

obcpublishing

Your **Direct Connection** to South Bay Employees of

- Xerox • Mattel • HealthCare Partners • FedEx
- Raytheon • American Honda • Honeywell and More!





Reach 30,000+ South Bay Employees with Your Advertising Message

Our bi-monthly magazines have a circulation of 30,000+ to employees of more than 80 companies in the South Bay. We estimate a readership of 75,000 based on a household of two and one half persons per magazine (spouses, children, roommates, friends, relatives). These magazines are distributed on-site, in high traffic areas, including employee stores, cafeterias, HR offices and lobbies.

Employee Savings Magazine - North Edition

North Edition: 15,000 circulation

Distributed to companies in El Segundo (LAX area), Manhattan Beach, Hawthorne, Inglewood, Redondo Beach, Gardena, Lawndale, Westchester and others

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|----------------------------------|-------------------------------|------------------------------------|-----------------------------|
| Aerospace Corporation | Epson Electronics Corporation | Kinecta FCU | Richstone Family Center |
| American Airlines | DCX-CHOL Enterprises Inc. | LA Care Health Plan | Sam's Club |
| Ancra International | FedEx | LAX Administration | Team One Advertising |
| Comerica Bank | Gate Gourmet | LAX Badge & I.D. | Time Warner Cable |
| Compton Unified School District | Hawthorne Police Department | LSG Sky Chefs | United Airlines |
| Computer Sciences Corporation | Hawthorne School District | Mattel | Vantage Oncology |
| Continental Airlines Corporation | HealthCare Partners | Nordstrom | Vought Aircraft |
| Diagnostics Products | Infonet | Northwest Airlines | Wisburn School District |
| DirecTV | International Rectifier | Orthopaedic Institute for Children | Xceed Financial Corporation |
| | | Raytheon | Xerox |



Employee Savings Magazine - South Edition

South Edition: 15,000 circulation

Distributed to companies in the greater Torrance area, including Lomita, Hermosa Beach, South Redondo Beach, Carson, Gardena, Harbor City, Long Beach and San Pedro

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|----------------------------|------------------------------------|--------------------------------------|-----------------------------------|
| Ablestik Co. | Hawaiian Express | L-3 ETI | Southwest Industries |
| Ace Clearwater | Edelbrock Corporation | Lexus | Torrance Area Chamber of Commerce |
| Alcoa Fasteners | Epson America | Lisi Aerospace | Torrance Health Association |
| America's Styrenics | GM/ATC | M/A-COM | Torrance Refinery |
| American Honda | HealthCare Partners | Moog Aircraft | Torrance Teachers Association |
| Bristol Farms | Hermosa Beach City School District | PC Mall | Toyota Logistics Services |
| CCH, Inc. | Honeywell Aerospace | Pelican Products | Trident Space & Defense |
| Chemring Energetic Devices | Insulation Supply Co. | Redondo Bch. Unified School District | Unify Financial Credit Union |
| Crowne Plaza Hotel | Kaiser Permanente | Robinson Helicopters | Valero Refinery |
| Daylight Transport | Keenan & Associates | Sam's Club | |
| Dermalogica | Kubota Tractor | S.C.R.O.C. | |
| DGX/DHX Dependable | | | |



Why Advertise with OBC?

- Reach working people who get regular paychecks.
- More than 29 years of successful advertising.
- Your ad will receive multiple exposures over the two month shelf life of the magazine.

Rates

Ad Size ▶	1/4 Page			3/8 Page			1/2 Page			3/4 Page			Full Page		
# of Insertions	1x	3x	6x	1x	3x	6x	1x	3x	6x	1x	3x	6x	1x	3x	6x
Employee Savings North Edition Circulation: 15,000	345	310	285	450	405	365	540	485	435	720	660	595	900	810	730
Employee Savings South Edition Circulation: 15,000	345	310	285	450	405	365	540	485	435	720	660	595	900	810	730

The prices in the above table are **per issue**. Example: the cost of a 1/4 page ad in Employee Savings North edition at the 6x rate is \$285 per issue x 6 issues for a total of \$1710.

Rates

The above rates are for 4-Color ads.

If customer cancels ad prior to completing the 3x or 6x contract, they will be charged by and agree to pay OBC Publishing for discounts taken, but not earned.

Ad Design Fee

\$125.00 (3 proof maximum)
Hourly rate of \$65.00 thereafter.

Premium Placement

Contact your sales associate for availability.

Front Cover	\$300
Page 2 or 3	\$200
Page 4 thru 7	\$100
Third-to-Last Page.....	\$100
Inside Back Cover.....	\$100
Back Cover.....	\$300

Payment Terms

Payment is due with order. Checks are payable to OBC Publishing Company. There is a \$25.00 charge for all checks returned for non-sufficient funds. Replacement payments must be made with cash, certified check or money order only.

VISA, MasterCard, American Express and Discover accepted with authorization. OBC Publishing Company reserves the right to reject, edit or cancel any ad, at any time. Prices subject to change with 30 days written notice.

We accept:    

Deadline Dates

Issue:	Ad Deadline Date	Delivery Date
January/February	December 18	January 4
March/April	February 15	March 1
May/June	April 19	May 3
July/August	June 21	July 5
September/October	August 23	September 6
November/December	October 18	November 8

Subject to change without notice.



Electronic Ad Specs

We recommend all ads be created by a graphic designer or advertising professional. OBC Publishing Company is not responsible for the legibility of ads submitted with incorrect settings, inadequate resolution or small type. Proofread your ad carefully before submitting for publication.

Applications

- Preferred: Press-ready PDF or high resolution tiff
- Accepted: Files created in Adobe InDesign, Illustrator or Photoshop (ending in .indd, .ai or .psd)
- Not accepted: Quark files, Word, Publisher, Excel or Powerpoint files (ending in .doc, .pub, .ppt, etc)

Sizes

- Trim Size: 10.750" x 8.125"
- Paper Stock: 43# #5 Gloss Book
- Bleeds: Full page bleeds available on back cover ad only.

Color and Image Settings

- CMYK only – no RGB.
- We do not recommend darks greater than 240% density + one solid (e.g. C=60, M=40, Y=40, K=100)
- Graphic files must be linked or embedded in the document
- Flatten layers
- Recommended resolution is 300 dpi (image) or 600 dpi (text)

Text and Fonts

- Black type should be overprinted K=100, not Registration Black
- Embed or include all fonts, unless they are converted to outline
- Avoid using thin or small text reversed, over patterns or over 4/c areas. A min. 70% value in black, cyan or magenta is recommended for reversed text.

E-Mail

For small ads (PDFs under 5MB) e-mail your ad to:
art.dept@obcpublishing.com

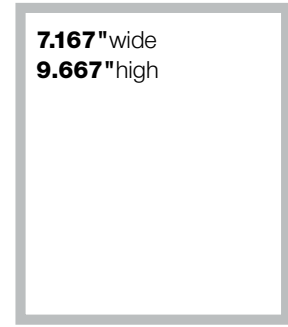
Large File Upload

For files over 5MB, please upload here:
advertising-obcpublishing.wetransfer.com

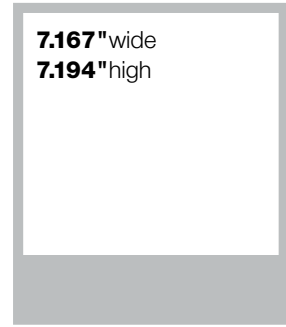
Technical Questions

If you have technical questions about setting up your electronic ads or would like a Photoshop template, please call 310-316-3115, or e-mail
art.dept@obcpublishing.com

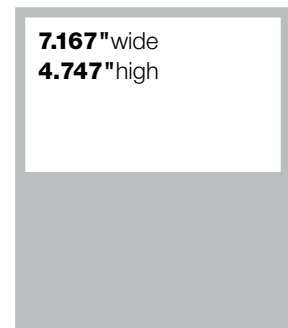
Ad Sizes



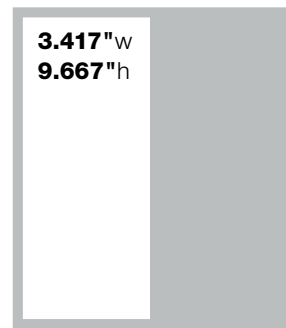
Full page (1.000)



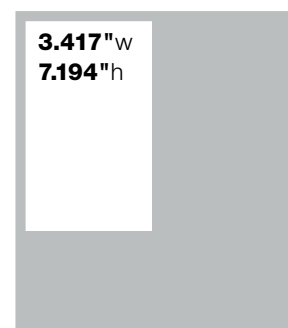
3/4 page (.750)



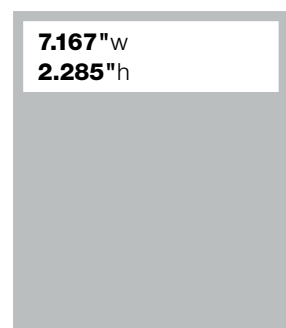
1/2 Horizontal (.500)



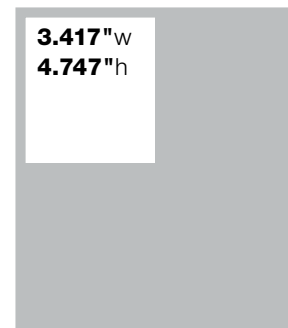
1/2 Vertical (.500)



3/8 Vertical (.375)



1/4 Horizontal (.250)



1/4 Vertical (.250)