **MONTHLY UPDATES AND BRIEFS**

Banking & Finance  
Technology  
Real Estate  
Medical  
Hospitality  
Education  
People On the Move

### **ADDITIONAL CONTENT**

40 under 40  
Power Rankings  
Women in Business  
Entrepreneurs  
Restaurants  
Directories and Lists  
CEO profiles/insight  
Influential leaders  
Fundraisers and Galas  
Economic Forecasts



**MONTHLY FEATURES  
ON FOLLOWING PAGES**

# EDITORIAL CALENDAR 2014

	Issue Date	Space Reservation Date	Materials Deadline
<b>July 2014 - Health and Medical</b>			
<ul style="list-style-type: none"> <li>• By the numbers: Top hospitals/best practices</li> <li>• Behind the medical trends and the companies leading the industry</li> <li>• Best managed hospitals</li> <li>• Taking charge of your office health, what wellness programs are businesses offering workers</li> </ul>	<b>July 14</b>	July 3	July 7
<b>August 2014 – Banking and Finance</b>			
<ul style="list-style-type: none"> <li>• Business Post’s 2014 <b>North Fulton Market Report</b> special focus</li> <li>• U.S. Amateur at Atlanta Athletic Club</li> <li>• Improve your company’s cash flow</li> <li>• The evolution of the banking industry</li> </ul>	<b>Aug. 11</b>	July 31	Aug. 4
<b>September 2014 – Real Estate (commercial)</b>			
<ul style="list-style-type: none"> <li>• Top brokers “By the numbers”</li> <li>• Top deal-makers, industry trends and the story behind the biggest transactions in the region</li> <li>• Construction: Top 30 construction projects of the year, by dollar value</li> <li>• Tips for buying real estate for the small business owner</li> </ul>	<b>Sept. 15</b>	Sept. 4	Sept. 8
<b>October 2014 – Retail</b>			
<ul style="list-style-type: none"> <li>• Business Post’s 2014 <b>Forsyth Market Report</b> special focus</li> <li>• The Design: Unique approaches and solutions to design challenges – new ideas in design from buildings, brand identity to technology</li> <li>• B2C: Marketing strategies and retail realities</li> <li>• What local leaders are doing to develop a retail district in their community</li> </ul>	<b>Oct. 13</b>	Oct. 2	Oct. 6
<b>November 2014 – Chamber spotlight</b>			
<ul style="list-style-type: none"> <li>• By the numbers: Chambers</li> <li>• What’s the next move: How to keep the economy growing</li> <li>• What makes a good leader</li> <li>• Getting the most of your current customers</li> </ul>	<b>Nov. 10</b>	Oct. 30	Nov. 3
<b>December 2014 – Entrepreneurs (Venture capitalists, 10 success stories)</b>			
<ul style="list-style-type: none"> <li>• Business Post’s 2014 <b>Gwinnett Market Report</b> special focus</li> <li>• “Entrepreneur of the Year” The top entrepreneurs of North Atlanta</li> <li>• Taking the entrepreneurial plunge</li> <li>• Giving: Philanthropy is more than money. Executives and companies who aren’t afraid to roll up their sleeves and get involved in causes that are most important to them and what it means for employee engagement</li> </ul>	<b>Dec. 15</b>	Dec. 4	Dec. 8

# EDITORIAL CALENDAR 2015

	Issue Date	Space Reservation Date	Materials Deadline
<b>January 2015 – Growth and Development</b>			
<ul style="list-style-type: none"> <li>Economic Forecast, Business leaders weigh in with their predictions of what the coming year will bring their business and industry</li> <li>Bold predictions on issues affecting business in the New Year</li> <li>Companies that turned big declines into surprising turnarounds</li> <li>New beginnings: New CEOs and their plans to grow their business</li> </ul>	<b>Jan. 12</b>	Dec. 31	Jan. 5
<b>February 2015 – Banking and finance</b>			
<ul style="list-style-type: none"> <li>Business Post's 2015 <b>Cobb Market Report</b> special focus</li> <li>By the numbers: Top banks and financial institutions</li> <li>Women in business: profile top female executives in North Atlanta and women's issues in business</li> <li>How to get financing for your business growth</li> </ul>	<b>Feb. 9</b>	Jan. 29	Feb. 2
<b>March 2015 – Real Estate (residential)</b>			
<ul style="list-style-type: none"> <li>By the numbers: Top Brokers</li> <li>Real estate planning: How great Realtors think and what makes them so successful</li> <li>"Legislative Watch." Keeps a focus on what lawmakers are doing during the Atlanta legislative session that may affect business, big and small</li> <li>The home office – how self-employed or remote workers set up their stations</li> </ul>	<b>March 9</b>	Feb. 26	March 2
<b>April 2015 – Small Business</b>			
<ul style="list-style-type: none"> <li>Business Post's 2015 <b>Cherokee Market Report</b> special focus</li> <li>Small business success stories</li> <li>Tools every small business needs</li> <li>Leading family businesses in the region and how they manage work and family</li> <li>Getting your MBA: What you should know</li> </ul>	<b>April 6</b>	March 26	March 30
<b>May 2015 – Leisure (vacations, golf, baseball)</b>			
<ul style="list-style-type: none"> <li>Hospitality and Tourism: Recap of the season and industry indicators looking forward.</li> <li>What makes visitors come to North Atlanta</li> <li>Economic impact of tourism</li> <li>Work-life and personal life: Finding a balance during your vacation</li> </ul>	<b>May 11</b>	April 30	May 4
<b>June 2015 – Technology</b>			
<ul style="list-style-type: none"> <li>Business Post's 2015 <b>Hall Market Report</b> special focus</li> <li>Companies that make tomorrow's technology – right here in North Atlanta</li> <li>How to protect your company from a cyber attack</li> <li>How North Atlanta businesses are going global with their online presence</li> </ul>	<b>June 8</b>	May 28	June 1

## DISTRIBUTION

### **PRINT: 20,000**

The North Atlanta Business Post will be delivered to 20,000 business professionals in a variety of industries and through a multitude of different vehicles. A mailed subscription will be made available to area chamber of commerce members, and distributed in bulk to North Atlanta visitors bureaus, welcome centers, municipal buildings, chambers of commerce, and more.

### **WEB PRESENCE:**

#### **[www.NorthAtlantaBusinessPost.com](http://www.NorthAtlantaBusinessPost.com)**

The website for the Business Post will be a state of the art, high traffic website with exclusive content available to the North Atlanta business community. With state of the art tools to better provide readers with an analysis of the business community, [northatlantabusinesspost.com](http://northatlantabusinesspost.com) will be an outlet for readers to become informed and involved.

### **FREQUENCY:**

#### **Monthly print, weekly newsletter, daily content**

The North Atlanta Business Post will be printed once a month, and supplemented weekly with a subscriber newsletter. Content will be available daily via the website, and subscribers will be provided an outlet to furnish news about their business and employees through forums, blogs, etc.

### **STRATEGIC ALLIANCE:**

#### **Chambers, CVBs, municipalities**

Through alliances with local chambers of commerce, convention and visitors bureaus, and municipalities, The North Atlanta Business Post will be able to account on and distribute pertinent news to the business community. Connecting businesses to customers is what we do well.



## WEB RATES

Size	Per Month
Leaderboard	950
Page Banner	650
Half Box	500
Box	750
Newsletter	250

1

2

3

4

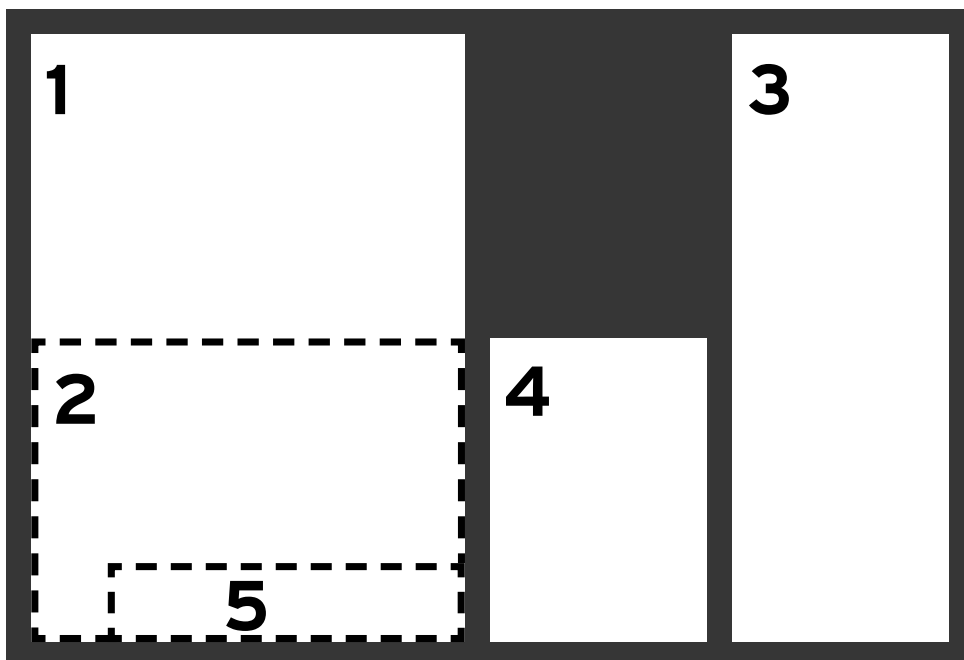
## AD SIZES

1. Leaderboard: 728 x 90 – Appears across top of page
2. Page banner: 468 x 60
3. Half box: 300 x 75
4. Box: 300 x 250



# ADVERTISING RATES

Page	Size	12x	6x	1x
Cover	Front Page Banner	1,688.00	1,876.00	2,085.00
2	Full Page	3,929.00	4,365.00	4,850.00
4	1/2 Page H	2,553.00	2,837.00	3,152.00
5	Full Page	3,732.00	4,146.00	4,607.00
6	1/2 Page H	2,425.00	2,694.00	2,994.00
7	1/2 Page V	2,403.00	2,674.00	2,974.00
8	1/2 Page V	2,385.00	2,654.00	2,954.00
9	Full Page	3,545.00	3,938.00	4,376.00
13	Full Page	3,368.00	3,741.00	4,157.00
14	1/2 Page H	2,272.00	2,525.00	2,806.00
15	Full Page	3,030.00	3,367.00	3,741.00
16	1/4 Page (2 available)	1,316.00	1,462.00	1,625.00
17	1/2 Page V	2,159.00	2,399.00	2,665.00
22	1/4 Page (2 available)	1,250.00	1,388.00	1,543.00
25	Full Page	2,878.00	3,198.00	3,553.00
29	Executive Marketplace	<i>Contact Ext. 136 for rates and details</i>		
31	Inside Back Cover	3,535.00	3,928.00	4,365.00
32	Back Cover	4,320.00	4,801.00	5,335.00
★	Pre-Printed Inserts (Full press run)	1,600	1,800	2,000



## AD SIZES

1. Full page: 10.375" x 13.5"
2. 1/2 page (H): 10.375" x 6.66"
3. 1/2 page (V): 5" x 13.5"
4. 1/4 page: 5" x 6.66"
5. Front page strip: 7.7" x 1.9"

## AD DESIGN

Our staff is available to design your ads for you at no additional charge. Please ask your representative for design help. Only 1 proof will be shown. Complete redesigns may carry a 15% premium.

## GUIDELINES FOR CAMERA READY ADS

- › **Where to send your camera ready art:** E-mail [advertising@northfulton.com](mailto:advertising@northfulton.com) or ask your representative about our Dropbox account information.
- › **ACCEPTED FORMATS:** .PDF (preferred) or .jpeg
- › **NOT ACCEPTABLE FORMATS:** MS Word, Works, Publisher, Paint, Word Perfect, PowerPoint, CorelDRAW or PageMaker documents
- › **SENDING NATIVE AND PDF FILES:**
  - **Adobe Acrobat:** All color files should be composite CMYK (do not send separations) or grayscale. Set job options to highest quality. Convert fonts to outlines.
  - **Illustrator:** Save as .AI or .PDF. Convert text to outlines. Include all images.
  - **InDesign:** Package native file, including fonts and images.
  - **Photoshop:** Save as .PSD. Send fonts.
- › **COLOR:** Convert all colors to CMYK. No RGB or spot colors. Black type must not be separated. To achieve crisp black or gray text/vectors/images in CMYK newspaper printing, cyan, magenta and yellow color values must be zero. Total ink density should be a maximum of 240%, not to exceed 220% in areas greater than one inch. Custom Photoshop color setting and actions available. Color ad check list: Print separations of the ad and check for problems (trapping, extra plates, etc.) before submitting.
- › **FONTS:** All fonts need to be at least 8 points. Avoid using narrow fonts for text reversed out of a color background. Any fonts reversed out of a color background need to be at least 12 points, non-lightfaced. When submitting .EPS or .PDF files all fonts must be converted to outlines.
- › **IMAGES:** We do not accept images from websites. Resolution should be no less than 300 DPI when image is used at 100% scale. Sharpening photos will help ensure crisper reproduction on newsprint.
- › **CROP MARKS AND BLEED:** Do not submit with crop marks or bleed.

*Our Production department is Mac-based. We are not responsible for errors caused by digitally submitted ads that do not follow these guidelines. If you have questions, please call our Production Manager at 770.442.3278 ext. 129.*

## CLIENT & COMMUNITY FEEDBACK

“Over these 30 years Appen Media Group has had a tremendous effect. I can attribute the growth in my offices to Appen’s advertising and credible reporting, all targeted to local people who read every page in the newspaper. We ran ads announcing that we were hiring. I hired 10 people in seven days and all of them said, ‘I saw your ad in the paper.’ People look forward to seeing the papers in their driveways.”

**ROBERT AIKEN**

*Senior Vice President and Managing Broker, Harry Norman Realtors*

“It’s hard to reach people in the way Appen news reaches people. County commission meetings are on TV and the web, and we have a monthly government local access TV show. But none of that compares to the audience Appen reaches. When we were trying to form the cities of Johns Creek and Milton, Appen provided in-depth coverage that educated the community. It was key to making sure people understood exactly what they were voting on.”

**LIZ HAUSMANN**

*Commissioner, Fulton County*

“The Appen news team is known for its civic involvement. Their reporting is accurate and helpful; they successfully balance serious journalism and community news. Folks respect Appen and feel it provides a unique connection to government, schools and community activities—all the things that are important to people who want to live informed, vibrant lives. The newspapers are colorful and well laid-out and the staff goes above and beyond to connect readers of all ages to the community.”

**AL NASH**

*Executive Director, Progress Partners of North Fulton Atlanta  
(An economic development imitative of the Greater North Fulton Chamber of Commerce)*

“Appen is a trusted resource that covers the local news as well as serves as an avenue for community leaders to tell their stories about what they are doing in and for the community. I am thankful and appreciative that the Appen newspapers support the Alpharetta CVB’s efforts in telling the story of how tourism is working and benefiting the citizens of Alpharetta. Thank you, Appen, for 30 awesome years of bringing the news to the community!”

**JANET RODGERS**

*President and CEO, Alpharetta Convention and Visitors Bureau*

“Appen keeps me informed on local news. Even though we live in the Atlanta region, we need to know what we’re doing here in North Fulton to continually improve the quality of life. Co-owners Ray and Christina Appen are not just selling newspapers; they also care about this community. Ray understands that if the business community is successful, his paper will be successful. We work well together, growing jobs and maintaining a standard of great living conditions.”

**BRANDON BEACH**

*President & CEO, North Fulton Chamber of Commerce, State Senator District 21*

“I read all the Appen papers because there is no better way to get a feeling for what is happening across North Fulton and of course, right here in Johns Creek. The writers and editors share a powerful connection to our community that affords the best possible insight into local events and how they shape our lives.”

**MIKE BODKER**

*Mayor, City of Johns Creek*

“My career started with a job writing for a community newspaper, and local journalism is still a passion for me. I read the Appen papers because I know what it takes to publish a good paper, and I get that every time I open your pages. Appen brings us our social and political news, keeps us updated on the arts and business communities, helps us know how we can be involved with fundraisers and social events, and helps us celebrate all of our community milestones.”

**DEBBIE KEEL**

*CEO, North Fulton Hospital*

“I read the Appen papers because they provide a creative, in-depth look into the four corners of our community and I can’t get that anywhere else. It’s just wonderful. I am an architect and a master planner—creativity is what I do. I spend a lot of time doing research and staying up on things, so Appen Media is my shortcut for my research in the community. Appen is my connection, and it’s my only one.”

**ZAC HENDERSON**

*Architect, Zachary W. Henderson, A.I.A., Inc.*

To be effective in real estate, it is paramount to stay informed and connected to the community we serve. Appen is the best resource for news on local schools, politics, businesses, job creation and community events. Every day, we articulate why our community is a great place to live. Appen echoes that. Appen is unique in its ability to accurately report the news while making people feel integral

to the fabric of our community.

**JENNI BONURA**

*VP & Managing Broker, Harry Norman Realty North Fulton Office*

## SUBSCRIBE TODAY

SUBSCRIBE ONLINE AT  
NORTHATLANTABUSINESSPOST.COM

OR FILL OUT THE FORM BELOW AND  
FAX TO **770-475-1216** OR MAIL WITH  
CHECK TO **319 NORTH MAIN STREET**  
**ALPHARETTA, GA. 30009**

**RATE:**  
**\$60/YEAR**

**NAME** \_\_\_\_\_

**COMPANY** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**PHONE** \_\_\_\_\_

**FAX** \_\_\_\_\_

**EMAIL** \_\_\_\_\_

**MC/V/AMEX #** \_\_\_\_\_ **EXP** \_\_\_\_\_ **SECURITY CODE #** \_\_\_\_\_

**OCCUPATION:**

Accounting

Advertising/Marketing

Architecture

Banking/finance/investments

Construction

Consulting

Development

Distribution

Education

Government

Health Care

Hospitality/Tourism

Insurance

Law

Manufacturing

News Media

Real Estate

Restaurant

Retail

Technology

Wholesale

Other \_\_\_\_\_

## CONTACT US

### MAIN OFFICE

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319 NORTH MAIN STREET  
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FAX: 770-475-1216

### EDITORIAL

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MANAGING EDITOR: [aldo@northfulton.com](mailto:aldo@northfulton.com)

### ADVERTISING

SALES AND MARKETING INQUIRIES: [advertising@northfulton.com](mailto:advertising@northfulton.com)  
GENERAL MANAGER: [hans@northfulton.com](mailto:hans@northfulton.com)  
PRODUCTION, AD DESIGN INQUIRIES: [aj@northfulton.com](mailto:aj@northfulton.com)

