



2010 Print Advertising

Web ▶

Ad Size ▶	1/8 Page			1/4 Page			3/8 Page			1/2 Page			3/4 Page			Full Page		
	1x	3x	6x	1x	3x	6x	1x	3x	6x	1x	3x	6x	1x	3x	6x	1x	3x	6x
Multi-Issues ▶																		
Raytheon Events (Raytheon Corp.) Circulation: 14,000	142	131	121	226	210	192	315	290	268	383	352	326	541	499	460	683	628	562
So. California Happenings (Boeing Corp.) Circulation: 8,000	121	111	103	205	189	174	289	266	246	347	318	295	499	459	424	641	589	530
NGConnection Magazine (Northrop Grumman) Circulation: 6,000	105	97	89	184	168	156	252	231	214	320	294	273	473	436	402	604	555	509
Emp. Savings North Edition Circulation: 24,000	184	169	156	314	289	267	378	348	321	467	429	399	709	652	602	919	845	780
Emp. Savings South Edition Circulation: 20,000	158	145	134	263	242	222	336	309	286	414	381	352	572	526	486	719	661	611

Discounts and Rebates

1x = One-Time Rate

Price is for one issue.

3x = Three-Time Rate*

Price is **per issue**, for **three** consecutive issues.

6x = Six-Time Rate*

Price is **per issue**, for **six** consecutive issues.

**If customer cancels ad prior to completing the 3x or 6x contract, they will be charged by and agree to pay OBC Publishing for discounts taken, but not earned.*

Color

Spot Color (blue)..... \$35
Four-Color (CMYK) \$100
Price is per ad, per issue.

Online Ads

For current print advertisers, a downloadable, printable PDF version of your ad will be placed on the OBCPublishing.com web site.

Premium Placement

Contact your sales associate for availability.

Any magazine excluding NG Connection:

Back Cover (includes 4-color).....\$300
Inside front or inside back cover\$150
Page 3 thru 7\$100
Third-to-last page.....\$100

NG Connection only

First Full Right Hand Page
of Ad Section.....\$100
First Page of Ads (.750 only).....\$75

All Magazines

Right page placement\$50
Your rate is discounted by \$5 for each additional magazine.

Payment Terms

Payment is due with order. Checks are payable to OBC Publishing Company. There is a \$25.00 charge for all checks returned for non-sufficient funds. Replacement payments must be made with cash, certified check or money order only. VISA or MasterCard accepted with authorization. OBC Publishing Company reserves the right to reject, edit or cancel any ad, at any time. Prices subject to change with 30 days written notice.



Deadline Dates

Subject to change without notice.

Raytheon Events and Southern California Happenings

Issue:	Deadline Date:
February/March 2010.....	Tuesday, Jan 19
April/May 2010.....	Friday, March 19
June/July 2010.....	Wednesday, May 19
August/September 2010.....	Tuesday, July 21
October/November 2010.....	Friday, Sept 17
December '10/January '11.....	Tuesday, Nov 16

NG Connection

Issue:	Deadline Date:
February/March 2010.....	Tuesday, Jan 26
April/May 2010.....	Thursday, March 25
June/July 2010.....	Wednesday, May 26
August/September 2010.....	Saturday, July 24
October/November 2010.....	Thursday, Sept 23
December '10/January '11.....	Friday, Nov 19

Employee Savings Magazine(s)

Issue:	Deadline Date:
January/February 2010.....	Thursday, Dec 17
March/April 2010.....	Tuesday, Feb 18
May/June 2010.....	Tuesday, April 20
July/August 2010.....	Friday, June 18
September/October 2010.....	Friday, Aug 20
November/December 2010.....	Tuesday, Oct 19



	Annual Print Advertising Expenditure with OBC Publishing	Monthly Online Rate (per month)	Annual Online Rate (SAVE 5%)	Featured Advertiser (Home Page)	Custom Banner (1x fee)	PDF Link to Print Ad	Web Link to Business	Coupon Link (each)	E-mail Blast (each)
Tier 1	\$15,000 or more	FREE	FREE	\$200/mo.	FREE	FREE	FREE	\$10	\$10
Tier 2	\$10,000 – 14,999	\$100	\$1140	\$275/mo.	FREE	FREE	FREE	\$20	\$20
Tier 3	\$5,000 – 9,999	\$125	\$1425	\$300/mo.	FREE	FREE	FREE	\$30	\$30
Tier 4	\$1,500 – 4,999	\$150	\$1710	n/a	\$50	FREE	FREE	\$40	\$40
Tier 5	Non-print advertiser	\$300	\$3420	n/a	\$100	n/a	FREE	\$50	\$50

Web Advertising

Your online ad on Employee Savings Tickets will consist of an entire web page devoted to your company. Each web page ad will include a banner heading (depicting your company's logo or the category type of business). All web ads will have the ability to be accessed through the site's home page via drop-down menus.

Web Advertising Rates

Tiers

Advertisers qualify for tiers according to the OBC print advertising invoices over the previous 12 months. The greater the amount spent on print advertising, the lower the rates and greater the benefits for online advertising.

Monthly

Payment is due month-to-month. Contract may end at any time with 30-day notice. Web advertisement goes live during the first week of each month (depending on weekends) and will stay live through the 1st of the following month.

Annual

Advertisers may pay for an entire year (12 months) in advance at a 5% discounted rate.

Featured Advertiser

There is limited space for featured ads on our home page. Ads are placed on a rotating basis and will stay live until refreshed. At this time, flash features are not available.

Banners



Standard Banner

All advertisers will receive a standard banner for their web page under one of the following categories:

- Health and Dental
- Computers, Phones and Electronics
- Legal and Financial services
- Restaurants and Catering
- Auto Maintenance, Sales and Service
- Entertainment, Recreation and Travel
- Misc. Services

More categories may be added depending on demand.



Custom Banner

A customized banner with your logo and photos can be created by our production staff. Tier 1-3 customers will be given a custom banner free of charge. Tier 4-5 customers will be charged a one time fee. Changes to your banner after initial approval may incur additional charges.

Links

PDF Ad Links

For print advertisers, a downloadable PDF link will be added to all web ads at no charge.

Web Link to Business

A link to your live web site will be added at no charge.

Coupon Links

If you would like additional downloadable coupons added to your web ad, links can be added for a nominal charge. Each coupon link will open to a printable page. Call for details.

E-Mail Blasts

E-mail blasts will be sent out to all Employee Savings Tickets customers on a quarterly basis. To find out more, please contact your sales rep.

Payment Terms

See other side.

Deadline Dates

Signed agreement, copy and artwork is due the 15th of each month prior to your web page going live.