

## 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 24

### 20<sup>th</sup> Anniversary, Pacific Coast Business Times ★

Pacific Coast Business Times celebrates its 20<sup>th</sup> with a special Legacy publication that tells the story of the region's economy in the first two decades of the 21st Century.

## 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 + Hall of Fame ★

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. We will be recognizing our 2020 Hall of Fame honorees.

## 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 wine-making.

## 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

### Champions In Healthcare

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

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**DISPLAY ADVERTISING RATES:** See 2020 Rate Card

★ = An awards event will be held to honor the winners. Visit [www.pacbiztimes.com](http://www.pacbiztimes.com) for event dates and details.

## 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

August 21

October 23

## WOMEN & CO

January 31

August 28

## SMALL BUSINESS

February 14

March 27

April 24

October 30

## CENTRAL COAST HEALTH WATCH

February 21

May 29

June 19

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

