

EAST COBBER

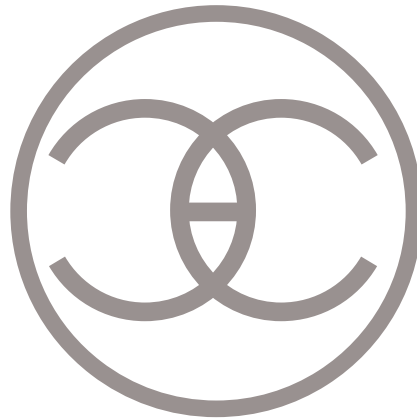
INFORM.
INSPIRE.
INVOLVE.



2012
Media Kit



eastcobber.com



CONNECT...



PRINT



ONLINE



SPECIAL
EVENTS



SOCIAL
MEDIA



VIDEO



E-OPTIONS

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.

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: 2011 Association of Magazine Media

2012

EAST COBBER

INFORM • INSPIRE • INVOLVE

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:

Visitors: **13,000** per month

Page Views: **21,000** per month

e-newsletter subscribers:

10,000+ weekly



2012 EDITORIAL CALENDAR

EAST COBBER 2012 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 2012:

ISSUE DATE	SPECIAL SECTIONS/FEATURES	AD CLOSE	ISSUE DATE
January	Day Camp Guide Do Good Guide Expanded Health & Wellness Section	12/15/11	1/9/12
February	Child Care & Preschool Guide Sweets for your Sweet	1/16/12	2/2/12
March	Home & Garden Guide Consignment Sales	2/15/12	3/1/12
April	Expanded Summer Day Camp Guide Ice Cream Stores	3/15/12	4/5/12
May	Mother of the Year International Restaurants	4/16/12	5/3/12
June/July	Voters Guide Barbeque Restaurant Review	5/15/12	6/7/12
August	Back to School Guide East Cobb Dining Guide	7/16/12	8/2/12
September	Parade & Festival Issue	8/15/12	9/6/12
October	Private School Guide Halloween Happenings	9/17/12	10/4/12
November	Pet Guide Holiday Gift Guide	10/15/12	11/1/12
December	Holiday Gift Guide Holiday Happenings	11/15/12	12/6/12



AD SIZES & SPECIFICATIONS

AD SIZES

Full Page 7.5" wide x 10" high	1/3 Page Vertical 3.5" wide x 7.5" high
Full Page Bleed 8.75" wide x 11" high Safe or live area 7.5" wide x 9.75" tall	1/4 Page Vertical 3.5" wide x 4.5" high
1/2 Page Vertical 3.5" wide x 9.5" high	1/4 Page Horizontal 7.5" wide x 2" high
1/2 Page Horizontal 7.5" wide x 4.5" high	1/6 Page 3.5" wide x 3" high
1/3 Page Horizontal 7.5" wide x 3.5" high	Business Card 3.5" wide x 2" high

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.

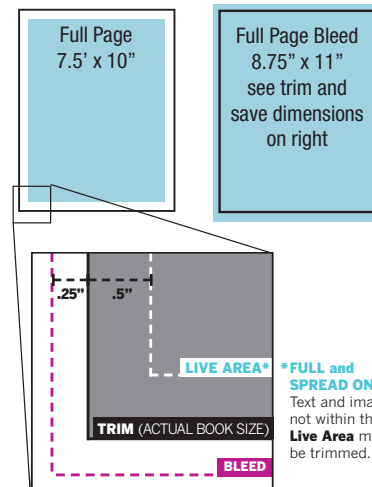
FONT INFORMATION

- 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

(effective February 1, 2012. All rates are net.)

62,500 READERS EVERY MONTH

BLACK & WHITE ADS	1X	3X	6X	11X
FULL	1,300	1,105	1,040	975
HALF	740	630	590	555
1/3	570	485	455	430
1/4	400	340	320	300
1/6	290	245	230	220
1/8	230	195	185	175

PREMIUM POSITIONS	1X	3X	6X	11X
BACK COVER	2,000	1,700	1,600	1,500
INSIDE FRONT COVER	1,800	1,540	1,450	1,360
INSIDE BACK COVER	1,700	1,450	1,360	1,275

*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.

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

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 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
- We will also email you a link that will give your clients and prospective customers access to your advertorial

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.

ADVERTORIALS

Get Jeans at The Hub Boutique Casual Fashion That Flatters Your Body



▲ Owner Laura Fanoë and her brother Dennis Farrell, Jr. model highly popular True Religion jeans with a casual shirt and jacket. All can be purchased at The Hub Boutique.

Following in the footsteps of her beloved grandmother's retail store in Indiana, East Cobb resident Laura Fanoë is opening a boutique full of upscale jeans, cute little tops, accessories, and unique gift items. Laura gave her shop the same name as grandma's shop, The Hub Boutique "The Center of Fashion", as the ultimate nod to grandma. She says, "My grandmother and I were best friends." The Hub is still a family affair, as Laura's mother-in-law, Dorris, family members, and her best friend are helping out.

As a Marietta native, I wanted to give local women (and men) the accessibility to great designer clothing without the hassle of time consuming commute. I want The Hub Boutique to be your "go to" store when you are in need of a wardrobe/attitude pick-me-up," shares Laura.

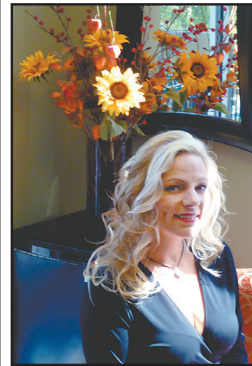
The Hub Boutique opens for business November 3, just in time for colder weather and the search for holiday gifts! Men and women of all ages will be able to find high-end jeans at The Hub. Laura had both normal and a-bit-heavier people try on different jeans, until she found the best brands to carry: jeans that make everyone look great! She said, "The idea is to have something for everybody...to [have customers] find the perfect fit."

At The Hub Boutique, you can shop for upscale, well-cut jeans or lower-priced gifts. Explore not just shades of indigo denim, but several other color options. NYDJ, the newly re-branded Not Your Daughter Jeans, are available. The store carries everything from the cleaner-looking Henry & Bell to the very trendy look of True Religion.

"We are incorporating San Diego Hat Company merchandise...including a really cool scarf that has a pocket," said Laura. Another unique item is a soy candle that makes a warm wax you rub on your hands, as a kind of lotion. Who knows what other cute things you might find? Check out The Hub Boutique at Merchant's Walk shopping center, 1311 Johnson Ferry Road, Suite 140, in Marietta/East Cobb. Visit their stylish and very informative website at www.TheHubBoutique.com

(Published November 2011)

Personal Pampering at Hair Art By Christine



▲ Christine Rhodes

Walking into Hair Art by Christine makes you feel you're visiting a friend rather than getting a haircut. Stylist Christine Rhodes has recently moved her business to one of the 12 private suites in Sola Salon Studios, which is located in the heart of East Cobb.

Brilliantly lit with ceiling to floor windows, Christine's cozy corner of the world provides you with just the place for what she calls "personal pampering." It's all about you – no waiting and no scuffling from

chair to chair. The suite gives you privacy and her undivided attention.

A hair color specialist and stylist, Christine has been in the business for 25 years. For the past 13 years, she worked at Van Michael's Salon in Sandy Springs. Wanting to branch out on her own, Christine was looking for both freedom and flexibility. "I want to be flexible for my clients," says Rhodes. "When you work for a large salon, someone else is handling your schedule, and the products you use are chosen for you. Now I can offer better scheduling and product choices. The privacy of the suite also gives my clients a personal experience."

Christine considered her current customer base when searching for a new location. The new Johnson Ferry address is convenient for her East Cobb customers. For the Sandy Springs customers, she is just a few miles north of her previous location.

Appointments are available on Tuesdays through Saturdays. Christine emphasizes that she is flexible in her scheduling, with Thursdays designated for late appointments.

Hair Art by Christine is located at 1062 Johnson Ferry Road, Suite #100, Studio #127, in East Cobb. (The studios are directly behind Goldberg Bagel Company and Deli.) To schedule an appointment, call 678-794-5162.



(Published June/July 2011)

2012

EAST COBBER

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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
EXTRA LARGE 500px (wide) by 300px (high)	\$300
LARGE 240px (wide) by 300px (high)	\$275
MEDIUM 240px (wide) by 170px (high)	\$200
SMALL 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

2012

EAST COBBER

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EAST COBBER E-DEALS

The screenshot shows the East Cobber E-Deals website interface. At the top, there's a navigation bar with links for Home, Products Page, Sign In, and Sign Up. Below that, there are links for Checkout, Transaction Results, and Your Account, along with a 'Get Deals By Email' button. The main content area features a deal for 'Faux Vendor' for \$10 for \$20. The deal card includes a 'Buy' button, a table showing the value (\$20), discount (50%), and amount saved (\$10). It also shows a timer for 'Time Left to buy' (0 hours, 0 minutes, 0 seconds) and a status '0 purchased' with 'The deal is on!' and 'Tipped at with bought'. There are social media links for Facebook and a 'Login' button. Below the deal card, there's a 'The Company' section with contact information for Faux Vendor (3302 Cranmore Chase, Marietta, Ga 30066) and a map. A 'Description' section explains the deal: 'Get \$20 worth of product for just \$10—that's a 50% savings! Faux Vendor is a brand new concept to the East Cobb area. Have reviews about delish dishes and hip atmosphere! Try it today!'. There are also sections for 'The Fine Print' (one voucher per customer) and 'Highlights' (Fresh specials daily with farm-to-table features).

EAST COBBER E-DEALS OFFERS ANOTHER WAY TO PROMOTE YOUR BUSINESS TO THE EXCLUSIVE EAST COBB COMMUNITY.

Now you must be asking what's the big deal about EAST COBBER E-Deal and how can you, as a small business owner, be part of this latest internet phenomenon? EAST COBBER E-Deal realizes the "Groupon" business idea of giving away a product/services at an irresistible offer to a group of people is simply too strong to ignore. RECESSION + HUGE OFFERS are the 2 core factors in attracting consumers and drive this business model in today's economy. With EAST COBBER E-DEAL, businesses can offer steeply discounted services or products to be showcased for EAST COBBER E-DEAL's vast following of 10,000 subscribers. A certain number of users must sign up in order for the offer to take effect, which spurs users to spread the word about your company.

REASONS WHY YOUR BUSINESS SHOULD USE EAST COBBER E-DEALS:

Enjoy Risk-Free Advertising

There are no up-front costs to running a deal. Plus, we send you a payment for your pre-paid customers within 10 days of your promotion, which means you'll have money in your pocket before customers even enter your doors.

Get Word-Of-Mouth Buzz

Our audience is growing by the day and extremely social on-line, which means thousands of readers sharing your promotion with thousands of friends.

Reach An Affluent Audience

On the day of your promotion, thousands of affluent East Cobb (the wealthiest community in all of Cobb County) residents will open their email to read about your offering—many of them buying on the spot.

Build A Loyal Clientèle

After the deal has run, dazzle your new customers with your top-notch products and services, and you'll have happy, repeat customers—who may never have found your business otherwise.

EAST COBBER E-DEALS

FAQS

Who will be seeing my deal?

The deal you offer will be put in front of 10,000+ of subscribers in the East Cobb area. These subscribers then use social media like Facebook and Twitter to share your deal with others, enabling your offer to quickly spread via word of mouth.

How do I decide what kind of offer to run?

EAST COBBER E-DEALS offers deals that are a minimum of 50% off the current price for your service or item. Usually, the most successful deals are vouchers that can be redeemed for a given price at your business location, which enables subscribers to choose what they purchase.

When can customers first redeem their vouchers?

Customers can redeem their voucher after the deal closes, which is typically 24 hours after your promotion begins.

How much will it cost me?

Featuring your business with EAST COBBER E-DEALS costs you nothing. Think of it as FREE advertising. Even better? We give you a payment for the offers purchased on EAST COBBER E-DEALS minus a commission fee for use of our platform.

Does my business have to be located in East Cobb County for me to be featured on EAST COBBER E-DEALS ?

No, not at all. We encourage any business that wants to attract affluent East Cobb residents through their doors.

I am interested! How can I get started?

Please email us at edeals@eastcobber.com or call Lisa D'Arienzo at 678-983-0153. We'll be happy to answer any other questions you may have about EAST COBBER E-DEALS.



2012

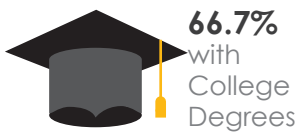
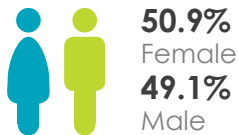
EAST COBBER

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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



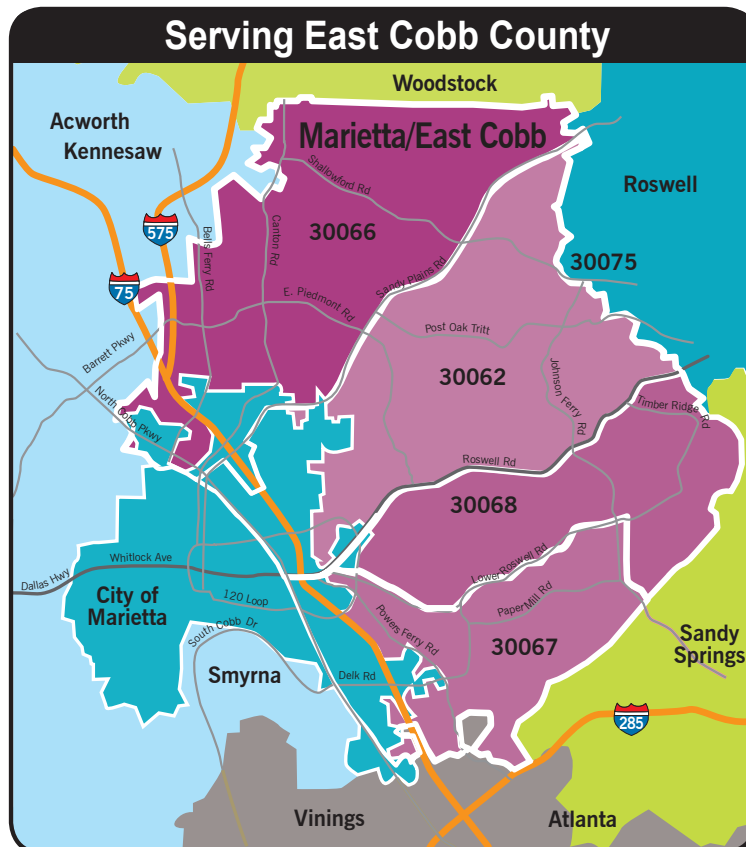
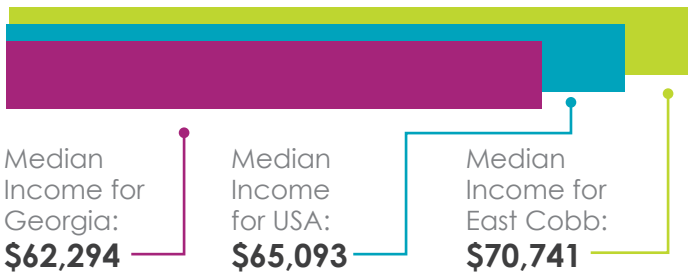
FAMILY-FOCUSED

80%
Families with
at least one
Child



AFFLUENT

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



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

