

BROOKLYN BUSINESS TRENDS

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Janet Warren Dugo
Publisher



Reaching all of

BROOKLYN'S BUSINESS AND COMMUNITY LEADERS every month.

A news-monthly dedicated to a discussion of the central issues affecting Brooklyn's economic health, quality of life and community leadership.

Packaged Promotions

FLYER PACKAGE

Get 8,000 flyers designed and printed in full color on both sides of glossy paper — inserted and mailed with Business Trends.

\$1,400

MENU MAILER FOR RESTAURANTS

Get an 8.5" x 11" menu, four pages folded, printed in two colors, basic design included, 10,000 copies — approximately 8,000 mailed with Business Trends and the additional copies for your store.

\$1,700

DOUBLE EXPOSURE

Get 8,000 flyers designed and printed in full color on both sides of glossy paper — inserted and mailed with Business Trends. Plus a junior page ad.

\$1,800

BIG ANNOUNCEMENT PACKAGE

Get four full-page ads in full color in the center of Business Trends (your own "newspaper" within the newspaper).

\$3,999

Display Advertising

Open Rate: \$26.00 per column inch.

Classified Advertising

Line ads: \$20 for 20 words, 25 cents each additional word.

CIRCULATION:

Each month, close to 8,000 copies of BROOKLYN BUSINESS TRENDS are mailed to our proprietary list of key business and community leaders in Brooklyn. We also distribute the newspaper at various retail and business locations in Brooklyn.

FREQUENCY:

BROOKLYN BUSINESS TRENDS is published monthly. Advertisers who sign up for a three-month consecutive program get a 10 percent discount on their advertising. For a six-month consecutive program, the discount is 15 percent. And for a 12-month program the discount is 25 percent.

COLOR RATES:

Full process color: Add \$150.

DEADLINES:

Advertising space deadline is noon on the fourth Monday of each month. Artwork deadline is 5 p.m. on the following day. If you would like our graphics department to design your ad — at no additional cost — materials must be received two days before the space deadline.

ARTWORK:

We prefer to receive artwork in electronic format. We accept PDF files via email at janet@brooklynbiztrends.com.

FREE-STANDING INSERTS:

For delivery with BROOKLYN BUSINESS TRENDS, the cost is \$500 for a one-page 8.5" by 11" insert provided by the advertiser to our plant. We require 8,300 copies of your insert to get into each copy of Business Trends. We also will design and print inserts for our customers. Please contact us for current pricing. The total cost for a full color flyer — designed, printed and delivered with Business Trends via the mail — starts at \$1,400 (see specials on the front).

POSITIONING:

Full Back Page is \$2,000 — which includes color. Other position requests will be considered for a fee of 10 percent of the advertisement's cost.

HOW TO REACH US:

To get your message in BROOKLYN BUSINESS TRENDS, call **Janet Dugo today at 347-682-4867**. We also can be reached via email at janet@brooklynbiztrends.com. Ads are also accepted at our office at **Creative Media at 66 Willow Ave., SI, NY 10305**.

MECHANICAL INFO:

1 column width.....	1.875"
2 column width.....	4"
3 column width.....	6"
4 column width.....	8.125"
5 column width.....	10.25"
Column depth.....	11.5"
Columns per page.....	5
Column inches/page.....	57.5"

Page Size: 10.25" wide x 11.5" deep
Centerfold: 21.25" x 11.5"

Advertisements in Brooklyn Business Trends must be paid for prior to publication deadline, unless credit has been established by the advertiser and/or agency with the publication. Some advertising categories always require prepayment — such as political advertising and issue-oriented advertising. Business Trends accepts most major credit cards, checks and cash for payment. To establish credit with Business Trends, advertisers must first prepay for their initial ad, and they must complete a credit application from the publication. If credit is granted, Business Trends will establish a credit limit and applicable payment terms. Once credit has been established, advertisers will be billed monthly for published advertisements. Payment always is due upon receipt of the invoice.

LIABILITY FOR ERRORS:

The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with any advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

INDEMNIFICATION:

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

HERE'S A FEW SAMPLE AD SIZES AND PRICES

Of course, this is just an example of the sizes we offer. By offering advertising space in column-inch increments, we can build an ad campaign for any size budget.

Full Page	Half Page	Junior Page	Billboard	Third Page	Quarter Page	Starter
5 columns x 11.5 inches 10.25" x 11.5" \$1,495	5 columns x 6 inches 10.25" x 6" \$780	4 columns x 9 inches 8.125" x 9" \$936	3 columns x 9 inches 6" x 9" \$702	3 columns x 8 inches 6" x 8" \$624	3 columns x 6 inches 6" x 6" \$468	2 columns x 5 inches 4" x 5" \$260