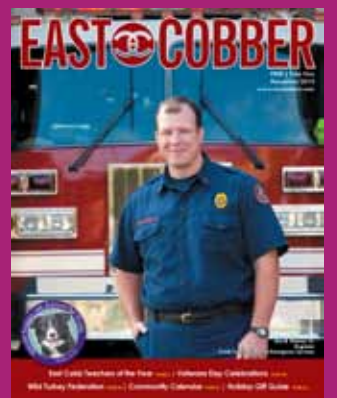
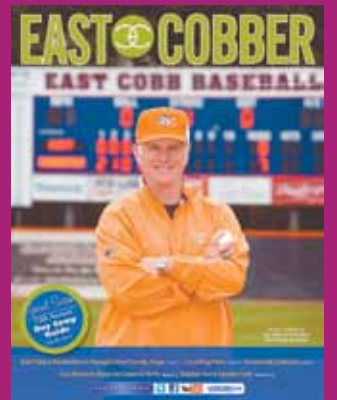


# EAST COBBER

# EAST COBBER

The community magazine that gives affluent readers in East Cobb County good news in print and online.



P.O. Box 680455  
Marietta, GA 30068

770-640-7070 | FAX: 770-559-3185  
eastcobber.com

## 2013 Media Kit

eastcobber.com



Small text at the bottom of the magazine cover: "East Cobb Teachers of the Year" and "Volunteer Day Celebrations".

1993

20TH ANNIVERSARY

2013

FOR THE PAST 20 years, EAST COBBER has chronicled the good people, clubs, schools, local businesses and special events that make our East Cobb community so outstanding! We are especially proud of our fellow neighbors showcased on our front covers. It is a way to show our appreciation for their extraordinary efforts to make East Cobb a better place for us to live and work.



EAST COBBER  
INFORM • INSPIRE • INVOLVE

2013

## EAST COBB ♥ EAST COBBER

*"I have been advertising in the EAST COBBER over 10 years. My ad has consistently gained attention in the market and generated more revenue than its cost. The staff has always been friendly and helpful in updating my ad."*

-Paige Jennings, Lawyer

*"I really reach my target audience by advertising with them. I find it to be much more effective than the AJC."*

-Stephen Teague, Edward Jones

*"The EAST COBBER is great! I would recommend them to anyone. They have really helped my business."*

-Cathy Mobley, Jazzercise

*"An attractive and informative magazine that serves the residents and advertisers of East Cobb. She has worked to create a sense of community in her circulation area through her publication and projects."*

Allan Lipsett, Lipsett & Associates

*"Cynthia has been responsible for bringing the "Home-town" feel to East Cobb via her creation & sponsorship of the EAST COBBER Parade & Festival. She always does an amazing job of highlighting community groups, local talents & neighborhood businesses in a fun, family-oriented venue, the aura of which lasts for months after the last balloon has been popped. Many thanks, Cynthia, for a job very well done indeed! You are truly a blessing to us all."*

-Christine Holt

*"Cynthia is a dedicated, creative professional with a passion for building community. The EAST COBBER is a testament to her commitment to make a difference."*

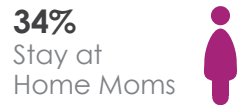
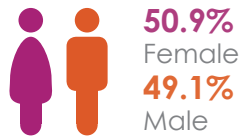
-Tricia Molloy



## AUDIENCE PROFILE

**EAST COBBER** targets East Cobb residents better than any other publication in Metro Atlanta. 'East Cobb' County is comprised of the following zip code areas: 30062, 30066, 30067, 30068 and some of 30075. Here is a snapshot of the East Cobb community we serve:

### ACTIVE & EDUCATED

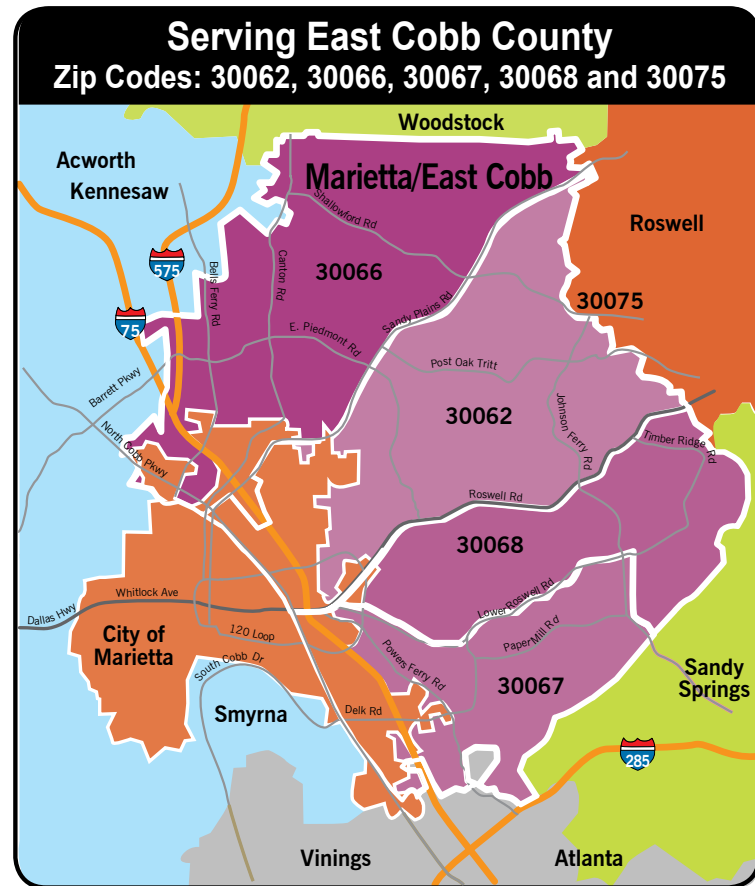
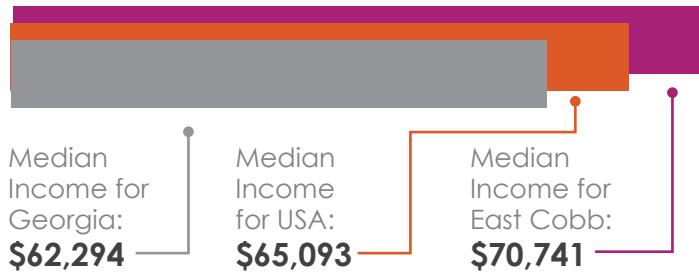


### FAMILY-FOCUSED

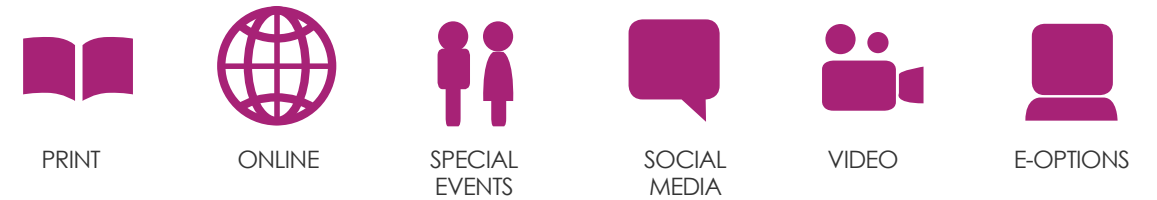


### AFFLUENT

East Cobb County is the wealthiest area in all of Cobb County and one of the most affluent in Metro Atlanta.



## REACH & CONNECT WITH OUR EXCLUSIVE, EAST COBB AUDIENCE



### Our Elevator Pitch

EAST COBBER offers platforms where our readers and users find information, resources, and each other to enrich their quality of life locally—specifically in East Cobb County. Our target audience in print and online is loyal, active and committed, and they are using every media platform to find products and services to give their families the best quality of life possible. EAST COBBER is the market leader in connecting East Cobb residents and local businesses.

Your advertising deserves nothing less than what EAST COBBER has to offer. Whether you are seeking to promote an important business or a community event, give us a call. Our professional advertising staff can help you with placement and counsel. They can even assist with laying out an ad that will grab the attention of your audience.

### The Power of Print

#### Magazine Brands: Stronger & More Relevant

- 93% of U.S. adults read magazines.
- Magazine readership is growing in an increasingly crowded and noisy media world.
- Magazine reading offers pure pleasure, control and escape. 68% consider magazine reading to be "my time."
- Magazine ads drive Web searches more than any other medium.
- Magazines excel at reaching people who shape attitudes and behavior.

Source: Association of Magazine Media

**PRINT**

EAST COBBER is available at 400+ locations.

**CIRCULATION**

Frequency: **11** issues per year  
Circulation: **25,000** copies per issue  
Readership: **62,500** per issue (962,500 per year)



**DISTRIBUTION**

Available at:

- Schools
- Daycare Centers
- Grocery Stores
- Doctor's Offices/Urgent Care Facilities
- East Cobb Retailers
- Private Schools
- Restaurants
- Fitness Centers
- Churches & Synagogues



Delivered to **10,000** homes

**ONLINE**

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

Visitors: **16,000** per month  
Page Views: **31,000** per month

e-newsletter subscribers:

10,000+ weekly



**2013 EDITORIAL CALENDAR**

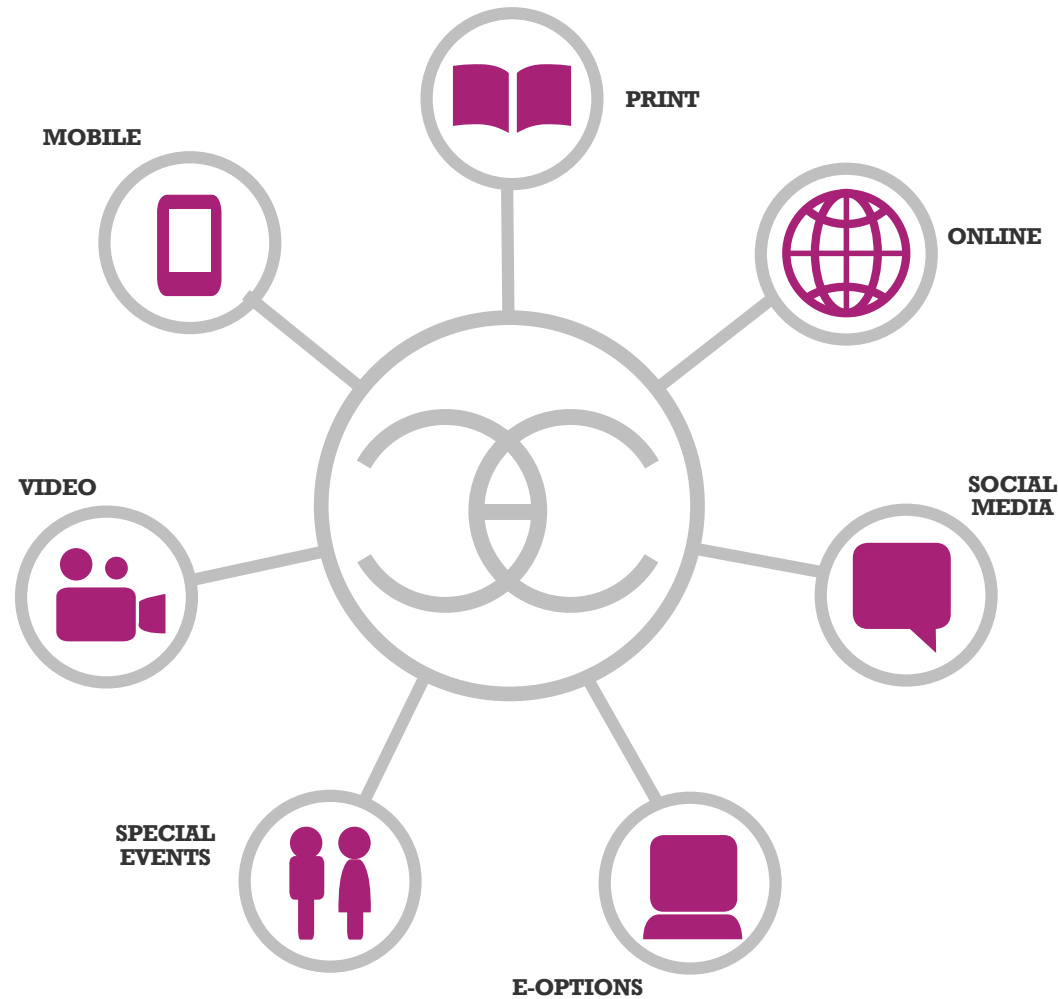
**EAST COBBER 2013 Deadlines + Issue Dates**

The EAST COBBER publishes a Health & Wellness Guide, an extensive Community Calendar and Dining Guide every month. The following special sections are planned for 2013:

ISSUE DATE	SPECIAL SECTIONS/FEATURES	AD CLOSE	ISSUE DATE
January	Day Camp Guide Do Good Guide Expanded Health & Wellness Section	12/15/12	1/8/13
February	Child Care & Preschool Guide Sweets for your Sweet	1/15/13	2/7/13
March	Home & Garden Guide Consignment Sales	2/15/13	3/7/13
April	Expanded Summer Day Camp Guide Ice Cream Stores	3/15/13	4/4/13
May	Mother of the Year International Restaurants	4/15/13	5/2/13
June/July	Voters Guide Barbeque Restaurant Review	5/15/13	6/6/13
August	Back to School Guide East Cobb Dining Guide	7/15/13	8/1/13
September	Parade & Festival Issue	8/15/13	9/5/13
October	Private School Guide Halloween Happenings	9/16/13	10/3/13
November	Pet Guide Holiday Gift Guide	10/15/13	11/7/13
December	Holiday Gift Guide Holiday Happenings	11/15/13	12/5/13



Now, more than ever, local businesses need different platforms to promote their business to their best target market: **East Cobb** residents.



**EAST COBBER's** various media platforms can put your company in the middle of it all. The **EAST COBBER** brand is the intersection where East Cobb County residents and businesses connect.

## TOP 10 WAYS WE CAN PROMOTE YOUR BUSINESS



### PRINT

- 1 Place a display ad in EAST COBBER.
- 2 Have an advertorial written about your business.



### ONLINE OPPORTUNITIES

- 3 With 20 different blogs running on the EAST COBBER blog, you can submit your special news or expert tips to be posted on an EAST COBBER blog. Every post that publishes on an EAST COBBER blog also automatically posts on the EAST COBBER Facebook page and EAST COBBER twitter account.
- 4 List your company on our online business directory.



### SOCIAL MEDIA

- 5 Donate a product/service for Facebook Freebie Friday.
- 6 Friend or Like EAST COBBER- then when you post on your Facebook page that info automatically feeds into the EAST COBBER page and 2,200+ EAST COBBER "friends" will read that message.
- 7 Publish a special EAST COBBER offer on EAST COBBER Facebook page.



### E-OPTIONS

- 8 Place an ad on the EAST COBBER weekly E-newsletter.



### SPECIAL EVENTS

- 9 Meet and greet your customers and prospects by participating in the EAST COBBER Parade and/or Festival, YMCA Healthy Kids Day, Playdates in the Park and other local events.

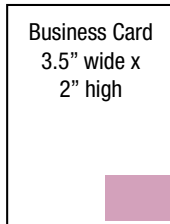
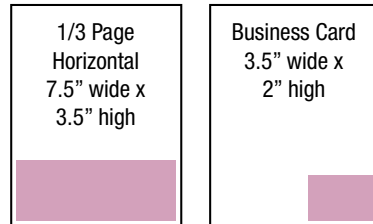
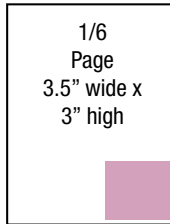
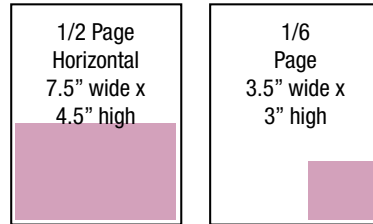
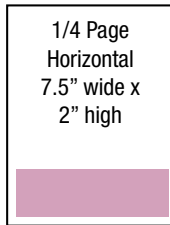
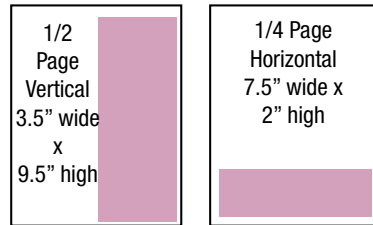
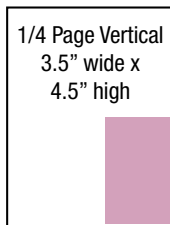
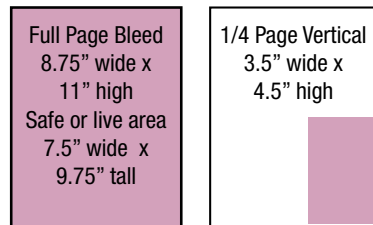
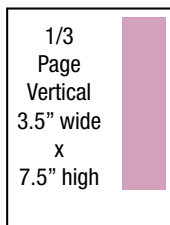
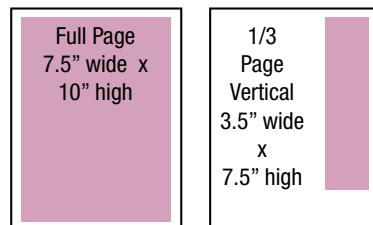


### VIDEO

- 10 We can help you create a corporate video which can be posted on your website, EAST COBBER blog, EAST COBBER online business directory, and featured as our Video of the Week.

## AD SIZES & SPECIFICATIONS

### AD SIZES



### CAMERA-READY INFORMATION

- Ads may be submitted as native layered files (with all collected/packaged necessary files & fonts), PDFs or other high-resolution formats.
- Acceptable formats for camera-ready submissions: \*.PDF, \*.EPS, \*.AI, \*.PSD, \*.TIF, \*.INDD
- Ads should be submitted by e-mail.
- Smaller ad with file sizes (8MB or less) may be e-mailed to your account executive.
- For larger ads, please upload to our Drop Box account.
- We cannot accept camera-ready files created in: Adobe Pagemaker, Microsoft Publisher, Microsoft Word or any other non-graphic program.

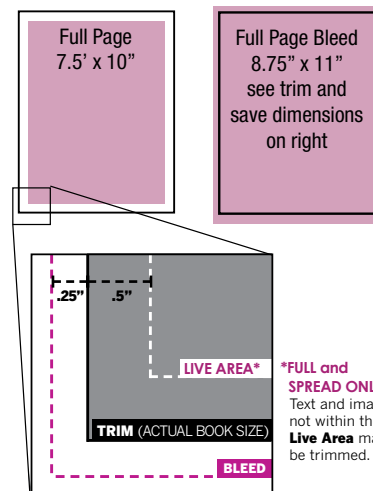
### FONT INFORMATION

- Include ALL font files (Adobe Postscript preferred), and include any fonts that were used to create \*.EPS, \*.AI or \*.INDD files.
- When using Adobe Illustrator to create an ad or any elements included within an ad, please make sure all type is converted to outlines, or font files are included when submitting ad files.

### IMAGE INFORMATION

- Include ALL placed artwork, embedded graphics and all other relevant materials. File formats for any images provided must be \*.PSD, \*.TIF or \*.EPS. When saving a file as an \*.EPS, please make sure that there is no JPEG encoding. Please do not save any \*.TIF files with LZW compression. All image resolution must be at least 300 dpi.
- Please make sure your 4-color images are CMYK (not RGB or pantone) to ensure proper printing of your ad.
- Any ads created on a PC must be translated to an \*.EPS file, which can be read by Adobe Illustrator or Adobe Photoshop. If you are using CorelDraw!, please convert all text to curves and export your ad to an \*.EPS or \*.AI (Adobe Illustrator) file.
- When using Black as a color for text, graphics or outline, it has to be a 100 black ink only, do not use all four CMYK colors to make black.

### FULL PAGE SIZE ADS



### FULL PAGE, BLEED DIMENSIONS

Please follow these directions for ads designed with the image going off the page edge (bleed). Ad must be built at 8.75" x 11, all content must fit within a 7.5 x 9.75" space. The extra space is for the trim and to keep content away from edge to avoid being trimmed off.

### AD DESIGN CHARGES

All ads not furnished "camera ready" will incur the following production charges:  
 Business Card: \$35  
 1/6 page: \$40  
 1/4 page: \$50  
 1/3 page: \$55  
 1/2 page: \$60  
 Full page: \$75

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

### PRODUCTION FEES

Rates include two proofs of revisions. Additional proofs or revisions are \$25 each.

## MAGAZINE RATE SHEET

# 62,500 READERS EVERY MONTH

BLACK & WHITE ADS	1X	3X	6X	11X
<b>FULL</b>	1,300	1,170	1,050	950
<b>HALF</b>	740	655	590	530
<b>1/3</b>	530	475	425	385
<b>1/4</b>	400	340	320	300
<b>1/6</b>	290	260	235	210
<b>1/8</b>	230	210	185	175

PREMIUM POSITIONS	1X	3X	6X	11X
<b>BACK COVER</b>	2,000	1,800	1,650	1,500
<b>INSIDE FRONT COVER</b>	1,800	1,650	1,500	1,400
<b>INSIDE BACK COVER</b>	1,700	1,500	1,400	1,300

\*Rates shown are per month charges and are based on receiving camera-ready artwork.

### Color (per insertion)

Spot Color: add 10% of monthly rate,  
 4-color: add 20% of monthly rate

### Guaranteed Position

All ads do not have a page placement guarantee.

**Premium/Guaranteed placement: add 20% of monthly rate.**

## ONLINE ADVERTISING/WEB ADS



**LEADERBOARD BANNER AD**  
680 pixels wide x 80 pixels high  
RATE: One Year: \$4,000; \$350/month

**FLAG BANNER AD**  
250 pixels wide x 140 pixels high  
RATE: One Year: \$800/year; \$70/month  
Blog: \$390/year

**SKYSCRAPER BANNER AD**  
180 pixels wide x 300 pixels high  
RATE: One Year: \$1,200/year; \$125/month  
Blog: \$800/year

**BLOCK BANNER AD**  
120 pixels wide x 120 pixels high  
RATE: One Year: \$1,000/year; \$90/month  
Blog: \$480/year

**BOTTOM BANNER AD**  
430 pixels wide x 120 pixels high  
RATE: One Year: \$1,000/year; \$90/month  
Blog: \$600/year

**BOTTOM BANNER AD EXTRA LARGE**  
430 pixels wide x 240 pixels high  
RATE: One Year: \$1,200/year; \$125/month  
Blog: \$800/year

EAST COBBER expands its reach by creating an interactive presence on the internet. With 20 blogs streaming relevant, local news everyday, www.eastcobber.com is another platform for you to advertise your business. Prominently placed eastcobber.com ads (with links) are also available for the home page and interior news pages. Contact your account representative for more information.

## E-NEWSLETTER AD RATE SHEET



**ADVERTISEMENTS**      **PRICING PER WEEK**

<b>EXTRA LARGE</b> 500px (wide) by 300px (high)	\$300
<b>LARGE</b> 240px (wide) by 300px (high)	\$275
<b>MEDIUM</b> 240px (wide) by 170px (high)	\$200
<b>SMALL</b> 120px (wide) by 240px (high)	\$150

**SENT TO MORE THAN 10,000 SUBSCRIBERS**

- Delivered every Friday
- Sent directly to mostly East Cobb residents and business owners
- Delivers powerful customer messages
- Offers premium ad placement

\*Numbers vary monthly. For current numbers, contact your Account Executive.

**EXCLUSIVE EXPOSURE:**

**Buy all positions for \$675 per week**

## Dermatology Affiliates Welcomes Dr. Abbott to East Cobb



▲ **Cynthia Abbott, M.D.** As the days grow shorter in the fall and winter months, now is the perfect time to begin a reparative skin care regimen to correct unfortunate summer sun damage. This process is now easier than ever, because Dermatology Affiliates recently added Cynthia Abbott, M.D. to its practice. Known for their focus on patient care, the physicians at Dermatology Affiliates see patients for any condition impacting skin, nails or hair. They specialize in diagnosing and treating skin cancer. They also treat acne, psoriasis, eczema and removing warts or moles.

Dr. Abbott has always felt at home in two worlds, the world of science and the world of art. It's part of what draws her to the field of dermatology, where you need both skills to bring out healthy and beautiful skin.

"I feel like all my life I have been trying to combine those two," Dr. Abbott says.

"In college I majored in both art and biology. I got my master's in Medical Illustration and I did a fellowship in Cosmetic Dermatology. I am a very visual person. Any treatment that I do for a patient, I would want to be aesthetically pleasing."

The visual appeal may have been what started Dr. Abbott's interest in dermatology. But what keeps her going is the variety of people she gets to help.

Dr. Abbott also completed an internship in Pediatrics at Kosair Children's Hospital in Louisville. And as such, she feels she has expertise in Pediatric Dermatology and Cosmetic Dermatology.

"What I mostly love about dermatology is the multi-generational factor," Dr. Abbott says. "I love that I see kids and World War II vets in the same day."

To get the most out of your partnership with your dermatologist, Dr. Abbott recommends understanding your medical needs.

"Be educated, know your own medications, and know your medical history," she says. "I like to work together to treat your diseases and concerns."



Dermatology Affiliates is located at 4939 Lower Roswell Road, Suite 106-A, across from the Parkaire Shopping Center. For more information, visit [www.dermatologyaffiliates.com](http://www.dermatologyaffiliates.com) or call 404-816-7900

## ADVERTORIALS

Want your marketing story and company featured in an upcoming issue of the EAST COBBER? EAST COBBER is ready to tell your story in print and online.

By publishing an advertorial we can turn your expertise into story lines that shape opinions and compel people to action. We are dedicated to enhancing and celebrating East Cobb businesses.

An advertorial is an advertisement designed to simulate editorial content, while at the same time offering valid information to your prospective clients. Distinguish your company from your competition, with a powerful advertorial. For the discounted price of \$425, your half-page advertorial includes:

- 2-3 Paragraphs introducing your business to the community and highlighting your marketing message
- Copy editing and proofreading
- Guaranteed placement in the EAST COBBER magazine and on [eastcobber.com](http://eastcobber.com)
- We will also email you a link that will give your clients and prospective customers access to your advertorial

## EAST COBBER Parade & Festival



EAST COBBER extends its mission of building a sense of community by establishing a hometown tradition of a community parade and festival. As the producers of the first parade and festival in East Cobb County, the EAST COBBER aims to establish a strong network between schools, businesses, government and clubs to create a showcase event and annual tradition for East Cobb County. The EAST COBBER Parade has become the largest parade in all of Cobb County and is the only community-wide event for East Cobb.

The EAST COBBER Parade and Festival aims to build a sense of community and reinforce East Cobb's status as one of the best places to live in the Atlanta area by giving thanks and special tribute to those who contribute to the quality of life in East Cobb: such as, principals, schools, clubs, elected officials, and civic leaders.

Overall, the objectives of this special event are as follows:

- Spotlight the people who contribute to the quality of life in East Cobb County.
- Provide opportunities for various groups of the community to interact.
- Boost the image of East Cobb to external audiences as well as to help East Cobb residents feel good about living in East Cobb.
- Celebrate the arts by providing a showcase for local fine arts performers and groups at the Festival.
- Promote economic development by providing local businesses with an event that demonstrates their community support and allows company personnel to interact with prospects and customers.

Because the EAST COBBER Parade & Festival is privately funded, contributions from local businesses are vital to keeping this tradition alive in East Cobb County. For sponsorship information or to request a festival booth application, contact 770-640-7070.

### 2013 EAST COBBER Parade & Festival Details:

**Date:**  
Saturday, September 21, 2013

**Parade:**  
Start Time: 10am

Finishes approximately  
11:30am

**Parade Route:**  
Parade travels one mile south from Princeton Lakes Drive to Fountains of Olde Towne Shopping Center, 736 Johnson Ferry Road

**Road Closure:**  
Johnson Ferry Road from Lower Roswell Road to Roswell Road shuts down 9:45am-11:30am

**Festival Site:**  
Fountains of Olde Towne Shopping Center  
736 Johnson Ferry Road  
Marietta, GA 30068

**Application Deadline:**  
Friday, August 2, 2013



**Stay one step ahead of your competition by ordering your advertorial today!**  
Contact us to receive more information on how strong advertorial messages can greatly improve your sales, while boosting your business to new levels.