

2024 | Pacific Coast Business Times MEDIA KIT



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JANUARY

DATE	5	VOL. + ISSUE #	24.43	FOCUS SECTION	2024 Forecast / 805 Tech	LIST	Private Companies	SPECIAL REPORT	
	12		24.44		Women & Co		C-Suite Women		
	19		24.45		Small Business		Wealth Management Firms		
	26		24.46		*		No. 1s		Dealmakers / CRE

FEBRUARY

DATE	2	VOL. + ISSUE #	24.47	FOCUS SECTION	805 Tech	LIST	IT Service / Tech Firms	SPECIAL REPORT	
	9		24.48				Banks Combined		Most Influential
	16		24.49		Black Leadership		Hospitals		
	23		24.50		*				Central Coast Innovation Awards

MARCH

DATE	1	VOL. + ISSUE #	24.51	FOCUS SECTION	Middle Market	LIST	Tech Employers	SPECIAL REPORT	
	8		24.52				Foundations		Who's Who in Commercial Real Estate & Construction
	15		25.01		Health Watch		Insurance Brokers		
	22		25.02		Small Business *		Law Firms		
	29		25.03						Top Women

APRIL

DATE	5	VOL. + ISSUE #	25.04	FOCUS SECTION	805 Tech	LIST	Museums / Attractions	SPECIAL REPORT	
	12		25.05				Graduate Institutions		Champions of Education
	19		25.06		Health Watch		Credit Unions		
	26		25.07		*		Legacy		Hall of Fame / Legacy

MAY

DATE	3	VOL. + ISSUE #	25.08	FOCUS SECTION	805 Tech	LIST	Business Incubators	SPECIAL REPORT	
	10		25.09				Financial Institutions		Spring Forecast
	17		25.10		Small Business		General Contractors		
	24		25.11		*		Best Places		Central Coast Best Places to Work
	31		25.12		Travel & Tourism		Hotels/Resorts		

JUNE

DATE	7	VOL. + ISSUE #	25.13	FOCUS SECTION	Business of Pride	LIST		SPECIAL REPORT	
	14		25.14				CPA Firms		Who's Who Banking and Finance
	21		25.15		Health Watch				
	28		25.16		*				Latino Business Awards

* 805 Law Column appears the 4th Friday of most months.

JULY

DATE	VOL. + ISSUE #	FOCUS SECTION	805 Tech	LIST	SPECIAL REPORT	
5	25.17		805 Tech		Public Companies	
12	25.18				Wineries / Craft Breweries	Who's Who in Agriculture & Viticulture
19	25.19		Health Watch		Law Firms Inside the Region	
26	25.20		*		Chambers	Spirit of Small Business

AUGUST

DATE	VOL. + ISSUE #	FOCUS SECTION	805 Tech	LIST	SPECIAL REPORT	
2	25.21		805 Tech		Crowd Funded Startups	
9	25.22					Champions in Health Care
16	25.23		Small Business		Highest Paid Execs.	
23	25.24		*			40 Under 40
30	25.25		Women & Co.		Law Firms Outside the Region	

SEPTEMBER

DATE	VOL. + ISSUE #	FOCUS SECTION	805 Tech	LIST	SPECIAL REPORT	
6	25.26		805 Tech		Capital Raises	
13	25.27		Latino Business		Foundations	
20	25.28		Health Watch		Surgery Centers	Giving Guide
27	25.29		*		Ventura Employers	Fastest Growing Companies

OCTOBER

DATE	VOL. + ISSUE #	FOCUS SECTION	Middle Market	LIST	SPECIAL REPORT	
4	25.30		Middle Market		CRE Firms	
11	25.31					Emergency Preparedness
18	25.32		Health Watch		Hospital Clinics	
25	25.33		*		Special Districts	Who's Who in Professional Services

NOVEMBER

DATE	VOL. + ISSUE #	FOCUS SECTION	805 Tech	LIST	SPECIAL REPORT	
1	25.34		805 Tech		Best Places	
8	25.35				Banks Outside the Region	Who's Who in Healthcare, Insurance & Life Sciences
15	25.36		Small Business *		Law Firms	
22	25.37				CPAs	Fall Economic Forecast + 2024 Tax Guide
29	25.38		Women & Co.			

DECEMBER

DATE	VOL. + ISSUE #	FOCUS SECTION	805 Tech	LIST	SPECIAL REPORT	
6	25.39		805 Tech		Colleges/Universities	Giving Tuesday
13	25.40				Staffing Services	Who's Who in Nonprofits & Foundations
20	25.41		Small Business		Fastest Growing	
27	25.42		Year in Review *			2025 Book of Lists

* 805 Law Column appears the 4th Friday of most months.

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

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.



INSERTS	1x	3x	6x	12x	24x
One Zone*	\$824	\$769	\$714	\$659	\$604
Full Run	\$1,099	\$1,044	\$989	\$934	\$824

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

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 is made.
- Adobe Photoshop and JPEG files must be at least 300 dpi and converted to CMYK or grayscale mode. Any artwork submitted in RGB will need to be converted to CMYK prior to insertion in the issue. 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 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 \$75 per hour. Ads built by the production department allowed a maximum of two 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.
- Pacific Coast Business Times is built in InDesign on and printed on electrobrite paper with the highest possible recycled content.

Ads can be sent to your account executive or adart@pacbiztimes.com
Any questions may be directed to your ad representative.

DOUBLE PAGE SPREAD: 21.5" wide x 13.5" tall • **FULL PAGE:** 10" wide x 13.5" tall

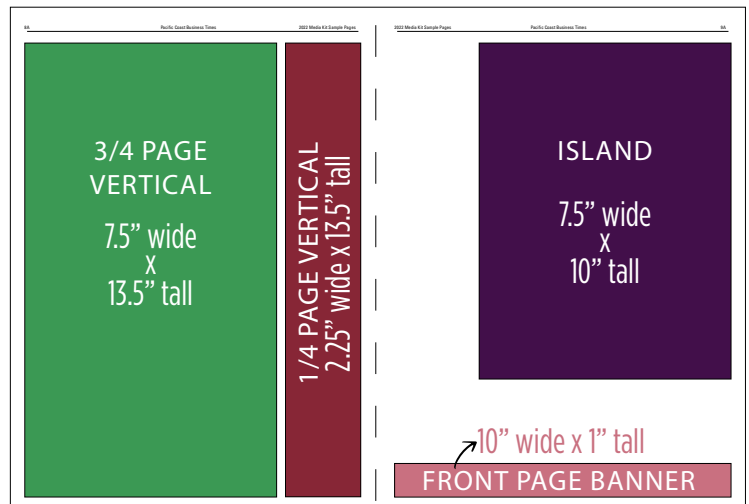
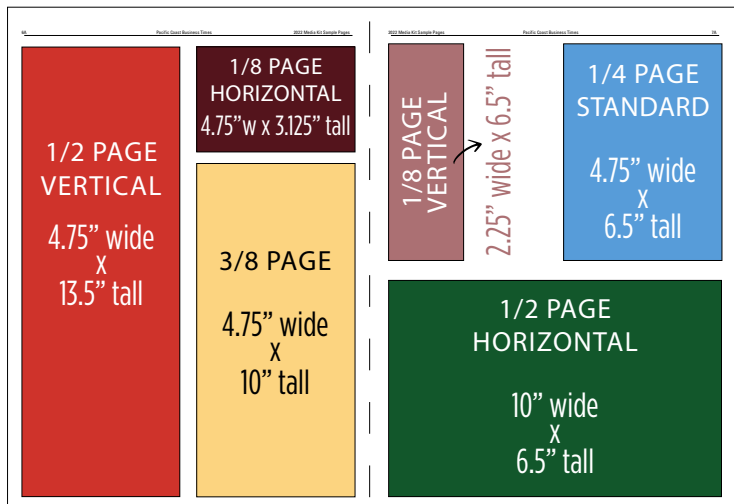
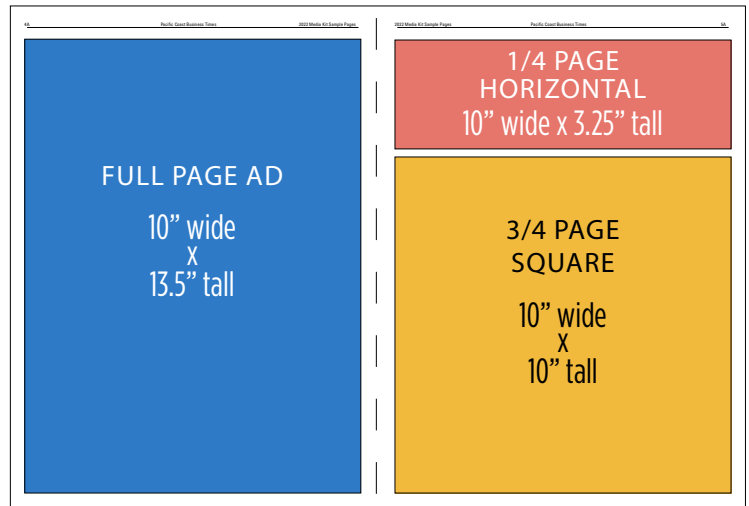
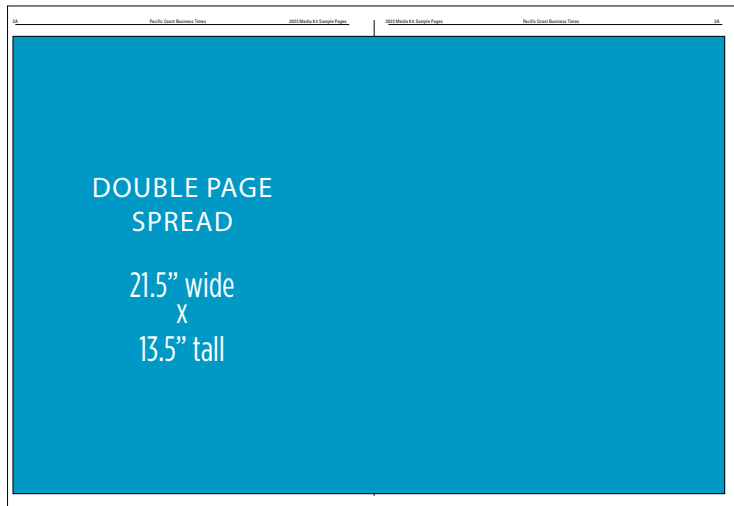
3/4 PAGE VERTICAL: 7.5" wide x 13.5" tall • **3/4 PAGE SQUARE:** 10" wide x 10" tall

1/2 PAGE HORIZONTAL: 10" wide x 6.5" tall • **1/2 PAGE VERTICAL:** 4.75" wide x 13.5" tall • **3/8 PAGE:** 4.75" wide x 10" tall

1/4 PAGE STANDARD: 4.75" wide x 6.5" tall • **1/4 PAGE HORIZONTAL:** 10" wide x 3.25" tall • **1/4 PAGE VERTICAL:** 2.25" wide x 13.5" tall

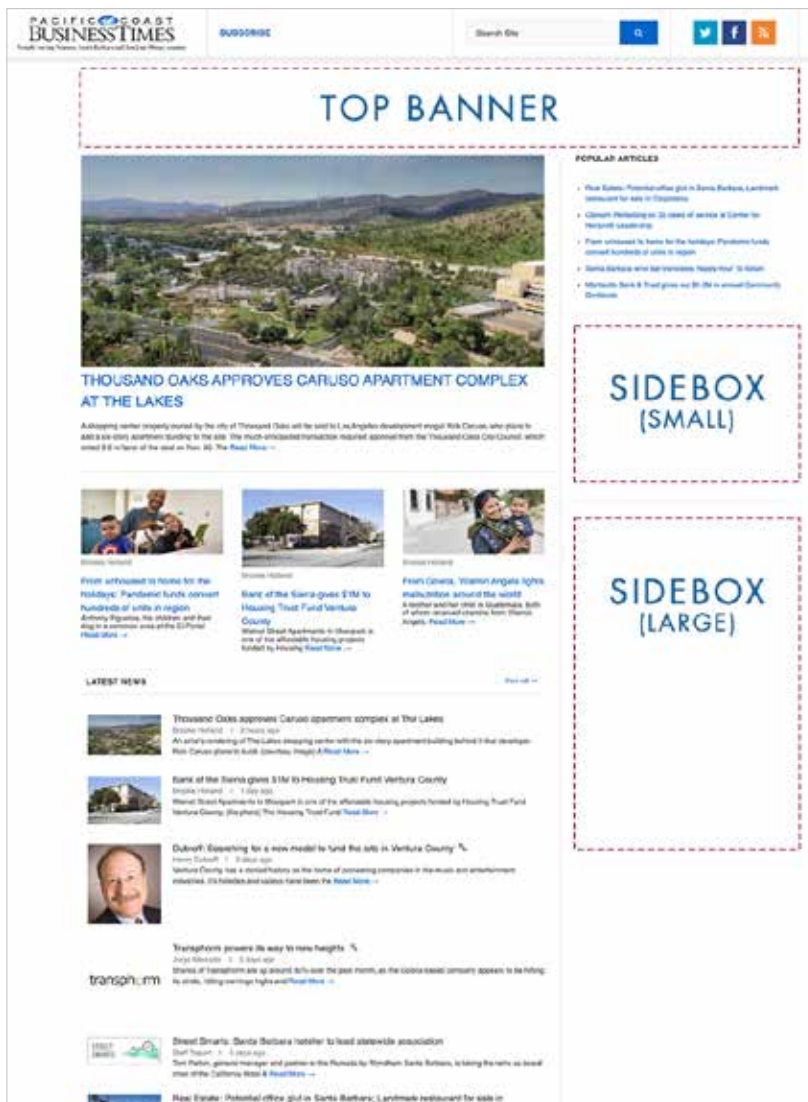
1/8 PAGE HORIZONTAL: 4.75" wide x 3.125" tall • **1/8 PAGE VERTICAL:** 2.25" wide x 6.5" tall

ISLAND: 7.5" wide x 10" tall • **FRONT PAGE BANNER:** 10" wide x 1" tall



Advertising on pacbiztimes.com and our email newsletters provide another opportunity for business promotion. Accepted media includes 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.

WEBSITE HOMEPAGE	SIZE	RATE
Top Banner, Fixed (Displayed throughout the entire website)	1150px wide x 125px tall	3/8 page pricing
Side Box - Small	350px wide x 250px tall	1/8 page pricing
Side Box - Large	350px wide x 600px tall	1/4 page pricing
WEBSITE FOCUS SECTION	SIZE	RATE
"Sponsored by" Banner	750px wide x 90px tall	1/2 page pricing
EMAIL NEWSLETTERS	SIZE	RATE
"Sponsored by" Top Ad	600px wide x 290px tall	3/8 page pricing
Side Box	300px wide x 250px tall	1/4 page pricing



VIEW OUR SPECIAL REPORTS AS PDF'S AT: [PACBIZTIMES.COM/VIEWSSPECIALREPORTS](https://www.pacbiztimes.com/viewsspecialreports)

JANUARY 26**Dealmakers of the Year**

Our first special report of 2021 looks at the movers and shakers behind the region's top deals from 2021.

FEBRUARY 9**Most Influential People in the Region**

This special report represents our news staff picks for the thought leaders and top influencers in the region.

FEBRUARY 23**Central Coast Innovation Awards**

Honors the region's leaders in innovation, disruptive technology and social ventures.

MARCH 8**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 29**Top Women in Business**

Honors 50 of the region's top women leaders in industry, technology, professional services and nonprofits.

APRIL 12**Champions of Education**

This special report explores certificate programs for business professionals and reports on emerging trends in higher education.

APRIL 26**Legacy Awards**

Our signature special report recognizes our 2023 Hall of Fame honorees.

MAY 10**Spring Forecast**

Our popular forecast features expert panels with economists, investment advisers and a special panel of leaders in our communities.

MAY 24**Hall of Fame / Central Coast Best Places to Work**

Our popular Central Coast Best Places to Work program returns with results from our annual ranking of the top employers in the region.

JUNE 14**Who's Who in Banking & Finance**

This signature special report highlights senior executives in one of the region's most important industries.

JUNE 28**Latino Business Awards**

One of our most popular special reports recognizes Hispanic leaders in business, education and professional services. We also profile our Business Times scholarship winner.

JULY 12**Who's Who in Agriculture & Viticulture**

This annual special report includes profiles leaders in farming, ranching, food processing, cannabis and wine making.

JULY 26**Spirit of Small Business**

For more than 20 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 resource guide.

AUGUST 9**Champions in Healthcare**

In a time of unprecedented challenges in health care we profile the region's top practitioners, researchers, administrators and front-line workers.

AUGUST 23**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 20**Giving Guide**

Our annual publication provides in-depth information on the region's dynamic non-profit sector.

SEPTEMBER 27**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 11**Emergency Preparedness**

Disaster, world event, catastrophic weather... how do we prepare? How does your business survive in the aftermath?

OCTOBER 25**Who's Who in Professional Services**

We recognize the leading attorneys and certified public accountants in the Tri-Counties.

NOVEMBER 8**Who's Who in Health Care, Insurance & Life Sciences**

Our Who's Who report profiles dozens of decision-makers in the health care, insurance and biomedicine.

NOVEMBER 22**Fall Economic Forecast and 2023 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 13**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 27**2024 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.



FORECAST

- January 5

805 TECH

- January 5
- February 2
- April 5
- May 3
- July 5
- August 2
- September 6
- November 1
- December 6

WOMEN & CO

- January 12

SMALL BUSINESS

- January 19
- March 22
- May 17
- August 16
- November 15
- December 20

805 LAW

- January 26
- February 23
- March 22
- April 26
- May 24
- June 28
- July 19
- August 23
- September 22
- October 25
- November 15
- December 27

BUSINESS OF PRIDE

- June 7

BLACK LEADERSHIP

- February 16

YEAR IN REVIEW

- December 27

HEALTH WATCH

- March 15
- April 19
- June 21
- July 19
- September 20
- October 18





INSERTION AND COPY DEADLINES: Seven days prior to Friday publishing date.

EMAIL: legals@pacbiztimes.com • **DROP OFF:** 351 Paseo Nuevo, Floor 2, Santa Barbara, CA 93101

LEGAL NOTICE TYPE	COST	DURATION
Fictitious Business Name	\$49.50	4 Weeks
Alcohol License	\$49.50	4 Weeks
Summons	\$300	4 Weeks
Notice of Petition to Administer Estate	\$160	3 Weeks
Name Change	\$185	4 Weeks
Trustee Sale	\$295	3 Weeks
Public Entities	Call for negotiated rates.	
Other	Call for quote.	

INSERT RATES	1x	3x	6x	12x	24x
One Zone*	\$824	\$769	\$714	\$659	\$604
Full Run	\$1,099	\$1,044	\$989	\$934	\$824

*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) by 1 p.m. on the Monday prior to the Friday date in which the insert will be placed.

SOP WAREHOUSE: 13645 Gramercy Place, 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.

GIVING GUIDE

2024 Guidelines

PUBLISHING: SEPTEMBER 20, 2024 ARTWORK DEADLINE: AUGUST 23, 2024

Highlighting the region's:

Nonprofits • Foundations • Health Services Agencies • Youth Programs • Educational, Cultural and Arts Organizations



“The Giving Guide is very important to include in our companies budget for advertising. As the largest, locally-owned community bank on the Central Coast, Montecito Bank & Trust is committed to making the communities we serve better places to live and work. We are very close with our Nonprofit friends in the community and see the Giving Guide as identifiable with our brand platform.”

- Montecito Bank & Trust

The Pacific Coast Business Times Giving Guide is an annual publication featuring nonprofits, foundations, health service agencies, youth programs, educational, cultural and arts organizations. The publication offers a needed, in-depth look at many of these organizations — highlighting their goals and sharing many of the ways they contribute to our community.

It is our hope that you may discover ways for you and your company to become more involved and assist these nonprofits in meeting their goals to improve the lives of many in our community.

The two-page spreads are highly discounted to afford all nonprofits the opportunity to participate. Many of the nonprofits featured are sponsored by corporations or individuals that believe in their work. If you or your business would like to support your favorite organization in the Giving Guide, please contact our account executives for more details.

The Giving Guide is a key resource that provides all of the information you'll need to make your giving and volunteering decisions.

RESERVE YOUR SPACE TODAY!

Please contact your account executive with any questions you may have.

Veronica Kusmuk: (805) 845-2708, vkusmuk@pacbiztimes.com or Sean McCullough: (805) 845-2733, smccullough@pacbiztimes.com

GIVING GUIDE: 2024 GUIDELINES

Thank you for your participation in our annual publication of the Giving Guide! We've put together this PDF of guidelines in hopes that this process can be as simple as possible. Feel free to contact your account executive with any questions you may have. **(Veronica Kusmuk: vkusmuk@pacbiztimes.com or 805- 845-2708 • Sean McCullough smccullough@pacbiztimes.com or 805-845-2733)**

PLEASE NOTE: our annual Giving Guide is comprised of either two pages spreads, or single full-page ads. To simplify the process, each company/organization is placed alphabetically.

TWO PAGE SPREAD GUIDELINES

Company/Organization Information: (Left side of spread - see pages 4 & 5 of this PDF for samples)

- Please provide a high resolution(300dpi) logo, full color EPS, PDF, JPG or TIFF file.
- Use the word document provided to provide the information about your company/organization. Simple is best so we can format it to our template.
- No need to format the colors, fonts, etc. All we need from you is the basic information.
- Do your best to keep your entire document around 600 words.

Full Page, Full Color Ad: (Right side of spread - see pages 4 & 5 of this PDF for samples)

- Design should be 10"x14", CMYK and 300 DPI. ALL black text should be 100% black only.
- Please provide a High Quality, Press-Ready PDF. No crop marks, or bleed margins necessary.
- If we are designing your full-page ad, please send all design elements you wish to include in your ad - logo(s), verbiage, image(s), Inspiration references, etc. We will send you a proof to review for approval or revision requests before we go to press.

SPONSOR LETTER GUIDELINES (See page 6 of this PDF for a sample)

- Please provide a basic word document. Simple is best so we can format the letter to our template.
- No need to format the colors, fonts, etc. All we need from you is the basic letter.
- Please include 5-10 word tag line that will appear at the top of the letter.
- Send images (logo and headshot - optional) separately. Do not add them to the word document. This will allow for higher quality images.
- Images for logos and headshots should be 300 DPI (High Resolution) and EPS, JPG, TIFF, or PDF format.
- Do your best to keep your entire document around 500 words.

SINGLE PAGE, FULL COLOR AD ONLY (See page 3 of this PDF for a sample)

- Design should be 10"x13.5", CMYK and 300 DPI. ALL black text should be 100% black only.
- Please provide a High Quality, Press-Ready PDF. No crop marks, or bleed margins necessary.
- If we are designing your full-page ad, please send all design elements you wish to include in your ad - logo(s), verbiage, image(s), inspiration references, etc. We will send you a proof to review for approval or revision requests before we go to press.

OTHER NOTES

- Calendar events are limited to 5 events per company/organization.
(See page 7 of this PDF for a sample of our event calendar.)
- You can view a full sample of last years Giving Guide, and get more information, here:
<http://www.pacbiztimes.com/giving-guide/>

Please contact your account executive with any questions you may have.

Veronica Kusmuk: (805) 845-2708, vkusmuk@pacbiztimes.com or Sean McCullough: (805) 845-2733, smccullough@pacbiztimes.com

INSPIRING THE NEXT GENERATION OF INNOVATORS

FULL PAGE SAMPLE

Innovation does not happen in a vacuum. To ensure that the pace of scientific innovation continues to improve the lives of countless individuals, we must support those who will make the next big discovery. The Amgen Foundation, the philanthropic arm of biotechnology company Amgen, is deeply committed to inspiring and preparing the next generation of innovators. By sparking a passion for science and supporting young people who pursue it as a career, we hope to fuel scientific innovation and create a brighter, healthier future for all. Visit www.amgeninspires.com

Learn more about our latest initiative! The Amgen Foundation and Harvard have joined forces to launch LabXchange, a free, virtual lab experience that integrates digital instruction with mentoring opportunities. Visit www.LabXchange.org

AMGEN Foundation

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Women's Economic Ventures (WEV)

Marsha Bailey, Founder & CEO Emerita
Kathy Odell, CEO

333 S. Salinas Street
Santa Barbara, 93103
P: 805.965.6073

WEV primarily helps low-income women, but we welcome people of all gender identities, ethnicities and income levels. WEV is a U.S. Small Business Administration's Women's Business Center, a certified Community Development Financial Institution (CDFI), and an SBA Micro lender.

Since 1991, WEV has provided business training, loans and consulting to more than 17,500 local women, men and underserved entrepreneurs. Services are provided in English and Spanish.

- WEV has helped more than 4,500 local businesses launch and expand
- WEV's Loan Fund has made over \$5.5 million in loans to small business owners
- WEV businesses have created more than 9,000 jobs and generate over \$300 million in annual sales revenue

GET INVOLVED

WEV encourages community members to support local small businesses and offers several ways to get involved. Visit wevonline.org or email

BOARD OF DIRECTORS

Melissa Livingston
President
Director, County of Ventura, Human Services Agency

Banks Staples Pecht
Co-Vice Chair
Executive Coach, Attorney, Founder BanksCoaching

Andrew Winchester
Co-Vice Chair
Wealth Adviser, Wells Fargo Private Bank

Nancy M. Crouse
Treasurer
CFA

Linda Rossi
Secretary
President and CEO, Ventura County Credit Union

Aruni Boteju
Relationship Banker, Bank of the West
Emma Bridges
Executive Director, Morgan Stanley

TWO-PAGE SPREAD, SAMPLE (LEFT)

P: 805.456.2383 (Spanish)
W: wevonline.org

SOCIAL MEDIA

- @WomensEconomicVentures
- @WEVenEspanol
- @womenseconomicventures
- @wevenespanol
- Women's Economic Ventures

YEAR ESTABLISHED & MISSION

Marsha Bailey, Founder & CEO Emerita, established Women's Economic Ventures (WEV) in 1991 as a non-profit organization dedicated to creating an equitable and just society through the economic empowerment of women.

ABOUT US

WEV serves Santa Barbara and Ventura counties, providing our community of clients the tools and training they need to face the challenges of business. Our programs and services prepare our clients to start, formalize or expand a small business. WEV provides business planning, operational coaching, financial literacy, business resiliency planning services, and makes loans to pre-bankable businesses for start-up and growth. WEV responds in times of disaster with specialized disaster recovery loans and advisory services, including our current efforts to assure small businesses survive COVID19.

consultants in WEV business training programs.

Join WEV's League of Extraordinary Women (and men!) – A dynamic, influential and collaborative group of high achieving leaders who inspire and strengthen small businesses in our community through their 3-year commitment to WEV.

Donate – Every \$1 invested in WEV generates \$12 more in the local economy

Sponsor – Interested in partnering with WEV to support local businesses? Consider joining us as a sponsor. We have a range of levels available that offer prominent recognition throughout the year. Your generous investment can help us dedicate more resources toward the vital programs supporting local businesses impacted by COVID19.

Shop local – Our local businesses need your support more than ever to survive COVID. Many businesses are offering curbside pickup or delivery. Shop from their online store; leave a review or testimonial, share/tag on social media – show your love for our local businesses!

EMPOWERMENT IS PRICELESS

WEV's signature annual fundraiser, Empowerment is Priceless, will be held October 15 at 9am (as a virtual event). Guests will hear from WEV client business owners sharing their experiences as local entrepreneurs and the challenges, pivots and impacts they are facing during COVID-19. We will also feature a Trailblazer honoree – a local businesswoman who has been an influential, dynamic leader in our community. Attending EIP is a perfect opportunity to learn more about WEV and the impact it has on local business owners and our community. There is no charge to attend EIP and we hope our guests will be inspired to give on event day. Registration is required at www.wevonline.org/eip

Business Relationship Manager, J.P. Morgan Chase

Cheryl Heitmann
Council Member, Ventura City Council

Junemarie Justus
Founder, The Acorn Project

Elaine Kitagawa
Former CFO, lynda.com

Emily Latour
Senior Manager, Talent & Organization, Accenture

Rosanne Welcher
Founder, Pacificview-Consulting, LLC

Joey Zumaya
Public Sector Manager, LinkedIn

STRONGER TOGETHER

"Pacific Western Bank (PWB) has a long-standing history of supporting local communities, and actively works with organizations such as Women's Economic Ventures (WEV) to encourage entrepreneurship and small business creation, across Santa Barbara and Ventura counties. PWB shares WEV's guiding vision to create broader access to opportunities for education, training and technical assistance, along with having better access to capital. Pacific Western Bank is proud to continue our long-standing support of Women's Economic Ventures!"

Sean Morreale
Executive Vice President
Regional Manager of Pacific Western Bank



**"When we lift up women, we lift up families,
we lift up communities, we lift up economies."**

- Junemarie Justus, WEV Board Member and Founder of The Acorn Project



"It's hard to imagine doing business without WEV by my side. Over the last 7 years I have grown personally and professionally because of the impact WEV has had on me. During COVID-19 WEV has provided guidance and the emergency funding I needed to keep my business operating. Thank you to all of you who support WEV."

TWO-PAGE SPREAD, SAMPLE (RIGHT)

"One of the best things about succeeding as a female entrepreneur is that I have the unique opportunity to inspire others to chase their goals like I did. I joined WEV's League of Extraordinary Women because I'm a believer of being involved and giving back to my local community by supporting other women who are living their dreams of owning their own businesses. I'm also a believer of female empowerment - it's important in our society for women to be positive and an inspiration for others."

- Jeanne David, CEO and Founder of Outer Aisle

"I'm so grateful to WEV for believing in my dream. Coming from an immigrant working class family, I never knew anyone who owned a business. Although my heart was determined to serve my community, I just didn't know how. WEV believed in Semillas and gave me the foundation to create what I dreamed of for over a decade. I'm so proud to be a WEV graduate."

- Pati Cortez Washington, Semillas Counseling & Wellness



Every \$1 invested in WEV generates \$12 more in the local economy.

**Visit wevonline.org or call Kate MacNaughton, 805-908-0091
and learn how you can become part of the WEV community.**



"What's your something?"

None of us could have ever imagined the impact of COVID-19. As we look around our community at our friends and neighbors, no one has been untouched by this most current disaster. We certainly know how to "do" disaster in our communities – we've had plenty of experience in recent years and proven our resilience and perseverance. But this time, is different. The entire world is sharing an experience like no other in our living memory.

For me personally, this has been a time of reflection, to evaluate what is truly meaningful and perhaps even what will have mattered most, long after we are gone. Our Founder, Michael Towbes, was fond of saying "Everybody can do something." We are all evaluating what really matters to each of us, but the next step is finding out how we use what matters as our motivation to make a lasting IMPACT on the community we call home. I ask that each of you consider, "What's my something?"



Janet Garufis,
Chairman & CEO



Disasters Happen. It's not a matter of if, but when...

To address a critical gap in our nation's ability to respond to the unthinkable, Wilma Melville founded the National Disaster Search Dog Foundation (SDF) in 1996 as a small, grassroots non-profit. SDF has now grown into a nationwide, dynamic organization that rescues shelter dogs and trains them to become highly trained search dogs, looking for survivors in the wreckage of earthquakes, hurricanes, tornadoes, and man-made disasters.

On January 9, 2018, when a deadly mudslide crashed through the town of Montecito and left a path of devastation in its wake, 18 SDF-trained canine disaster search teams answered the call for help. For over a week, these former shelter dogs and their first responder-handlers combed through the mud and debris, searching for survivors to ensure that no one was buried alive.

SDF has since been proud to serve the Santa Barbara community by

SPONSOR LETTER SAMPLES

needs and they need a hand up. Time, treasure or talent – we all have "something" to give whether it's lending that helping hand, offering a necessary skill or writing a check. And if we've ever had an opportunity to come together to help each other, now is the time.

For Montecito Bank & Trust, our "something" is clear: our mission is simply, to make the communities we serve better places to live and work. Over the years we've built significant relationships with our nonprofit neighbors who are here supporting us all, especially now, when we need them most. When COVID-19 reached our community, we wanted to do whatever we could to provide support and make an IMPACT. We immediately donated \$150,000 in urgent relief aid to nonprofits that were providing a safety net to our communities and we mobilized our team to process and fund more than \$205 million in Paycheck Protection Program (PPP) loans to local nonprofits and businesses. I'm incredibly proud that 10% of our PPP funding went to 191 nonprofits saving 4,300 nonprofit jobs in Santa Barbara and Ventura counties.

For 45 years, Montecito Bank & Trust has been serving the Central Coast, living our community bank mission and standing as testimony that **behind every great community is a great bank®**. Michael Towbes' vision of corporate philanthropy was the foundation of his "something." His legacy of community support. He would be so glad to know his Bank was ready to help our community and so proud to see his legacy in action today.

I'm grateful for all the organizations who are working tirelessly to lift us all up. And no matter how valiant the efforts of our entire nonprofit community, nearly everything seems to pale in comparison to the work that is being done by the frontline essential workers, the social service safety-net agencies and our amazing healthcare providers, struggling to keep us safe and to heal those of us who contract COVID-19. We can only imagine how challenging this time is and we are so grateful for all the ways you care for us.

We will get through this. We know we can do this, together: we've done it before. Take care of yourselves, your families and your neighbors. Stay safe and healthy. And, I hope during this pandemic you will not only find your "something," you will make it your legacy.

Janet Garufis
Chairman & CEO
Montecito Bank & Trust

the most generous of Santa Barbara County residents who were included Joe and Riley, who each responded to incidents locally and internationally, including the devastating Japan earthquake and tsunami in 2011, the Nepal earthquake in 2015, and the Montecito mudslide in 2018.

Now, Santa Barbara's newest four-legged community hero is Waffles, a young Belgian Malinois, a former shelter dog turned search dog, who is partnered with Captain Eric Gray of the Santa Barbara County Fire Department.

These dedicated teams are just a few of the more than 230 teams SDF has trained over our nearly 25 years, serving Santa Barbara County and the nation. As part of our commitment to preparing our nation's search teams for the inevitable, SDF believes in supporting them in all areas—from ongoing training provided by SDF's professional trainers to veterinary care for every canine for their entire lives. Dogs that do not complete our training program are found other careers or placed in loving homes through our Lifetime Care Commitment, ensuring that once rescued, they will never need to be rescued again.

And we continue to enhance and expand our quest to help strengthen disaster response in this country through our National Training Center – our gift to America's canine disaster search teams. Located just south of Santa Barbara County, our National Training Center is the first of its kind, designed specifically for the search dogs and their handlers who work tirelessly to find survivors in the aftermath of disasters. Despite losing a portion of our new home to the Thomas Fire in December 2017, SDF has gotten back on its paws and completely rebuilt our facility to ensure we can continue preparing our nation's search teams for the next disaster.

As a service oriented and social purpose organization, it is our responsibility to share with you how your support is helping to give back to our local community, our nation, and beyond. The Giving Guide provides us the opportunity to assure you that your generosity is directly impacting the lives of shelter dogs and those in need following disasters.

Thank you for helping us make a difference. Thank you for being Part of the Search!

George Leis
Chair, Board of Directors, National Disaster Search Dog Foundation
President & Chief Operating Officer, Montecito Bank & Trust

To learn more about how you can help, visit
www.SearchDogFoundation.org.

CALENDAR OF EVENTS

SEPTEMBER 2019

September 15, 2019
CASA OF SB COUNTY
Make a Splash for CASA

September 21, 2019
UNITED BOYS & GIRLS CLUB SB
UBGC Golf Tournament

September 26, 2019
FOOD SHARE
4th Annual Blue Jean Ball
Walnut Grove in Moorpark

September 28 - November 4, 2019
SANTA BARBARA BOTANIC GARDEN
Fall Native Plant Sale

December 6 - 7, 2019
FOOD SHARE
8th Annual CAN-tree Drive
Figueroa Plaza, Downtown Ventura

December 6 - 8, 2019
SANTA BARBARA MUSEUM OF NATURAL HISTORY
Folk & Tribal Arts Marketplace
Santa Barbara Museum of Natural History

JANUARY 2020

January 18, 2020
SANTA BARBARA MUSEUM OF NATURAL HISTORY

APRIL 2020

April 25, 2020
UNITED BOYS & GIRLS CLUB SB
Rally 4 Kids

April 26, 2020
CASA OF SB COUNTY
CASA Ducky Derby

April 27, 2020
BIG BROTHERS BIG SISTERS OF VENTURA COUNTY
BBSVC's Golf Classic
The Saticoy Club

CALENDAR, SAMPLE

NOVEMBER 2019

November 2, 2019
SANTA BARBARA BOTANIC GARDEN
Fall Family Day
Santa Barbara Botanic Garden

November 20, 2019
BIG BROTHERS BIG SISTERS OF VENTURA COUNTY
Bags, Bling & Bubbly
Sherwood Country Club

November 23, 2019
CASA PACIFICA CENTERS FOR CHILDREN AND FAMILIES
Angels Spotlight on Style Fashion Show
Four Seasons Hotel Westlake Village

DECEMBER 2019

December 2019
BIG BROTHERS BIG SISTERS OF VENTURA COUNTY
Holiday Angels
BBSVC office

December 4, 2019
PARTNERS IN EDUCATION
Business & Education Partnerships
Breakfast
Earl Warren Showgrounds

FEBRUARY 2020

February 20, 2020
FOOD SHARE
Food Share Day of Giving

February 22, 2020
LOBERO THEATRE
Lobero's Birthday Celebration
Lobero Theatre

MARCH 2020

March (Date TBD)
UNITED BOYS & GIRLS CLUB SB
Corks for Kids

March 14, 2020
CASA PACIFICA CENTERS FOR CHILDREN AND FAMILIES
25th Anniversary Gala
Four Seasons Hotel Westlake Village

March 21, 2020
SANTA BARBARA BOTANIC GARDEN
The Santa Barbara Beer Garden
Santa Barbara Botanic Garden

UNITED BOYS & GIRLS CLUB SB
Carpinteria Kids Auction

JUNE 2020

Friday, June 5, 2020
CASA PACIFICA CENTERS FOR CHILDREN AND FAMILIES
7th Annual Yummie Top Chef Dinner
CSU Channel Islands

June 7, 2020
CASA PACIFICA CENTERS FOR CHILDREN AND FAMILIES
27th Annual Angels Wine, Food & Brew Festival
CSU Channel Islands

June 27, 2020
SANTA BARBARA MUSEUM OF NATURAL HISTORY
Santa Barbara Wine + Food Festival™

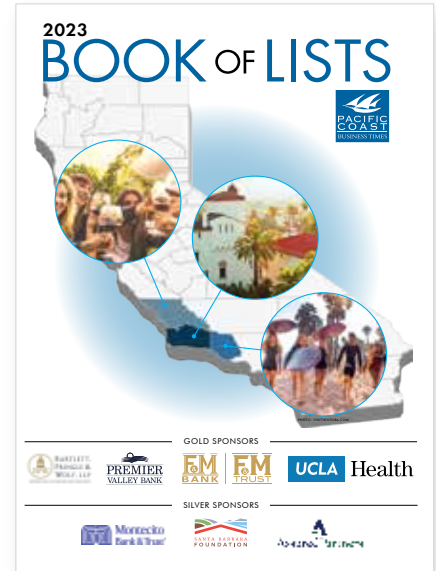
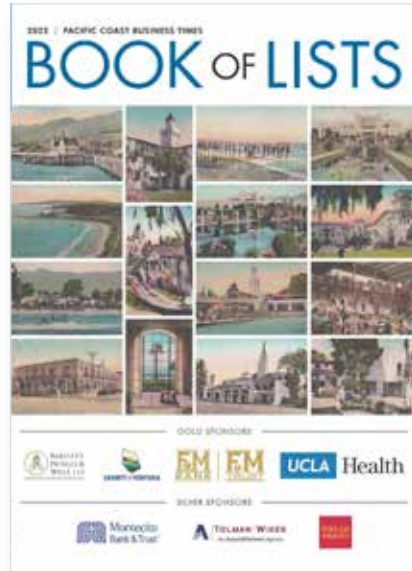
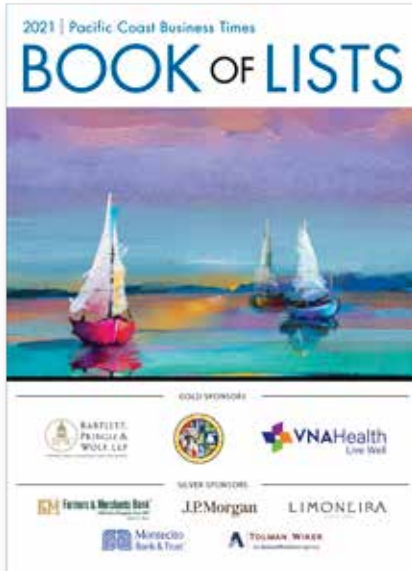
JULY 2020

July 18, 2020
CASA PACIFICA CENTERS FOR CHILDREN AND FAMILIES
25th Anniversary Celebration
& Open House
Casa Pacifica Campus

Publishes Friday, December 27, 2024

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 2025 BOOK OF LISTS PUBLISHES FRIDAY, DECEMBER 27, 2024.
ADVERTISEMENT DEADLINE IS TBD.**

SIZE	OPEN RATE	WITH MINIMUM 7X ROP
Double Page Spread	\$4,300	\$3,082
Full Page	\$2,500	\$2,000
1/2 Page	\$1800	\$1,400
1/4 Page	\$1,000	\$750
1/8 Page	\$750	\$500

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.

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Publishes Friday, December 27, 2024



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!

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- 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

TEN AVAILABLE | INVESTMENT: \$2,750

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