Proudly serving Santa Barbara, Ventura and San Luis Obispo counties

PRINT
DIGITAL EVENTS
<table>
<thead>
<tr>
<th>Date</th>
<th>Issue #</th>
<th>Focus Pages</th>
<th>Top 25 List</th>
<th>Special Report (if applicable)</th>
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<tr>
<td><strong>JANUARY</strong></td>
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<td>19.44, Startups // LIST: Wealthiest Zip Codes</td>
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<td>19.45, East Ventura // LIST: Wealth Managers / Investment Advisors</td>
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<td>19.49, Central Coast // LIST: Banks (combined)</td>
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<td>22</td>
<td>19.50, The Docket // + Central Coast Innovation Awards ★</td>
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<td><strong>MARCH</strong></td>
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<td>20.6, Central Coast // + Central Coast Best Places to Work &amp; Business Hall of Fame ★</td>
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<td><strong>JUNE</strong></td>
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<td>20.16, Legacy Companies // LIST: Legacy</td>
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</table>

★ = An awards event will be held to honor the winners. Visit www.pacbiztimes.com for event dates and details.
<table>
<thead>
<tr>
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<td>5</td>
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<td>Technology</td>
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<td>LIST: Wineries + Who’s Who in Agriculture &amp; Viticulture</td>
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<td>+ Spirit of Small Business ★</td>
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<td>LIST: Crowd Funding New Startups + Who’s Who in Energy &amp; Environment</td>
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<td>LIST: Surgery Centers &amp; Primary Care + Fastest Growing Companies ★</td>
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<td>LIST: Special Districts + Who’s Who in Professional Services</td>
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<td>27</td>
<td>20.42</td>
<td>Year in Review</td>
<td>+ The 2020 Book of Lists</td>
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★ = An awards event will be held to honor the winners. Visit www.pacbiztimes.com for event dates and details.
## 2019 RATE CARD

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(Accredited advertising agencies receive 15% discount, provided invoices are paid within 30 days. Add second color: $200. Add four colors: $600. Color charges are non-commissionable. Art production: $75/hr. We would be pleased to guarantee a premium position; however, there is an additional 10% charge.*Front page banner includes 4 color.)

### EXTRAS

**INSERTS:** Preprinted, 8.5” X 11” (or smaller) freestanding inserts can be included in our run. Please check in the event of larger inserts.

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**CHARITABLE NONPROFITS:** Contact advertising executives for rates.

**SPACE RESERVATIONS:** Placement instructions must be submitted 7 calendar days before intended publication date.

**CANCELLATIONS:** Changes or cancellations to your ad schedule must be received in writing 7 days before publication. Otherwise, you will be billed at 100%.
All print ads must be provided in a digital format. For the best image quality in your printed ads, all digital materials must be compliant with the following specifications:

• Acrobat PDF (preferred) with embedded or outlined fonts, images converted to TIFF or EPS files with color files converted to CMYK or grayscale before PDF conversion.

• Adobe Photoshop and JPEG files must be at least 300 dpi and converted to CMYK or grayscale mode. All artwork submitted in RGB will be converted to CMYK or Grayscale, respectively. We will attempt to notify the agency or advertiser of potential problems with submitted artwork. The Pacific Coast Business Times will not be responsible for the dramatic color shifts that occur during CMYK or grayscale conversion.

• Spot colors must be converted to CMYK values, and PDFs created from Adobe Illustrator must be saved with a CMYK color mode and transparencies must be flattened. Please remember that news-print will print the color darker and will have 20-30% dot gain of ink.

• Raw files created in Adobe InDesign, Adobe Photoshop or Adobe Illustrator are only accepted with fonts and links included. We do not accept raw Quark files.

• Low-resolution logos and pictures pulled from websites are not accepted. Ads created in Microsoft Publisher, Word or other word-processing programs are not accepted.

• For assistance with advertising copy, layout, graphics and typesetting, please contact your advertising coordinator at the Pacific Coast Business Times.

• Ads submitted that do not meet the above listed specifications will be either returned to the advertiser to correct or will incur digital production charges of $65 per hour. Ads built by the production department allowed a maximum of three proofs. Any additional proof requests are subject to additional charges.

• Additional design services are available, including print and online ad design. Additional design services are billed on an hourly basis at $75 per hour.

ADS CAN BE SENT TO YOUR ACCOUNT EXECUTIVE OR ADART@PACBIZTIMES.COM
ANY QUESTIONS MAY BE DIRECTED TO THE ADVERTISING COORDINATOR AT 805-845-2697.
**ADVERTISING ON PACBIZTIMES.COM**

Advertising on pacbiztimes.com provides another opportunity to promote your business. Please be sure to review the digital advertising specifications, here:

Accepted media include JPEG, GIF and PNG. • No Flash animation allowed. • Resolution must be 72 dpi, maximum file size is 75-100K, less than 50K is recommended. • Ads will be linked to the web address provided by you or your agency. • Available to print advertisers only.

### DIGITAL AD PLACEMENT

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**SECTION AD**

| “Sponsored by” Banner | 750 x 90 | 1/2 page pricing |

**E-NEWSLETTERS**

| Top Banner | 600 x 290 | 3/8 page pricing |
| Side Box   | 300 x 250 | 1/4 page pricing |
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.pacbizztimes.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 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**
Pacific Coast Business Times events draw high level business audiences from throughout the Tri-County Region. Join the Pacific Coast Business Times in celebrating the business community. Sponsor one of these prestigious events and align your business with the best!

**TOP 50 Women IN BUSINESS**

An awards reception will be held to celebrate the outstanding female business leaders in the Tri-Counties. **EVENT DATE: APRIL 18, 2019 AT DECKERS ROTUNDA • PUBLICATION DATE: MARCH 22, 2019**

**GOLD SPONSOR:** $5,000 (includes 8 event tickets; podium time; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter) • **SILVER SPONSOR:** $3,000 (includes 6 event tickets; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter)

**HALL OF FAME & CENTRAL COAST BEST PLACES TO WORK**

This event celebrates influential companies in the Tri-Counties along with the honoring best places to work in the region. Our 2019 Business Hall of Fame honoree is Rick Stoltmeyer, CEO/Cofounder of MINDBODY, Inc. **EVENT DATE: MAY 23, 2019 AT FOUR SEASONS RESORT THE BILTMORE • PUBLICATION DATE: APRIL 19, 2019**

**GOLD SPONSOR:** $5,000 (includes 8 event tickets; podium time; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter) • **SILVER SPONSOR:** $3,000 (includes 6 event tickets; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter)

**CHAMPIONS IN HEALTH CARE**

This luncheon event honors and profiles key leaders of health care and related industries, including hospital executives, philanthropists, physicians nurses, researchers and volunteers. **EVENT DATE: JUNE 20, 2019 AT TOPA TOWER CLUB • PUBLICATION DATE: MAY 24, 2019**

**GOLD SPONSOR:** $5,000 (includes 8 event tickets; podium time; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter) • **SILVER SPONSOR:** $3,000 (includes 6 event tickets; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter)

**LATINO BUSINESS AWARDS**

An evening reception honors the region’s leading Latino business leaders. We will also be presenting a Pacific Coast Business Times scholarship award to a promising student who is planning a career in business. **EVENT DATE: JULY 18, 2019 AT CROWNE PLAZA VENTURA BEACH • PUBLICATION DATE: JUNE 21, 2019**

**GOLD SPONSOR:** $5,000 (includes 8 event tickets; podium time; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter) • **SILVER SPONSOR:** $3,000 (includes 6 event tickets; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter)

**40 under 40**

This luncheon event celebrates small business with profiles of innovative small businesses. **EVENT DATE: AUGUST 22, 2019 AT FOUR SEASONS RESORT THE BILTMORE, CORAL CASINO • PUBLICATION DATE: JULY 26, 2019**

**GOLD SPONSOR:** $7,500 (includes 8 event tickets; podium time; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter) • **SILVER SPONSOR:** $3,500 (includes 6 event tickets; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter)

**FASTEST-GROWING COMPANIES**

This invite-only evening reception recognizes 40 up-and-coming businessmen and women under 40 years of age from San Luis Obispo, Santa Barbara and Ventura counties. **EVENT DATE: SEPTEMBER 23, 2019 AT TOPA TOWER CLUB • PUBLICATION DATE: AUGUST 23, 2019**

**GOLD SPONSOR:** $5,000 (includes 8 event tickets; podium time; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter) • **SILVER SPONSOR:** $3,000 (includes 6 event tickets; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter)

**EVENT DATE:** OCTOBER 24, 2019 AT MOXI, THE WOLF MUSEUM OF EXPLORATION • PUBLICATION DATE: SEPTEMBER 20, 2019

**GOLD SPONSOR:** $5,000 (includes 8 event tickets; podium time; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter) • **SILVER SPONSOR:** $3,000 (includes 6 event tickets; a full color, full page ad in the publication; your logo on the front cover and all event collateral; your organization mentioned in our editor’s letter)

TO LEARN MORE, CONTACT VERONICA KUSMUK AT VKUSMUK@PACBIZTIMES.COM OR SEAN MCCULLOUGH AT SMCCULLOUGH@PACBIZTIMES.COM
**INSERTION AND COPY DEADLINES:**
Seven days prior to Friday publishing date.

**SEND ADVERTISEMENTS TO:**
- **EMAIL:** dgiles@pacbiztimes.com
- **FAX:** 805-560-8399
- **DROP OFF:** 14 E. Carrillo Street, Suite A, Santa Barbara, CA 93101

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<tr>
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<td>Call for negotiated rates.</td>
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<tr>
<td>Other</td>
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THE INSERT SHIPMENT SHOULD BE CLEARLY MARKED AS FOLLOWS: (for insertion into the Pacific Coast Business Times on Friday date of issue)

- Label “For Pacific Coast Business Times”
- Name of Insert
- Insertion Date
- Quantity per skid + quantity per box
- The maximum dimensions for an unfolded insert is 10” X 12”. The minimum size for an insert is 4” X 6”.
- Press run numbers vary by and zone. Zone A is Ventura County. Zone B is Santa Barbara and San Luis Obispo counties.
- Check with your account executive to determine how many inserts are required for the date you will insert.

Pre-printed inserts are available in the Pacific Coast Business Times, subject to the following guidelines and pricing.

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*Zone A is Ventura County, Zone B is Santa Barbara and San Luis Obispo Counties.

Pre-printed inserts must conform to all USPS regulations pertaining to periodical rate mailings.

- No return address or postal indicia may appear on the insert.
- Three copies of the insert must be supplied to the Business Times 10 days prior to the publication date of the in which it will be inserted.
- Inserts up to 0.75 ounces will be accepted under the standard pricing below. Anything over 0.75 ounces requires a special pricing quote to allow for the extra postage required.
- Full run inserts must be delivered to Southwest Offset Printing Company (see address below) attention Bob Shennan by 1 p.m. on the Monday prior to the Friday date in which the insert will be placed.
THE COMPLETE TRI-COUNTY BUSINESS REFERENCE GUIDE...

The Pacific Coast Business Times’ Book of Lists is the one place business owners and managers look for statistics on customers, competitors, and potential service providers. Featuring more than 50 lists, ranging from law firms to Nonprofits, this valuable tool is the tri-county region’s only comprehensive business reference guide. It will be saved and used by decision-makers and influential business leaders throughout the area. Make sure your company has a strong presence in the Book of Lists for a year’s worth of high-impact exposure.

The 2019 Book of Lists publishes Friday, December 27, 2019. Advertisement deadline is TBD.

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<th>SIZE</th>
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NOTES: The above pricing is for black and white ads. For spot color add $200; 4–color add $600. Discounted BOL rate applies to 7x or more frequency contract holders.
The Book of Lists compiles listings of hundreds of the hottest area companies in their fields. Take advantage of this popular reference tool by placing your advertising where it will work for you all year long!

**GOLD COVER SPONSOR**

THREE AVAILABLE  //  INVESTMENT: $4,995

- Recognition as sponsor, category exclusivity and logo on the cover
- A full-page 4-color ad on one of three premium glossy cover positions (*first in, first choice*)
- 15 copies of the Book of Lists for your employees or top clients

**SILVER COVER SPONSOR**

(THREE AVAILABLE)  //  INVESTMENT: $3,750

- Recognition as sponsor, category exclusivity and logo on the cover
- A full-page 4-color ad positioned across from the Publisher’s Letter, Researcher’s Letter or the Table of Contents (*first in, first choice*)
- 10 copies of the Book of Lists for your employees or top clients

**NUMBER ONES LIST**

(TWO AVAILABLE)  //  INVESTMENT: $3,250

- Your firm’s logo on the Table of Contents
- A full-page 4-color ad positioned across from Number Ones List
- 5 copies of the Book of Lists for your employees or top clients

**CHAPTER SPONSOR**

(SIX AVAILABLE)  //  INVESTMENT: $2,750

- Your firm’s logo on appropriate chapter’s Table of Contents
- A full-page 4-color ad in that chapter
- 5 copies of the Book of Lists for your employees or top clients

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**THE 2020 BOOK OF LISTS PUBLISHES FRIDAY, DECEMBER 27, 2019. ADVERTISEMENT DEADLINE IS TBD.**

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FOR ADVERTISING OPPORTUNITIES CALL VERONICA KUSMUK (805) 845-2708 (VKUSMUK@PACBIZTIMES.COM) OR SEAN MCCULLOUGH (805) 845-2733 (SMCCULLOUGH@PACBIZTIMES.COM)