

KERN BUSINESS

A monthly magazine by The Bakersfield Californian • Kernbusinessonline.com



KNOWLEDGE • IDEAS • SUCCESS



IDEAS • SUCCESS

KNOWLEDGE • IDEAS

SUCCESS



SUCCESS • KNOWLEDGE

IDEAS •

Rates & Information



About Us

Kern Business is Kern County's only business-to-business magazine that's mailed monthly to more than **7,500** local business owners, corporate VPs and other decision makers. **Kernbusinessonline.com** is also available to give Bakersfield's business community the news it needs every day.

Kern Business is the perfect advertising venue to put your products and services front and center among those business people who make important purchasing decisions.

Readership

Business Owners: **31%**

Business Professionals: **22%**
(e.g., doctors, CPAs, lawyers)

Senior Managers: **18%**
(e.g., CEOs, VPs, Directors)

Middle Managers: **29%**



Print Rates

One-time open rate
Full page / \$1683
1/2 page / \$884
1/4 page / \$442
1/8 page / \$221
Back cover / \$2104
Front inside cover / \$2020
Back inside cover / \$1935

3 Month Contract
Full page / \$1463
1/2 page / \$763
1/4 page / \$384
1/8 page / \$192
Back cover / \$1829
Front inside cover / \$1756
Back inside cover / \$1682

6 Month Contract
Full page / \$1390
1/2 page / \$730
1/4 page / \$365
1/8 page / \$182
Back cover / \$1738
Front inside cover / \$1668
Back inside cover / \$1599

12 Month Contract
Full page / \$1252
1/2 page / \$657
1/4 page / \$329
1/8 page / \$164
Back cover / \$1565
Front inside cover / \$1502
Back inside cover / \$1440

Business Directory
\$50 (Listing includes business name, address, URL and phone number)



On-line Rates

Home page
Leaderboard / \$30 CPM
Big Box / \$25 CPM

Run-of-site
Leaderboard / \$22 CPM
Big Box / \$20 CPM

Ad Specs

Print
Full page (bleed):
8.875 in. x 11.25 in.
(trim size: 8.375 in. 10.75 in.)

Full page (non-bleed):
7.625 in. x 10 in.

1/2 page:
Horizontal - 7.625 in. x 4.875 in.
Vertical - 3.6786 in. x 10 in.

1/4 page:
3.6786 in. x 4.875 in.

1/8 page:
3.6786 in. x 2.3125 in.

On-line
Leaderboard:
728 x 90 pixels

Big Box:
300 x 250 pixels



2009 Deadlines

January 1 Issue
Scheduling/Materials
Deadline: **December 17**

February 2 Issue
Scheduling/Materials
Deadline: **January 14**

March 2 Issue
Scheduling/Materials
Deadline: **February 18**

April 1 Issue
Scheduling/Materials
Deadline: **March 18**

May 4 Issue
Scheduling/Materials
Deadline: **April 15**

June 1 Issue
Scheduling/Materials
Deadline: **May 13**

July 2 Issue
Scheduling/Materials
Deadline: **June 17**

August 3 Issue
Scheduling/Materials
Deadline: **July 15**

September 1 Issue
Scheduling/Materials
Deadline: **August 12**

October 1 Issue
Scheduling/Materials
Deadline: **September 16**

November 2 Issue
Scheduling/Materials
Deadline: **October 14**

December 1 Issue
Scheduling/Materials
Deadline: **November 18**

January 4, 2010 Issue
Scheduling/Materials
Deadline: **December 16**

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