JANUARY 25
Dealmakers of the Year
A review of the region’s top deals from 2015, with profiles on the businessmen and women who get the deals done.

FEBRUARY 8
Who’s Who in Business Leadership
Profiles of Chamber Presidents and CEOs, economic development executives, college and university presidents and more.

FEBRUARY 22 ★
Central Coast Innovation Awards
Profiles innovation in technology, agribusiness, energy/environmental sciences, design and bio-science, fields of the region. An awards reception will be held to honor the winners.

MARCH 8
Who’s Who in Commercial Real Estate & Construction
Profiles the leaders in the dynamic real estate, architecture and construction industries.

MARCH 22 ★
Top Women in Business ★
Profiles the outstanding women business leaders. An awards reception will be held to honor the winners.

APRIL 5
Professional Careers & Higher Education
We explore professional training opportunities for business professionals, such as MBA programs, and report on education trends and changes.

APRIL 19
Hall of Fame & Central Coast Best Places to Work
The Business Times’ fortune 500- style listing of the top companies in the region, with profiles of the best-in-category winners. An awards reception will be held to honor the winners.

MAY 10
Spring Economic Forecast
The definitive economic forecast for the region plus investment view points and small business perspective.

MAY 24 ★
Champions in Health Care ★
Recognizes and profiles the top leaders and most significant contributors in the Tri-Counties dynamic healthcare industry. An awards reception will be held to honor the winners.

JUNE 7
Who’s Who in Banking & Finance
This Who’s Who profiles senior executives in one of the region’s most dynamic industries.

JUNE 21 ★
Latino Business Awards ★
The region’s leading business news publication recognizes one of the leading segments of the Tri-Counties’ economy. An awards reception will be held to honor the winners.

JULY 12
Who’s Who in Agriculture & Viticulture
The section profiles leaders across a wide spectrum of agribusiness, including citrus, row crops and food processing and distribution.

JULY 26 ★
Spirit of Small Business ★
This hot special report celebrates small business with profiles of innovative companies, how-to articles and a resource guide. An awards event will be held to honor the winners.

AUGUST 9
Who’s Who in Energy & Environment
The section identifies and profiles leaders in companies developing, producing, installing and using sustainable energy.

AUGUST 23 ★
40 Under 40
Identifies the next crop of up-and-coming businessmen and women under the age of 40, including profiles and photos. An awards event will be held to honor the winners.

SEPTEMBER 13
Giving Guide
In-depth information on the region’s dynamic non-profit sector.

SEPTEMBER 20 ★
Fastest-Growing Companies
Features the fastest-growing public and private companies in the Tri-Counties based on two year revenue growth. An awards event will be held to honor the winners.

OCTOBER 4
Fall Economic Forecast
The definitive economic forecast for the region plus investment view points and small business perspective.

OCTOBER 18
Who’s Who in Professional Services
This special report recognizes the leading attorneys and certified public accountants who keep business moving in the Tri-Counties.

NOVEMBER 1
Who’s Who in Health Care & Insurance & Biomedicine
Decision-makers in the health care and insurance industries are identified and profiled.

NOVEMBER 15
2020 Tax & Financial Planning Guide
A collection of in-depth, up-to-date financial articles and tax tips for small-business owners and managers and investors.

DECEMBER 13
Who’s Who in Nonprofits & Foundations
Senior executives in the region’s non-profit sector are profiled.

DECEMBER 27
2020 Book of Lists
The Business Times’ definitive annual reference guide of the Tri-Countys’ top public and private institutions and companies.

★ = An awards event will be held to honor the winners. Visit www.pacbiztimes.com for event dates and details.
Rates below apply to the following special reports:

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**COVER SPONSORSHIPS: $2,950**

Three packages available. Includes:
- Sponsor identification with logo on front cover
- Full-page, 4-color advertisement on available cover position, first-come basis
- Mention in editor’s letter
- Message from sponsor

**DISPLAY ADVERTISING RATES**

See 2019 Rate Card
CENTRAL COAST
February 15
April 19
June 14
August 16
October 18
December 20

DEALMAKERS
January 25

DESTINATIONS
February 8
April 12
July 19
October 11

THE DOCKET
February 22
June 211
August 30
November 22

EAST VENTURA
January 18
March 15
May 17
July 26
September 20
November 15

EDUCATION
March 22
May 10
August 9
November 8

HEALTH CARE
March 29
May 31
July 12
September 27
November 29

LEGACY COMPANIES
June 28

NONPROFITS
May 24
October 25

REGIONS RICHEST
September 14

STARTUPS
January 11
April 26
August 23
December 13

TECHNOLOGY
February 1
March 1
April 5
May 3
June 7
July 5
August 2
September 6
October 4
November 1
December 6

WOMEN & CO
March 8
September 13

YEAR AHEAD
January 4

YEAR IN REVIEW
December 27