Proudly serving Santa Barbara, Ventura and San Luis Obispo counties
<table>
<thead>
<tr>
<th>Date</th>
<th>Issue #</th>
<th>Focus Pages</th>
<th>Top 25 List</th>
<th>Special Report (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>3</td>
<td>20.43</td>
<td><strong>FOCUS:</strong> Forecast 2020</td>
<td><strong>LIST:</strong> Private Companies</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>20.44</td>
<td><strong>FOCUS:</strong> 805 Tech</td>
<td><strong>LIST:</strong> Wealthiest Zip Codes</td>
</tr>
<tr>
<td></td>
<td>17</td>
<td>20.45</td>
<td><strong>FOCUS:</strong> Central Coast</td>
<td><strong>LIST:</strong> Wealth Managers</td>
</tr>
<tr>
<td></td>
<td>24</td>
<td>20.46</td>
<td><strong>LIST:</strong> No. 1’s</td>
<td>+ <strong>Dealmakers</strong></td>
</tr>
<tr>
<td></td>
<td>31</td>
<td>20.47</td>
<td><strong>FOCUS:</strong> Women &amp; Co.</td>
<td><strong>LIST:</strong> C-Suite Women</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>7</td>
<td>20.48</td>
<td><strong>FOCUS:</strong> 805 Tech</td>
<td><strong>LIST:</strong> IT Service Providers / Tech Companies</td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>20.49</td>
<td><strong>FOCUS:</strong> Small Business</td>
<td><strong>LIST:</strong> Banks (combined)  +  Most Influential</td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>20.50</td>
<td><strong>FOCUS:</strong> Health Care</td>
<td><strong>LIST:</strong> Hospitals</td>
</tr>
<tr>
<td></td>
<td>28</td>
<td>20.51</td>
<td><strong>FOCUS:</strong> 805 Law  +  Central Coast Innovation Awards</td>
<td>★ (Event: TBD)</td>
</tr>
<tr>
<td>MARCH</td>
<td>6</td>
<td>20.52</td>
<td><strong>FOCUS:</strong> 805 Tech</td>
<td><strong>LIST:</strong> Tech Employers</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>20.53</td>
<td><strong>LIST:</strong> Foundations  +  Who’s Who in Commercial Real Estate &amp; Construction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>21.1</td>
<td><strong>FOCUS:</strong> East Ventura</td>
<td><strong>LIST:</strong> Insurance Brokers</td>
</tr>
<tr>
<td></td>
<td>27</td>
<td>21.2</td>
<td><strong>FOCUS:</strong> Small Business</td>
<td><strong>LIST:</strong> Law Firms  +  Top Women in Business</td>
</tr>
<tr>
<td>APRIL</td>
<td>3</td>
<td>21.3</td>
<td><strong>LIST:</strong> Post Grad Institutions  +  Professional Careers and Higher Education</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>21.4</td>
<td><strong>FOCUS:</strong> Destinations</td>
<td><strong>LIST:</strong> Museums, Attractions &amp; Entertainment</td>
</tr>
<tr>
<td></td>
<td>17</td>
<td>21.5</td>
<td>20th Anniversary, Pacific Coast Business Times &amp; Hall of Fame</td>
<td>★ (Event: May 7  <em>subject to change</em>)</td>
</tr>
<tr>
<td></td>
<td>24</td>
<td>21.6</td>
<td><strong>FOCUS:</strong> Small Business</td>
<td><strong>LIST:</strong> Highest Paid Execs</td>
</tr>
<tr>
<td>MAY</td>
<td>1</td>
<td>21.7</td>
<td><strong>FOCUS:</strong> 805 Tech</td>
<td><strong>LIST:</strong> Business Incubators</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>21.8</td>
<td><strong>LIST:</strong> Banks Based Inside the Region  +  Spring Economic Forecast</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>21.9</td>
<td><strong>FOCUS:</strong> CRE Extra</td>
<td><strong>LIST:</strong> General Contractors</td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>21.10</td>
<td><strong>FOCUS:</strong> Central Coast</td>
<td>+ <strong>Central Coast Best Places to Work</strong></td>
</tr>
<tr>
<td></td>
<td>29</td>
<td>21.11</td>
<td><strong>FOCUS:</strong> Healthcare</td>
<td><strong>LIST:</strong> Healthcare Agencies</td>
</tr>
<tr>
<td>JUNE</td>
<td>5</td>
<td>21.12</td>
<td><strong>FOCUS:</strong> 805 Tech</td>
<td>+ Who’s Who in Banking &amp; Finance</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>21.13</td>
<td><strong>FOCUS:</strong> Business of Pride</td>
<td><strong>LIST:</strong> Certified Public Accountants</td>
</tr>
<tr>
<td></td>
<td>19</td>
<td>21.14</td>
<td><strong>FOCUS:</strong> East Ventura</td>
<td><strong>LIST:</strong> Credit Unions  +  Latino Business Awards</td>
</tr>
<tr>
<td></td>
<td>26</td>
<td>21.15</td>
<td><strong>FOCUS:</strong> Legacy Companies  +  Legacy</td>
<td></td>
</tr>
</tbody>
</table>

★ = An awards event will be held to honor the winners. Visit www.pacbiztimes.com for event dates and details.
2020 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Date</th>
<th>Issue #</th>
<th>Focus Pages</th>
<th>Top 25 List (if applicable)</th>
<th>Special Report (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>21.16</td>
<td>FOCUS: 805 Tech</td>
<td>LIST: LEED-Certified Buildings / Construction Projects</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>21.17</td>
<td>LIST: Wineries &amp; Craft Brewers + Who’s Who in Agriculture &amp; Viticulture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>21.18</td>
<td>FOCUS: Destinations</td>
<td>LIST: Hotels &amp; Resorts</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>21.19</td>
<td>FOCUS: Central Coast</td>
<td>LIST: Chamber of Commerce + Spirit of Small Business★ (Event: August 20)</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>21.20</td>
<td>FOCUS: 805 Law</td>
<td>LIST: Santa Barbara County Employers</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>21.21</td>
<td>FOCUS: 805 Tech</td>
<td>LIST: Crowd Funded Startups</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>21.22</td>
<td>Who’s Who CFO’s</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>21.23</td>
<td>FOCUS: East Ventura</td>
<td>LIST: Aviation Services &amp; Air Charter</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>21.25</td>
<td>FOCUS: 805 Tech</td>
<td>LIST: Top Patents</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>21.27</td>
<td>FOCUS: Central Coast</td>
<td>LIST: Ventura County Employers</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>21.29</td>
<td>LIST: Special Districts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>21.30</td>
<td>FOCUS: CRE Extra</td>
<td>LIST: CRE Firms + Fall Economic Forecast</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>21.31</td>
<td>LIST: Financial Institutions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>21.32</td>
<td>FOCUS: East Ventura</td>
<td>LIST: Physicians Groups + Who’s Who in Professional Services</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>21.33</td>
<td>FOCUS: Small Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>21.35</td>
<td>FOCUS: 805 Tech</td>
<td>LIST: Law Firms Inside the Region</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>21.37</td>
<td>FOCUS: 805 Law</td>
<td>LIST: SBA Lenders &amp; Banks Based Outside the Region</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>21.38</td>
<td>FOCUS: 805 Tech</td>
<td>LIST: Colleges &amp; Universities</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>21.40</td>
<td>FOCUS: Central Coast</td>
<td>LIST: Fastest Growing Companies</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>21.41</td>
<td>FOCUS: Year in Review</td>
<td>+ The 2021 Book of Lists</td>
<td></td>
</tr>
</tbody>
</table>

★ = An awards event will be held to honor the winners. Visit www.pacbiztimes.com for event dates and details.
## 2020 RATE CARD

<table>
<thead>
<tr>
<th>SIZE</th>
<th>OPEN</th>
<th>7X (30%)</th>
<th>13X (35%)</th>
<th>17X (40%)</th>
<th>26X (50%)</th>
<th>39X (55%)</th>
<th>52X (60%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$5,845</td>
<td>$4,013</td>
<td>$3,727</td>
<td>$3,440</td>
<td>$2,868</td>
<td>$2,580</td>
<td>$2,294</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,646</td>
<td>$2,503</td>
<td>$2,324</td>
<td>$2,145</td>
<td>$1,787</td>
<td>$1,609</td>
<td>$1,430</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$3,157</td>
<td>$2,168</td>
<td>$2,013</td>
<td>$1,857</td>
<td>$1,548</td>
<td>$1,393</td>
<td>$1,239</td>
</tr>
<tr>
<td>Island</td>
<td>$2,648</td>
<td>$1,818</td>
<td>$1,689</td>
<td>$1,558</td>
<td>$1,299</td>
<td>$1,169</td>
<td>$1,038</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,189</td>
<td>$1,503</td>
<td>$1,396</td>
<td>$1,288</td>
<td>$1,073</td>
<td>$966</td>
<td>$858</td>
</tr>
<tr>
<td>3/8 Page</td>
<td>$1,668</td>
<td>$1,144</td>
<td>$1,063</td>
<td>$982</td>
<td>$818</td>
<td>$736</td>
<td>$654</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,179</td>
<td>$809</td>
<td>$751</td>
<td>$693</td>
<td>$578</td>
<td>$520</td>
<td>$462</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$817</td>
<td>$559</td>
<td>$520</td>
<td>$481</td>
<td>$401</td>
<td>$359</td>
<td>$319</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>$449</td>
<td>$309</td>
<td>$264</td>
<td>$220</td>
<td>$212</td>
<td>$199</td>
<td>$176</td>
</tr>
<tr>
<td>Front Page Banner*</td>
<td>$1,638</td>
<td>$1,259</td>
<td>$1,201</td>
<td>$1,142</td>
<td>$1,028</td>
<td>$969</td>
<td>$913</td>
</tr>
</tbody>
</table>

(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.

<table>
<thead>
<tr>
<th>INSERT RATES</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Zone*</td>
<td>$824</td>
<td>$769</td>
<td>$714</td>
<td>$659</td>
<td>$604</td>
</tr>
<tr>
<td>Full Run</td>
<td>$1,099</td>
<td>$1,044</td>
<td>$989</td>
<td>$934</td>
<td>$824</td>
</tr>
</tbody>
</table>

**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.
2020 DIGITAL ADVERTISING

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

<table>
<thead>
<tr>
<th>HOMEPAGE</th>
<th>SIZE (width x height in pixels)</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner, Fixed (Displayed throughout the entire website)</td>
<td>1150 x 125</td>
<td>3/8 page pricing</td>
</tr>
<tr>
<td>Side Box - Option 1</td>
<td>350 x 250</td>
<td>1/8 page pricing</td>
</tr>
<tr>
<td>Side Box - Option 2</td>
<td>350 x 600</td>
<td>1/4 page pricing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION AD</th>
<th>SIZE (width x height in pixels)</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Sponsored by” Banner</td>
<td>750 x 90</td>
<td>1/2 page pricing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-NEWSLETTERS</th>
<th>SIZE (width x height in pixels)</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>600 x 290</td>
<td>3/8 page pricing</td>
</tr>
<tr>
<td>Side Box</td>
<td>300 x 250</td>
<td>1/4 page pricing</td>
</tr>
</tbody>
</table>
2020 SPECIAL SECTIONS

JANUARY 24
Dealmakers of the Year
Our first special report of 2020 looks at the movers and shakers behind the region’s top deals from 2019.

FEBRUARY 14
Most Influential People in the Region
This entirely new special report represents our new staff’s picks for the thought leaders and top influencers in the region.

FEBRUARY 28
Central Coast Innovation Awards
Honors the region’s leaders in innovation, disruptive technology and social ventures.

MARCH 13
Who’s Who in Commercial Real Estate & Construction
This must-read special report profiles leaders in commercial real estate, construction, architecture and related fields.

MARCH 27 ★
Top Women in Business
Honors 50 of the region’s top women leaders in a number of for-profit sectors as well as professional services and nonprofits.

APRIL 3
Professional Careers & Higher Education
This special report explores certificate programs for business professionals and reports on emerging trends in higher education.

APRIL 17 ★
20th Anniversary, Pacific Coast Business Times + Hall of Fame
Pacific Coast Business Times celebrates its 20th with a special Legacy publication that tells the story of the region’s economy in the first two decades of the 21st Century. We will be developing a separate special report to recognize our 2020 Hall of Fame honorees.

MAY 8
Spring Economic Forecast
Our popular forecast section features expert panels with economists, investment advisers and a special panel of emerging leaders in our communities.

MAY 22
Central Coast Best Places to Work ★
Our popular Central Coast Best Places to Work program returns as a stand-alone event with results from our Survey Monkey results determining the top-scoring employers in the region.

JUNE 5
Who’s Who in Banking & Finance
This can’t miss Who’s Who special report highlights dozens senior executives in one of the region’s most important industries.

JUNE 19
Latino Business Awards ★
One of our most popular special reports recognizes Hispanic leaders in business, education and professional services.

JULY 10
Who’s Who in Agriculture & Viticulture
This annual Who’s Who special report includes profiles leaders in farming, ranching, food processing, agricultural transportation and winemaking.

JULY 24
Spirit of Small Business ★
For more than 15 years, the Business Times has partnered with the U.S. Small Business Administration’s Los Angeles District Office to bring you a special report that celebrates small business with profiles of innovative companies, how-to articles and a valuable resource guide.

AUGUST 14
Who’s Who CFO’s
This new special report profiles top public and private company CFOs as well as corporate controllers and treasurers at private companies.

AUGUST 28
40 Under 40 ★
One of our most popular special reports recognizes and profiles 40 up-and-coming businessmen and women under 40 years of age.

SEPTEMBER 11
Giving Guide
In-depth information on the region’s dynamic non-profit sector.

SEPTEMBER 25
Fastest-Growing Companies ★
This special section is a snapshot of the year’s fastest-growing superstars, featuring both public and private tri-county companies.

OCTOBER 9
Fall Economic Forecast
This report contains roundtable discussions with regional economists, investment advisers and wealth managers.

OCTOBER 23
Who’s Who in Professional Services
We recognize the leading attorneys and certified public accountants in the Tri-Counties.

NOVEMBER 6
Who’s Who in Health Care, Insurance & Biomedicine
Our Who’s Who report profiles dozens of decision-makers in the health care, insurance and biomedicine.

NOVEMBER 20
2021 Tax & Financial Planning Guide
We present stories and contributed articles on a number of topics related to the investment outlook for the New Year and top tax trends.

DECEMBER 11
Who’s Who in Nonprofits & Foundations
This annual Who’s Who identifies and profiles leaders in fundraising and foundations as well as leaders of organizations involved in community service, arts, culture and recreation.

DECEMBER 25
2021 Book of Lists
Our final special report of the year compiles the Top 25 lists we’ve published during the year and adds new lists to create the most comprehensive directory of business in the tri-county region.

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 2020 Rate Card

★ = An awards event will be held to honor the winners. Visit www.pacbiztimes.com for event dates and details.
2020 FOCUS REPORTS

FORECAST 2020
January 3

805 TECH
January 10
February 7
March 6
May 1
June 5
July 3
August 7
September 4
November 13
December 4

CENTRAL COAST
January 17
June 19
August 21
October 23

WOMEN & CO
January 31
August 28

SMALL BUSINESS
February 14
March 27
April 24
October 30

HEALTH CARE
February 21
May 29
September 25

805 LAW
February 28
July 31
September 11
November 27

EAST VENTURA
March 20
May 22
July 24
September 18
December 18

DESTINATIONS
April 10
July 17

CRE EXTRA
May 15
October 9

BUSINESS OF PRIDE
June 12

LEGACY COMPANIES
June 26

YEAR IN REVIEW
May 15
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!

### 2020 EVENT SPONSORSHIP

**CENTRAL COAST INNOVATION AWARDS**

This is the fifth year that Pacific Coast Business Times honors the region’s leaders in innovation, disruptive technology and social ventures. Our publication is followed by a two-part event that includes an afternoon at our Startup Village showcase of emerging companies, followed by an evening awards reception. **EVENT DATE: TBD AT THE RITZ-CARLTON BACARA • PUBLICATION DATE: FEBRUARY 28, 2020 • GOLD SPONSOR: $5,000 • SILVER SPONSOR: $3,000**

### TOP 50 Women in Business

The Business Times honors 50 of the region’s top women leaders in a number of for-profit sectors as well as professional services and nonprofits. Our Editor’s Choice winners get special recognition in a number of fields. An awards reception will be held to celebrate the honorees. **EVENT DATE: TBD AT DECKERS BRAND PAVILION • PUBLICATION DATE: MARCH 27, 2020 • GOLD SPONSOR: $5,000 • SILVER SPONSOR: $3,000**

### HALL OF FAME

Pacific Coast Business Times celebrates its 20th with a special Legacy publication that tells the story of the region’s economy in the first two decades of the 21st Century. We will be developing a separate special report to recognize our Hall of Fame honorees for 2020. There will be a special 20th anniversary celebration to recognize our Hall of Fame members and to thank our Business Times community for 20 years of supporting independent financial journalism on the Central Coast. **EVENT DATE: MAY 7, 2020 AT THE FOUR SEASONS BILTMORE - CORAL CASINO "EVENT DATE SUBJECT TO CHANGE" • PUBLICATION DATE: APRIL 17, 2020 • SPONSORSHIP OPPORTUNITIES ARE AVAILABLE**

### CENTRAL COAST BEST PLACES TO WORK

Our popular Central Coast Best Places to Work program returns as a stand-alone event with results from our Survey Monkey results determining the top-scoring employers. **EVENT DATE: JUNE 18, 2020 AT THE FOUR SEASONS BILTMORE • PUBLICATION DATE: MAY 22, 2020 • GOLD SPONSOR: $5,000 • SILVER SPONSOR: $3,000**

### LATINO BUSINESS AWARDS

One of our most popular special reports and events recognizes Hispanic leaders in business, education and professional services. For the fourth consecutive year we are presenting a $1,000 Pacific Coast Business Times scholarship award to a Ventura County student who is planning a career in business. There is an evening reception to honor the winners. **EVENT DATE: JULY 16, 2020 AT THE CROWNE PLAZA VENTURA BEACH • PUBLICATION DATE: JUNE 19, 2020 • GOLD SPONSOR: $5,000 • SILVER SPONSOR: $3,000**

### SPIRIT of SMALL BUSINESS

For more than 15 years, the Business Times has partnered with the U.S. Small Business Administration’s Los Angeles District Office to bring you a special report that celebrates small business with profiles of innovative companies, how-to articles and a valuable resource guide. An awards luncheon will be held to celebrate the honorees. **EVENT DATE: AUGUST 20, 2020 AT THE FOUR SEASONS BILTMORE - CORAL CASINO • PUBLICATION DATE: JULY 24, 2020 • GOLD SPONSOR: $7,500 • SILVER SPONSOR: $3,500**

### 40 under 40

One of our most popular special reports recognizes and profiles 40 up-and-coming businessmen and women under 40 years of age. Nominees must be 39 by the time the report publishes in late August, must be a resident of the Tri-County region or a person whose business is based in the Tri-Counties. Winners can only be honored once and are recognized at a special invitation only dinner. **EVENT DATE: SEPTEMBER 21, 2020 AT THE TOPA TOWER CLUB OXNARD • PUBLICATION DATE: AUGUST 28, 2020 • GOLD SPONSOR: $5,000 • SILVER SPONSOR: $3,000**

### FASTEST-GROWING COMPANIES

This special section is a snapshot of the year’s fastest-growing superstars, featuring both public and private tri-county companies. The top companies are ranked based on 3-year revenue growth. There is a special award for an outstanding CFO chosen from among the top companies. An evening reception in the form of an Oktoberfest beer and wine tasting honors the winners. **EVENT DATE: OCTOBER 22, 2020 AT MOXI, THE WOLF MUSEUM OF INNOVATION & EXPLORATION • PUBLICATION DATE: SEPTEMBER 25, 2020 • GOLD SPONSOR: $5,000 • SILVER SPONSOR: $3,000**

**GOLD SPONSORSHIP: 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 SPONSORSHIP: 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
Pacific Coast Business Times will be celebrating 20 years in 2020. And telling the story of the past two decades in business on the Central Coast. This magazine style section will be published in Spring 2020 followed by a special event. With 10,000 limited edition prints, we invite you to share our story or tell your own story with advertising in our Legacy publication.

SPONSORSHIP & ADVERTISING OPPORTUNITIES:

- **Platinum Sponsorship ($12,500):** Full Page, Full Color Ad; Full Page Word From Sponsor Letter; Logo included on Sponsor Page and on all event collateral; Two podium time opportunities during event; Social Media Spotlight
- **Gold Sponsorship ($7,500):** Full Page, Full Color Ad; Logo included on Sponsor Page and on all event collateral; One podium time opportunity during event; Social Media Spotlight
- **Silver Sponsorship ($3,500):** Full Page, Full Color Ad; Logo included on Sponsor Page and on all event collateral; Social Media Spotlight
- **Full Page, Full Color Ad:** $1800
- **Half Page, Full Color Ad:** $900

MORE ABOUT OUR MAGAZINE STYLE PUBLICATION: This legacy publication is perfect-bound, with glossy pages that are designed for mailing, coffee table display and handing out at events. Past legacy publications include Jordano’s, the city of Buenaventura, the American Red Cross and Limoneira. PDF’s of these publications can be viewed at: pacbiztimes.com/legacy

CONTACT ONE OF OUR ACCOUNT EXECUTIVES FOR MORE INFORMATION:
Veronica Kusmuk, vkusmuk@pacbiztimes.com, 805-845-2708; Sean McCullough, smccullough@pacbiztimes.com, 805-845-2733
**Platinum Sponsorship ($12,500):** Full Page, Full Color Ad; Full Page Word From Sponsor Letter

**Gold Sponsorship ($7,500):** Full Page, Full Color Ad

**Silver Sponsorship ($3,500):** Full Page, Full Color Ad

**Full Page, Full Color Ad:** $1800

**Half Page, Full Color Ad:** $900

---

**Full Page, Full Color**
Trim Size: 8.375” x 10.875”
With Bleed: 8.625” x 11.125”
Safe Zone: 7.875” x 10.375”

**Half Page, Full Color**
7.5” x 4.75”

**Full Page Sponsor Letter:**
You may provide a formatted letter designed to fit the “Full page ad” design specs, or provide your verbiage (up to 550 words) and we can create a letter page for you.

---

Please provide a press-ready PDF file with no crop marks to your account representative or email: adart@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

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COST</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fictitious Business Name</td>
<td>$49.50</td>
<td>4 Weeks</td>
</tr>
<tr>
<td>Alcohol License</td>
<td>$49.50</td>
<td>4 Weeks</td>
</tr>
<tr>
<td>Summons</td>
<td>$300</td>
<td>4 Weeks</td>
</tr>
<tr>
<td>Notice of Petition to Administer Estate</td>
<td>$160</td>
<td>3 Weeks</td>
</tr>
<tr>
<td>Name Change</td>
<td>$185</td>
<td>4 Weeks</td>
</tr>
<tr>
<td>Trustee Sale</td>
<td>$295</td>
<td>3 Weeks</td>
</tr>
<tr>
<td>Public Entities</td>
<td>Call for negotiated rates.</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>Call for quote.</td>
<td></td>
</tr>
</tbody>
</table>
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.

SOP WAREHOUSE: 13720 CIMARRON STREET, GARDENA, CA 90249-2465 // (310) 323-0112

PRE-PRINTED INSERTS

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

<table>
<thead>
<tr>
<th>INSERT RATES</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Zone*</td>
<td>$824</td>
<td>$769</td>
<td>$714</td>
<td>$659</td>
<td>$604</td>
</tr>
<tr>
<td>Full Run</td>
<td>$1,099</td>
<td>$1,044</td>
<td>$989</td>
<td>$934</td>
<td>$824</td>
</tr>
</tbody>
</table>

*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.

PRE-PRINTED INSERTS

INSERT RATES

1X  
$824

3X  
$769

6X  
$714

12X  
$659

24X  
$604

Full Run  
$1,099

$1,044

$989

$934

$824

SOP WAREHOUSE: 13720 CIMARRON STREET, GARDENA, CA 90249-2465 // (310) 323-0112

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.
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.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>OPEN RATE</th>
<th>WITH MINIMUM 7X ROP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$4,300</td>
<td>$3,082</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,800</td>
<td>$1,400</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,000</td>
<td>$750</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$750</td>
<td>$500</td>
</tr>
</tbody>
</table>

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.

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

**THE 2021 BOOK OF LISTS PUBLISHES FRIDAY, DECEMBER 27, 2020.**
**ADVERTISEMENT DEADLINE IS TBD.**

---

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

**BUYING INFLUENCE BY INDUSTRY**

- **Agriculture**
- **Construction / Development**
- **Communications / Media**
- **Government**
- **Health Care**
- **Insurance**
- **Legal Services**
- **Manufacturing / Trade**
- **Marketing / PR**
- **Nonprofits**
- **Real Estate**
- **Retail**
- **Technology**
- **Tourism / Hospitality**

**HOW OUR READERS ACCESS OUR NEWS**

- **Online**
  - 20%
  - Readers working for a company reporting $5-10 million
  - 15%
  - Readers working for a company reporting $10-15 million
  - 15%
  - Readers working for a company reporting over $50 million
  - 20%
  - Readers working for a company reporting under $5 million

- **Print**
  - 39%
  - Readers working for a company with 21-99 local employees
  - 21%
  - Readers working for a company with 100-299 local employees
  - 21%
  - Readers working for a company with over 300 local employees
  - 10%
  - Readers working for a company with under 20 local employees

- **Both**
  - 41%

**HOUSEHOLD INCOME:**

- 21%: Under $99,000
- 66%: $100,000 - $499,000
- 13%: $500,000 +