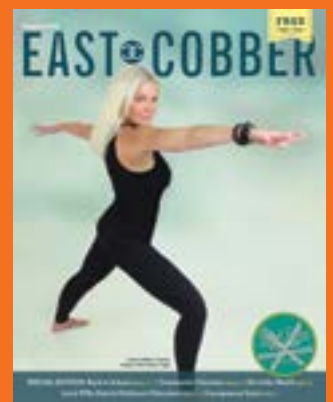


EAST @ COBBER

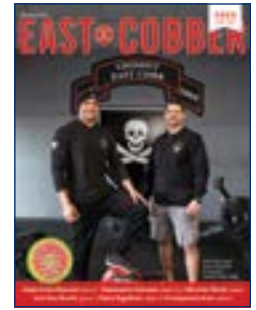
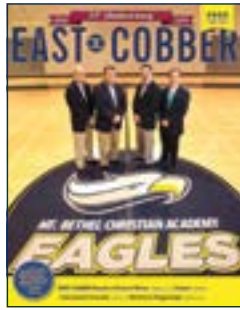
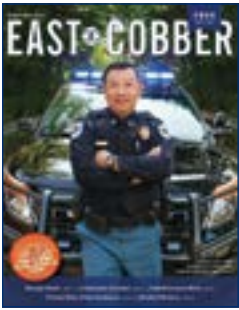
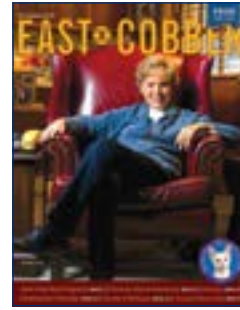
The community magazine that gives affluent residents in East Cobb County good news in print and online.



2019 Media Kit

eastcobber.com

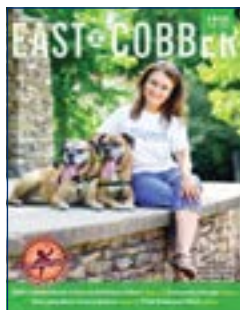
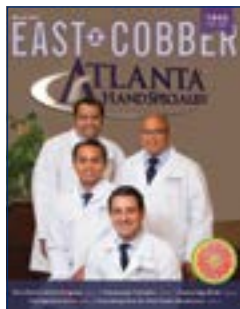
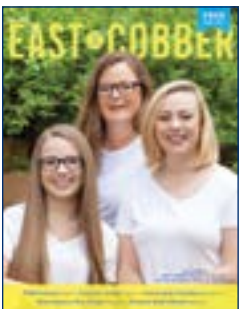




EAST COBBER

www.eastcobber.com
770-640-7070

Promoting East Cobb County Since 1993!



May 2016

EAST COBBER

FREE
Take One!

EAST COBBER

East Cobbers rely on EAST COBBER magazine for information and recommendations that will enhance their lives with the best our community has to offer. 25 years in the making, EAST COBBER magazine has built a brand that reaches this exclusive, upscale market across a dynamic multimedia platform. In every format our goal is the same: to deliver content and experiences that make East Cobb County residents feel good about where they live and appreciate all the local resources available to them.

Choose the channel that works best for your brand and connect with an audience that only EAST COBBER magazine can deliver.



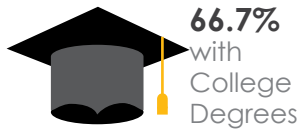
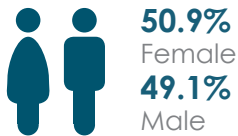
STAR Students PAGE 8 | Community Calendar PAGE 10 | Local News PAGE 12

More Summer Camps PAGES 20-27 | Vacation Bible Schools PAGES 40-47

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

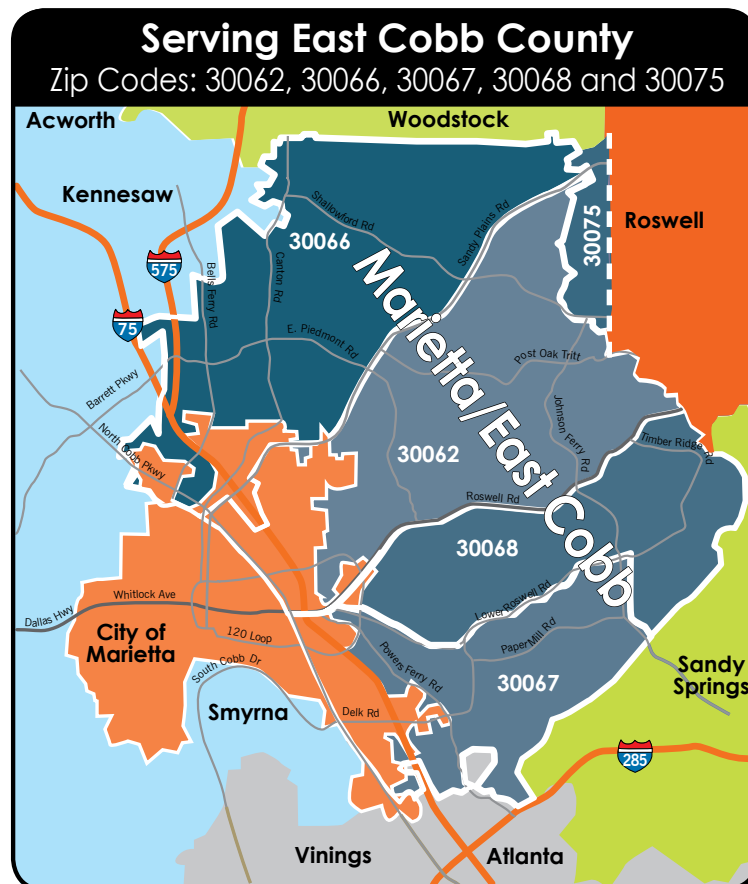
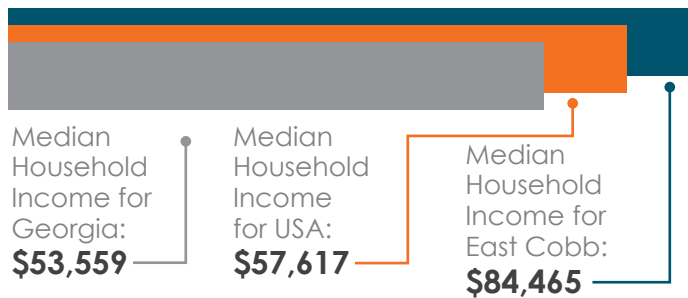


FAMILY-FOCUSED



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



PRINT



ONLINE



SPECIAL
EVENTS



SOCIAL
MEDIA



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.**

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

- **96% 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

2019

EAST COBBER

INFORM • INSPIRE • INVOLVE

PRINT

EAST COBBER is available at 500+ 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



ONLINE

eastcobber.com:

Visitors per month: **28,000**

Page Views per month: **40,000**

E-newsletter subscribers:

21,000+ weekly

SOCIAL MEDIA



1,700+ Followers
#eastcobber



5,500+ Followers
@eastcobber



11,100+ Friends
@EASTCOBBER

2019 EDITORIAL CALENDAR

EAST COBBER 2019 Deadlines + Issue Dates

The EAST COBBER publishes special sections, a Health & Wellness Guide, an extensive Community Calendar, and Dining Guide every month. The following special sections are planned for 2019:

ISSUE DATE	SPECIAL SECTIONS/FEATURES	AD CLOSE	ISSUE DATE
January	Early Bird Day Camp Guide Do Good Guide Expanded Health & Wellness Section	12/17/18	1/3/19
February	Child Care & Preschool Guide	1/15/19	2/1/19
March	Home & Garden Guide Consignment Sales	2/15/19	3/6/19
April	Expanded Summer Day Camp Guide	3/15/19	4/4/19
May	Mother of the Year	4/15/19	5/2/19
June/July	Father of the Year Summer Fun	5/15/19	6/6/19
August	Back to School Guide East Cobb Dining Guide	7/15/19	8/1/19
September	Parade & Festival Guide	8/15/19	9/5/19
October	Private School Guide Halloween Happenings	9/16/19	10/3/19
November	Pet Guide	10/15/19	11/7/19
December	Holiday Happenings	11/15/19	12/5/19

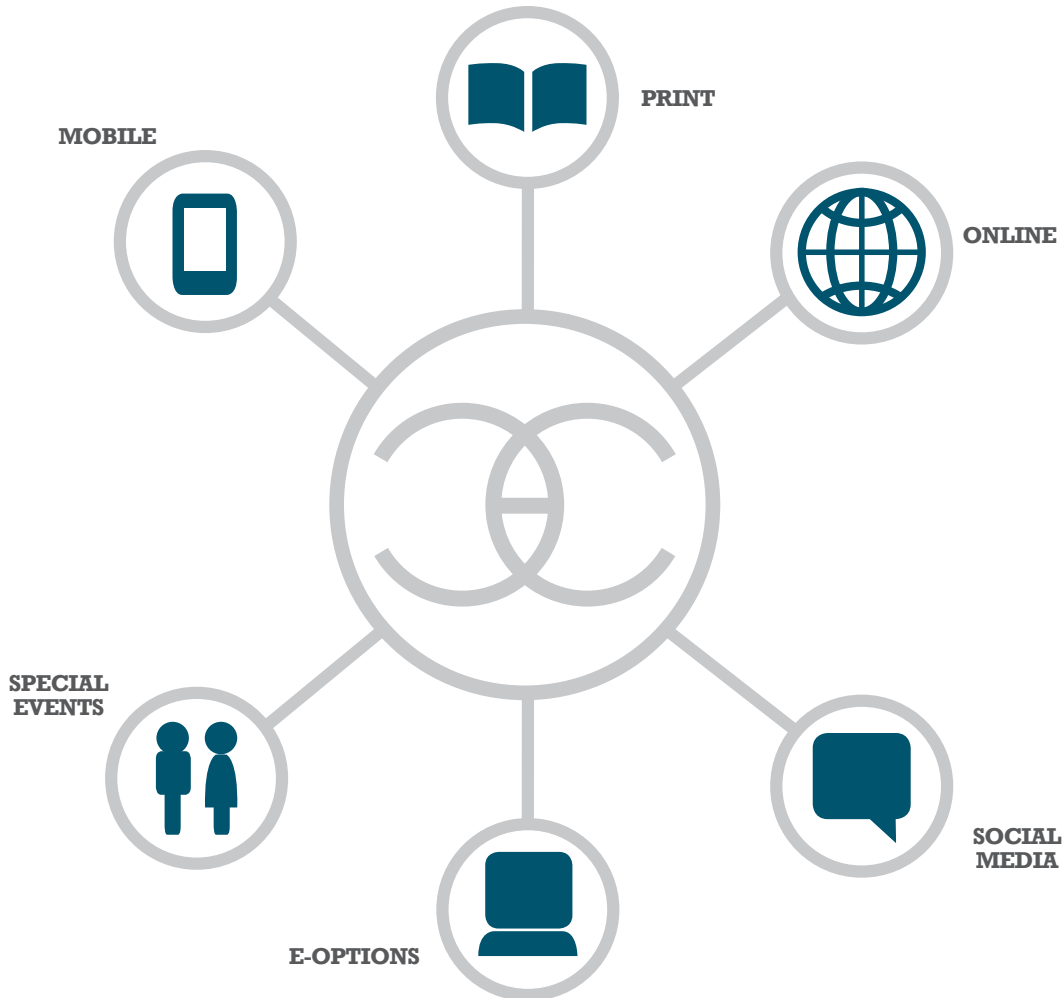


2019

EAST COBBER

INFORM • INSPIRE • INVOLVE

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 Place an ad on our website.
- 4 Promote your special event on EASTCOBBER.com's online community calendar.



SOCIAL MEDIA

- 5 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 the EAST COBBER twitter account.
- 6 Donate a product/service for Facebook Freebie Friday.
- 7 Friend or Like EAST COBBER—then when you post on your Facebook page that info automatically feeds into the EAST COBBER page and 11,000+ EAST COBBER “friends” will read that message.
- 8 Publish a special EAST COBBER offer on EAST COBBER Facebook page.



E-OPTIONS

- 9 Place an ad on the EAST COBBER weekly E-newsletter that goes out to 21,000+ subscribers.



SPECIAL EVENTS

- 10 Meet and greet your customers and prospects by participating in the EAST COBBER Parade and/or Festival and other local events.

AD SIZES & SPECIFICATIONS

AD SIZES

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

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.

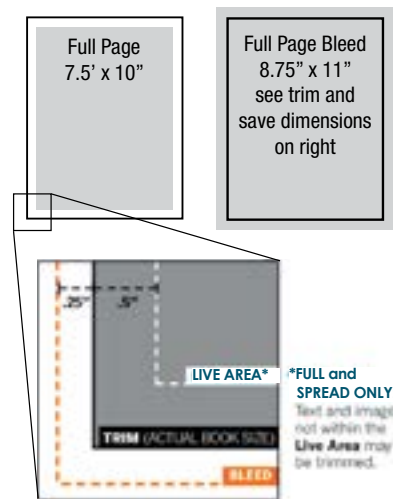
FONT INFORMATION

- 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 AD RATE SHEET

BLACK & WHITE ADS	1X	3X	6X	11X
FULL	\$1,445	\$1,300	\$1,165	\$1,065
HALF	\$835	\$750	\$680	\$605
1/3	\$600	\$545	\$495	\$450
1/4	\$465	\$410	\$368	\$335
1/6	\$335	\$305	\$275	\$247
1/8	\$270	\$240	\$220	\$200

PREMIUM POSITIONS	1X	3X	6X	11X
BACK COVER	\$2,470	\$2,225	\$2,000	\$1,795
INSIDE FRONT COVER	\$2,225	\$2,000	\$1,795	\$1,605
INSIDE BACK COVER	\$2,000	\$1,800	\$1,605	\$1,460

*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.



2019

EAST COBBER

INFORM • INSPIRE • INVOLVE

ONLINE ADVERTISING/WEB ADS



LEADERBOARD BANNER AD

728 pixels wide x 90 pixels high
8" (wide) x 1" (high)

RATE: One Year: \$6,000; \$350/month
File size: 80Kb

FLAG BANNER AD

250 pixels wide x 125 pixels high
2.5" (wide) x 1.5" (high)

RATE: One Year: \$1,000/year; \$100/month

SQUARE BANNER AD

250 pixels wide x 250 pixels high
2.5" (wide) x 2.5" (high)

RATE: One Year: \$1,220/year; \$150/month

EAST COBBER expands its reach by creating an interactive presence on the internet. With relevant, local news posted 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

SMALL \$210
 240px (wide) by 170px (high)
 2.5" (wide) by 2" (high)

MEDIUM \$250
 240px (wide) by 240px (high)
 2.5" (wide) by 2.5" (high)

LARGE \$300
 240px (wide) by 300px (high)
 2.5" (wide) by 3" (high)

EXTRA LARGE \$400
 500px (wide) by 300px (high)
 5" (wide) by 3" (high)

**SENT TO MORE THAN
 21,000+ E-MAIL 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.

PEACHTREE HEARING BRINGS CUTTING-EDGE EAR TECHNOLOGY TO EAST COBB



Josh Wikoff with his wife,
Dr. Melissa Wikoff

Are you concerned about hearing loss for yourself or a loved one? Ear and hearing problems can happen at any age and can impact your balance, career and quality of life. Melissa Wikoff, Au.D., recently opened Peachtree Hearing in East Cobb and recommends that everyone get their

hearing checked once a year. Dr. Wikoff has been treating patients for years in California and Georgia, but when there was a chance to open a private practice in East Cobb, she and her husband welcomed the opportunity. A Walton graduate, Josh Wikoff grew up in East Cobb and knew that it would be the perfect place to open a practice with his wife.

Peachtree Hearing is a premier hearing boutique, and the staff prides itself on providing customized treatments to address each patient's specific needs. To ensure this, Peachtree Hearing uses the latest technology and scientifically proven techniques. Dr. Wikoff provides an alternative to the large practice and "big box" store experience. They offer a wide selection of hearing aids that are barely visible and can connect wirelessly to smart phone technology.

Located in Parkaire Medical Center, 4939 Lower Roswell Rd., Peachtree Hearing also specializes in the diagnosis and treatment of dizziness. Dizziness is typically due to disorders of the inner ear. Left untreated, dizziness can be a debilitating illness, but with the correct diagnosis, inner ear disorders can be managed and treated. Additionally, the staff can diagnose and treat Tinnitus (ringing of the ear) that can negatively impact quality of life.

Untreated hearing loss can be stressful and exhausting. The earlier hearing loss is treated, the less it can affect the rest of your life. To schedule your consultation, call 470-485-4327, email mwikoff@peachtreehearing.com or visit peachtreehearing.com.

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 \$450, 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
- Your advertorial gets posted on our social media channels reaching thousands more local prospects.

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.

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.
- NETWORKING 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.

2019 EAST COBBER Parade & Festival Details:

Date:

Saturday, September 14, 2019

Parade:

10am

Festival:

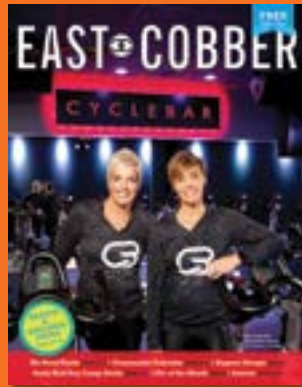
11am-3pm

Application Deadline:

Friday, August 2, 2019



EAST COBBER



P.O. Box 680455
Marietta, GA 30068
770-640-7070 | FAX: 770-559-3185
eastcobber.com