



obcpublishing

Your **Direct Connection** to South Bay Employees





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OBC Publishing

22410 Hawthorne Boulevard Unit 1

Torrance, CA 90505

Tel (310) 316-3115

Fax (310) 316-3005

Contact Us

Advertising Sales

Patty Dunne

(310) 316-3115 ext. 202

patty.dunne@obcpublishing.com

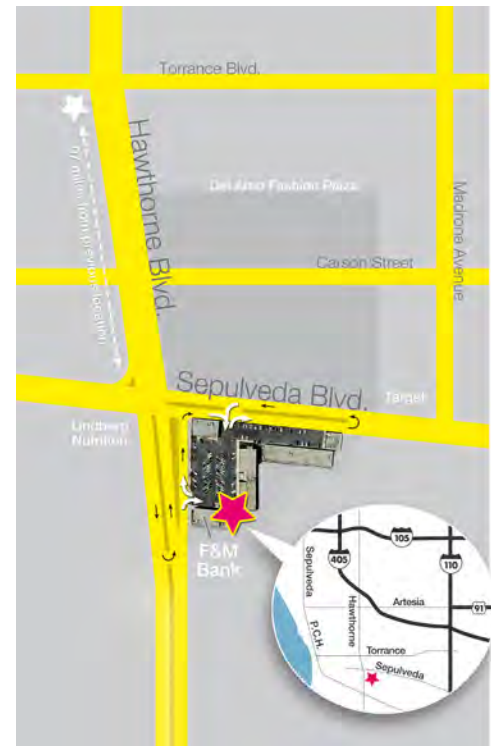
Administration

Lorraine Guzman

(310) 316-3115 ext. 200

lorraine.guzman@obcpublishing.com

Invoices, magazine distribution, ticket administration





Your Direct Connection to South Bay Employees

The South Bay is one of the most economically, culturally and ethnically diverse areas in Southern California. Companies such as the Boeing, Raytheon, Northrop Grumman, Exxon-Mobil, Xerox, Mattel, American Honda, Toyota and many others employ thousands who are active in the aerospace, engineering, aviation, medical and other technical fields.

They are working people who get regular paychecks – *the kind of customers you want.*

OBC Publishing connects your business with these employees through our five bi-monthly magazines. The discounts, services and special offers inside are delivered directly to employees at work. In turn, these savings are much sought-after by these employees.



We connect you to great customers

You can reach employees with paychecks and benefits

People are looking for savings and services now more than ever

We have a combined readership of 175,000

We have a long term and reputable presence in the South Bay

By becoming an advertising partner, you will be able to get your message, service and product information directly into their hands.

If you don't want to take our word for it, read on. Some of our advertising partners have been with us continually for 23+ years. Why? **They get results!**

Testimonials

"I have greatly appreciated the patients who learned about me from your magazines and come to my office. I value the trust employees put in the publications and your advertising team."

– Dr. James Mellert, D.D.S.

"OBC Publishing Company has helped our business grow over the past few years. The ads produced are clear, concise and the message can be easily identified. OBC has been a very effective marketing tool." – Max Sandoval, Jump to the Max

"Our Manhattan Beach and Torrance practice performance has increased by 17 percent in average annually since we started our advertising partnership and collaboration in 2003. Not only has OBC Publishing produced surprising results, the staff is by far the most professional, receptive and accessible. As we are sure you have noticed, we have increased the advertising budget by 50% and we are truly projecting similar results and growth."

– Dr. Azita Tabassian, AT Chiropractic

Reach 70,000 South Bay Employees

Our bi-monthly magazines boast a circulation of approximately 70,000 to employees in the South Bay. We estimate a readership of 175,000 based on a household of two and a half persons per magazine (spouses, children, relatives). These magazines are distributed through Employee Associations, Human Resources Departments and other Employee Service organizations.



Raytheon Events 13,000 circulation

Distributed to Raytheon Corporation employees in the South Bay

Located in El Segundo, Raytheon Corporation's Space and Airborne Systems (SAS) is a \$3 billion world leader in integration systems and solutions for advanced missions. They are recognized as a global innovator in the development and production of sensing and other systems for unmanned aircraft.



So. California Happenings 8,000 circulation

Distributed to employees of Boeing Space & Intelligence Systems

Boeing Space and Intelligence Systems (S&IS) is the world's leading manufacturer of geostationary satellites. The factory, known as the Satellite Development Center, (SDC) is headquartered in El Segundo. At any given time more than two dozen of these powerful spacecraft are in varying stages of production.



NG Connection 7,000 circulation

Distributed to Northrop Grumman Space Technology employees

Northrop Grumman is a premier developer, integrator, producer and supporter of manned and unmanned aircraft, spacecraft, high-energy laser systems, microelectronics and other systems and subsystems critical to maintaining the nation's security and leadership in science and technology.



Employee Savings Magazine

North Edition: 20,000 circulation

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

South Edition: 20,000 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

Distribution – ES-North:

Aerospace Corporation	Mattel
Ankra International	Nordstrom
Comerica Bank	Northrop Grumman Space Technology
Compton Unified School District	Northrop Grumman Corporation
Computer Sciences Corporation	Northwest Airlines
Continental Airlines Corporation	Raytheon
Diagnostics Products Corporation	Richstone Family Center
Epson Electronics Corporation	Sam's Club
Federal Express	Team One
Gate Gourmet	Advertising
Hawthorne Police Department	Time Warner Cable
Hawthorne School District	United Airlines
Hughes DirecTV	Vantage Oncology
Infonet	Vought Aircraft
International Rectifier	Wiseburn School District
Kaiser Permanente	Xceed Financial Corporation
Kinecta FCU	Xerox Federal Credit Union
LA Care Health Plan	
LAX Administration	
LAX Badge & I.D.	
LSG Sky Chefs	


Distribution – ES-South:

Ablestik Co.	Keenan & Associates
Alcoa Fasteners	Kubota Tractor
America's Styrenics	L-3 ETI
American Honda	Lisi Aerospace
American Med. Response	MA/COM
Bristol Farms	Moog Aircraft
CCH, Inc.	PC Mall
Crowne Plaza Hotel	Pelican Products
Daylight Transport	Physician Office Support Services
DGX/DHX Dependable	Redondo Bch. Unified School District
Hawaiian Express	Robinson Helicopters
Edelbrock Corporation	Sam's Club
Epson America	S.C.R.O.C.
ExxonMobil Oil Plant	Southwest Industries
GM/ATC	Technology Solutions
HealthCare Partners	Torrance Area Chamber of Commerce
Hermosa Beach City School District	Torrance Teachers Association
Hi Shear Technology	Toyota Motor Sales
Honeywell Aerospace	Toyota Technical Center
Honeywell Garrett Engine Boosting Systems	Trident Space & Defense
Insulation Supply Co.	WESCO Companies
Kaiser Permanente	



2011 Ad Rates and Deadlines

Rates

Ad Size 	1/8 Page			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	1x	3x	
Raytheon Events (Raytheon) Circulation: 13,000	155	140	125	248	224	200	342	309	276	417	376	336	588	531	474	720	650	580	B & W
	190	179	160	298	274	250	407	374	341	492	451	411	668	611	554	810	740	670	4-Color
So. California Happenings (Boeing) Circulation: 8,000	136	123	110	223	202	180	314	283	253	377	340	304	542	489	437	675	610	545	B & W
	171	158	145	273	252	230	379	348	318	452	415	379	622	569	517	765	700	635	4-Color
NGConnection Magazine (Northrop Grumman) Circulation: 7,000	118	106	95	205	185	165	273	246	220	348	315	281	513	464	414	651	588	525	B & W
	153	141	130	255	235	215	338	321	285	423	390	356	593	544	494	741	678	615	4-Color
Emp. Savings North Edition Circulation: 20,000	180	162	145	304	274	245	387	350	312	487	440	393	651	588	525	806	728	650	B & W
	215	197	180	354	324	295	452	415	377	562	515	468	731	668	605	896	818	740	4-Color
Emp. Savings South Edition Circulation: 20,000	171	155	138	285	258	230	365	330	295	450	407	363	620	560	500	781	706	630	B & W
	206	190	173	335	308	280	430	395	360	525	482	438	700	640	580	871	796	720	4-Color

Rates

The above rates are for either Black & White or 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

\$85.00, up to 3 iterations.
Hourly rate of \$50.00 thereafter.

Premium Placement

Contact your sales associate for availability.

Raytheon, Boeing, ES-North & ES-South:

Front or Back Cover	\$300
Inside Front Cover	\$150
Page 3 thru 7	\$100
Third-to-Last Page	\$100
Inside Back Cover	\$100

Northrop Grumman

First Full Right Hand Page of Ad Section or Inside Back Cover	\$100
First Page of Ads (3/4 page ads only).....	\$75
Back Cover	\$300
Third-to-Last Page	\$100
Inside Back Cover	\$100

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 or MasterCard 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

Subject to change without notice.

ISSUE:	DEADLINE DATE:	DELIVERY DATE
March/April 2011	Wednesday, February 23	March 10
May/June 2011	Tuesday, April 26	May 10
July/August 2011	Tuesday, June 28	July 10
September/October 2011	Wednesday, August 24	September 10
October/November 2011	Tuesday, October 25	November 10
December '11/January '12	Wednesday, December 21	January 10



Electronic Specs

We strongly 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 in Adobe InDesign, Illustrator or Photoshop
- Not accepted: Quark files, word processing files, Excel or Powerpoint files (ending in .doc, .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

- Blacks must be K=100 or greyscale
- 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

FTP Upload

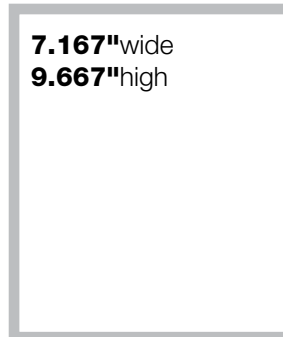
For files and folders over 5MB, please upload to our FTP site:
<http://dropbox.yousendit.com/OBCPublishing>

Mailing Disks

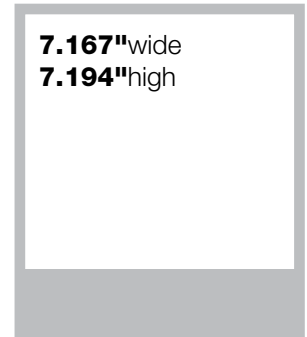
Files can also be sent on disk. Mail to: Ad Sales
OBC Publishing Company, 22410 Hawthorne Blvd. Unit 1, Torrance, CA 90505

Technical Questions

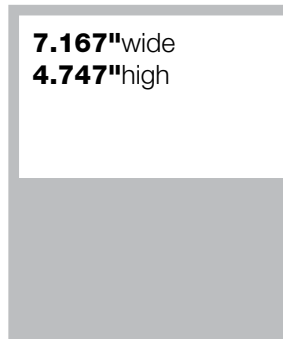
If you have technical questions about setting up your electronic ads or would like a Photoshop template, please call 310-316-3115, or e-mail
art.dept@obcpublishing.com



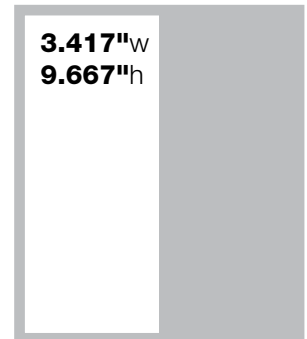
Full page (1.000)



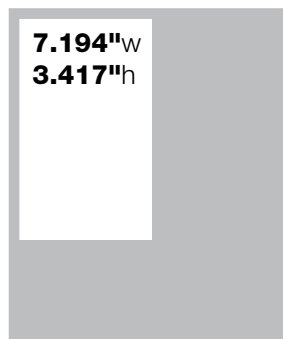
3/4 page (.750)



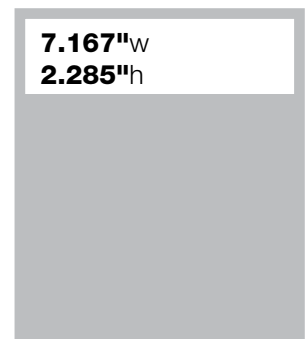
1/2 Horizontal (.500)



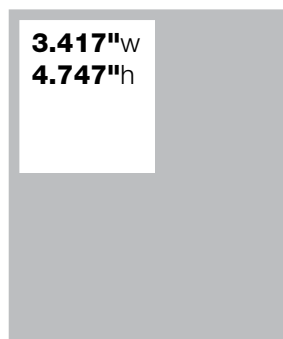
1/2 Vertical (.500)



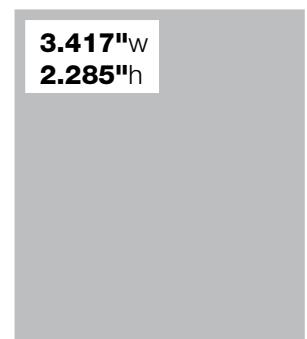
3/8 Vertical (.375)



1/4 Horizontal (.250)



1/4 Vertical (.250)



1/8 Page (.125)