

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:

JANUARY 25

Dealmakers of the Year

FEBRUARY 8

Who's Who in Business Leadership

FEBRUARY 22

Central Coast Innovation Awards

MARCH 8

Who's Who in Commercial Real Estate & Construction

MARCH 22

Top Women in Business

APRIL 5

Professional Careers & Higher Education

APRIL 19

Hall of Fame & Central Coast Best Places to Work

MAY 10

Spring Economic Forecast

MAY 24

Champions in Health Care

JUNE 7

Who's Who in Banking & Finance

JUNE 21

Latino Business Awards

JULY 12

Who's Who in Agriculture & Viticulture

JULY 26

Spirit of Small Business

AUGUST 9

Who's Who in Energy & Environment

AUGUST 23

40 Under 40

SEPTEMBER 13

Giving Guide

SEPTEMBER 20

Fastest-Growing Companies

OCTOBER 4

Fall Economic Forecast

OCTOBER 18

Who's Who in Professional Services

NOVEMBER 1

Who's Who in Health Care & Insurance & Biomedicine

NOVEMBER 15

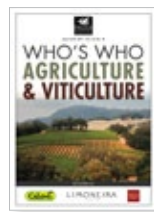
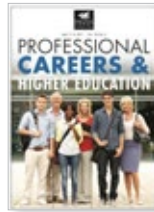
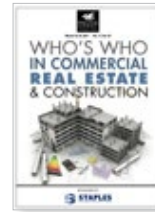
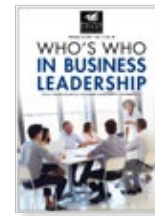
2017 Tax & Financial Planning Guide

DECEMBER 13

Who's Who in Nonprofits & Foundations

DECEMBER 27

2020 Book of Lists



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 21
 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

