

EDITORIAL THAT CREATES A SENSE OF COMMUNITY

Published every month, the EAST COBBER provides East Cobb County residents with a timely and easy-to-read source of information unique to their community. The EAST COBBER serves the following purposes: to build a sense of community in East Cobb County by providing a forum for people to share opinions and information; to inform the East Cobb County citizenry about their elected officials and the issues facing them; and, to provide a cost-effective advertising outlet for local businesses.

Every issue is full of information East Cobbers want to know about: their neighbors, local happenings, schools, civic issues, and more! Many of the articles are written by East Cobb residents themselves! This kind of interest and involvement encourages pass-along readership. We are also proud of featuring East Cobb residents on EAST COBBER's special covers such as, *Citizen of the Year*; *Mother of the Year*; *Father of the Year*. We also publish special sections: *Dining Directory*, *Health & Wellness* and *Day Care Guides*, as well as non-partisan voters' guides during election years. Because this information can't be found anywhere else, East Cobbers seek our publication every month!

EAST COBB: THE "BUCKHEAD" OF COBB COUNTY

"East Cobb" County is defined as those residents who live in the following zip code areas: 30062, 30066, 30067, 30068, and 30075. There are about 80,000 households and 200,000+ people residing in East Cobb County. The EAST COBBER successfully reaches this exceptional market. Here are some facts about our readers:

- **Affluent:** East Cobb residents are well-educated and have the highest median household income in Cobb County.
- **Family-oriented:** East Cobb has the largest population age 17 and under in Cobb County.
- **Growing:** East Cobb has experienced the highest percentage of growth in Cobb County--and is still a popular place to relocate!

The EAST COBBER is read exclusively by this exclusive audience! The EAST COBBER is an excellent vehicle for reaching adults who not only purchase for themselves and their children but are involved in the community and influence others. These are the people you want as customers! For more than 15 years, the EAST COBBER has created a loyal relationship with its readers. EAST COBBER stories, contests and annual parade not only promote East Cobb people but also East Cobb businesses!

2009 DISPLAY ADVERTISING RATES

| CONTRACT LENGTH*: | 1x | 3x | 6x | 11x |
|--------------------|---------|---------|---------|---------|
| Back Outside Cover | \$1,780 | \$1,610 | \$1,510 | \$1,330 |
| Back Inside Cover | 1,460 | 1,325 | 1,245 | 1,095 |
| Front Inside Cover | 1,460 | 1,325 | 1,245 | 1,095 |
| Full Page | 1,200 | 1,090 | 1,020 | 895 |
| 1/2 Page | 635 | 575 | 545 | 475 |
| 1/3 Page | 510 | 460 | 435 | 380 |
| 1/4 Page | 380 | 345 | 325 | 290 |
| 1/6 Page | 250 | 230 | 210 | 190 |
| Business Card | 185 | 175 | 165 | 155 |

*Rates shown are per month charges and are based on receiving camera-ready artwork. All ads do not have a page placement guarantee. Spot color: Add 10% of monthly rate. 4-color: Add 20% of monthly rate. Premium/Guaranteed placement: add 20% of monthly rate.

2009 AD DEADLINES

ADVERTISING Issue DEADLINES: Date:
DECEMBER 15 January 5
JANUARY 15 February 5
FEBRUARY 15 March 5
MARCH 15 April 2
APRIL 15 May 7
MAY 15 June 4*
JULY 15 August 6
AUGUST 15 September 3
SEPTEMBER 15 October 1
OCTOBER 15 November 5
NOVEMBER 15 December 3
DECEMBER 15 Jan 7, 2010

* June/July issue

AD DESIGN CHARGES

All ads not furnished "camera-ready" will incur the following production charges:
 Business Card: \$30
 1/6 page: \$35
 1/4 page: \$45
 1/3 page: \$50
 1/2 page: \$55
 Full page: \$75

We accept the following credit cards:
MasterCard, VISA, Discover.
 Please make checks payable to:

Special Sections/Features

Health & Wellness Guide and Dining Directory every month

Feb. 2009: Child Care & Preschool Guide
April 2009: Summer Day Camp Guide
May 2009: Mother of the Year
June/July 2009: Father of the Year

August 2009: East Cobb Dining Directory
September 2009: Parade & Festival Issue
October 2009: Private School Guide
November 2009: Pet Guide
December 2009: Holiday Gift Guide

EXTRA! EXTRA! SAVINGS!

When you make the EAST COBBER part of your promotional program on a regular basis, you receive discounts!

CALL 770-640-7070

Full Page
7.5" x 10"

1/2 Page
3.5" x 9.5"
7.5" x 4.5"

1/3 Page
7.5" x 3.5"

1/4 Page
3.5" x 4.5"

1/6 Page
3.5" x 3"

Biz Card
3.5" x 2"

TOP REASONS TO ADVERTISE IN THE EAST COBBER

We're The Most Popular Paper in East Cobb!

No other paper can claim such a high circulation—40,000—in East Cobb!

We Get Around!

With over 400 drop-off points located in the East Cobb area—from churches, day care centers, schools, restaurants, offices—we make it easy for people to pick up the latest edition. We also deliver EAST COBBERs directly to homes every month!

EAST COBBER is Established

For more than 15 years, the EAST COBBER has established a loyal relationship with its readers. Our advertisers have also been advertising in the EAST COBBER monthly for many years. EAST COBBER stories, contests and annual parade not only promote East Cobb people but also promote our advertisers.

The EAST COBBER Audience is the Best!

Our readers are well-educated and one of the wealthiest in the metro area and the most affluent in all of Cobb County—a great market to target!

We're The Best Deal In Town.

The EAST COBBER monthly offers the best advertising value. Other promotional outlets charge more for an ad and offer lower circulation. The life of your EAST COBBER ad lasts longer than most other media outlets.

MORE THAN A MONTHLY PAPER

In addition to the increased awareness, buying motivation and response that an EAST COBBER monthly ad generates, advertisers can take advantage of our other promotional opportunities:

•In addition to the free monthly paper, EAST COBBER also fulfills the community's need for information by publishing East Cobb's only comprehensive listing of local resources, clubs, congregations, and facts: the annual EAST COBBER Community Guide!

•EAST COBBER also produces the annual EAST COBBER Parade and Festival. This hometown tradition is a fun family event that makes residents feel good about living in East Cobb County. Ask us about sponsorship opportunities or exhibit applications.

•For those who would like their promotional flyer to ride-a-long with or be inserted into the EAST COBBER issues that are delivered directly to homes, please call us for rates.

•Looking for a way to educate a group of buyers about your products, services or company? Advertorials are a great format for delivering an in-depth marketing message or showcasing a new product. Call for pricing.

For more information on how the
EAST COBBER can work for you,
contact 770-640-7070.

ADVERTISING INFORMATION • 2009

EAST COBBER

YOUR BUSINESS CAN MAKE HEADLINES

If your business is located in East Cobb County or if you want East Cobb residents to get to know your business, then you'll want to advertise in East Cobb's first and only locally-owned publication, the EAST COBBER monthly. Please read on to find out how you can benefit from advertising in East Cobb's only homegrown free monthly paper.

CUT THROUGH THE COUPON CLUTTER

Because of our quality editorial--articles that reflect the interests of and provide useful information to East Cobb County residents--EAST COBBER readers spend more time with our paper and thus, are more likely to see your ad. Also, your ad won't be buried in a sea of ads. Your ad is supported by our unique and interesting editorial environment. An EAST COBBER ad is a quality ingredient in your marketing mix!

BETTER VALUE FOR YOUR ADVERTISING DOLLAR

Our advertising rates are less expensive than other advertising outlets. With a readership of 40,000, the EAST COBBER is a terrific marketing vehicle for you to promote your business. No other publication has the visibility the EAST COBBER monthly enjoys with over 400 drop-off locations throughout East Cobb. And your advertisement will be in circulation longer--at least 30 days!

NICHE MARKETING AT ITS BEST

The EAST COBBER is offered free throughout East Cobb County—from schools to retail stores to offices. And we deliver copies of the EAST COBBER directly to homes in a one-mile radius of our advertisers' businesses. Just tell us what subdivisions you want us to deliver the paper to! Now *that's* targeted, cost-effective, niche marketing!

CALL 770-640-7070
or e-mail: advertising@eastcobber.com