



# 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**

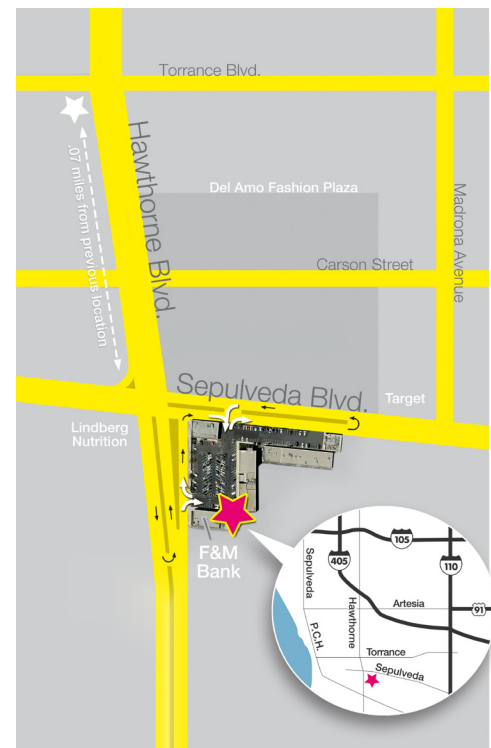
#### Administration

**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 24+ 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 12,000 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 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 6,000 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	LSG Sky Chefs
Ankra International	Mattel
Comerica Bank	Nordstrom
Compton Unified School District	Northrop Grumman Space Technology
Computer Sciences Corporation	Northrop Grumman Corporation
Continental Airlines Corporation	Northwest Airlines
Diagnostics Products Corporation	Raytheon Corporation
Epson Electronics Corporation	Richstone Family Center
D CX-CHOL Enterprises Inc.	Sam's Club
Federal Express	Team One Advertising
Gate Gourmet	Time Warner Cable
Hawthorne Police Department	United Airlines
Hawthorne School District	Vantage Oncology
Hughes DirecTV	Vought Aircraft
Infonet	Wiseburn School District
International Rectifier	Xceed Financial Corporation
Kaiser Permanente	Xerox Federal Credit Union
Kinecta FCU	
LA Care Health Plan	
LAX Administration	
LAX Badge & I.D.	


#### Distribution – ES-South:

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



# 2012 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	
<b>Raytheon Events</b> (Raytheon) Circulation: 12,000	155	140	125	248	224	200	342	309	276	417	376	336	588	531	474	720	650	580	<b>B &amp; W</b>
	190	179	160	298	274	250	407	374	341	492	451	411	668	611	554	810	740	670	<b>4-Color</b>
<b>So. California Happenings</b> (Boeing)	82	74	66	134	121	108	189	170	152	226	204	182	325	293	262	405	366	327	<b>B &amp; W</b>
	117	109	101	184	171	158	254	235	217	301	279	257	405	373	342	495	456	417	<b>4-Color</b>
<b>NGConnection Magazine</b> (Northrop Grumman) Circulation: 6,000	118	106	95	205	185	165	273	246	220	348	315	281	513	464	414	651	588	525	<b>B &amp; W</b>
	153	141	130	255	235	215	338	321	285	423	390	356	593	544	494	741	678	615	<b>4-Color</b>
<b>Emp. Savings North Edition</b> Circulation: 20,000	180	162	145	304	274	245	387	350	312	487	440	393	651	588	525	806	728	650	<b>B &amp; W</b>
	215	197	180	354	324	295	452	415	377	562	515	468	731	668	605	896	818	740	<b>4-Color</b>
<b>Emp. Savings South Edition</b> Circulation: 20,000	171	155	138	285	258	230	365	330	295	450	407	363	620	560	500	781	706	630	<b>B &amp; W</b>
	206	190	173	335	308	280	430	395	360	525	482	438	700	640	580	871	796	720	<b>4-Color</b>

## Rates

The above rates are for Black & White and 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 ( <sup>3</sup> / <sub>4</sub> 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
January/February 2012.....	Friday, December 23.....	January 11
March/April 2012.....	Wednesday, February 22.....	March 7
May/June 2012.....	Tuesday, April 24.....	May 9
July/August 2012.....	Tuesday, June 26.....	July 11
September/October 2012.....	Friday, August 24.....	September 12
November/December 2012.....	Tuesday, October 23.....	November 7
January/February 2013.....	Friday, December 21.....	January 9



# Ad Sizes and Electronic Specs

## 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](mailto:art.dept@obcpublishing.com)

### FTP Upload

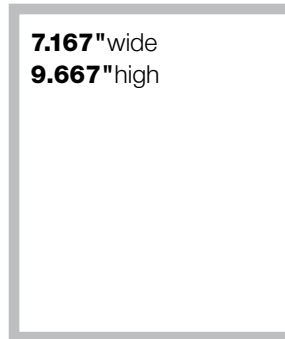
For files and folders over 5MB, please upload to our FTP site:  
<http://dropbox.yousendit.com/OBCPublishing>

### Mailing Disks

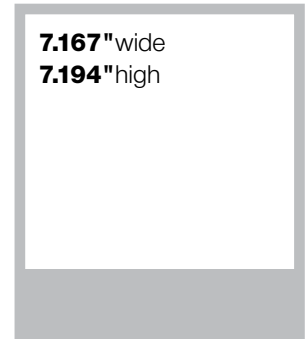
Files can also be sent on disk. Mail to: Ad Sales  
OBC Publishing Company, 22410 Hawthorne Blvd. Unit 1, Torrance, CA 90505

### Technical Questions

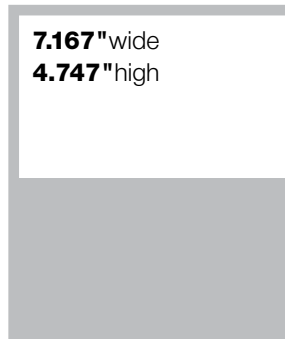
If you have technical questions about setting up your electronic ads or would like a Photoshop template, please call 310-316-3115, or e-mail  
[art.dept@obcpublishing.com](mailto:art.dept@obcpublishing.com)



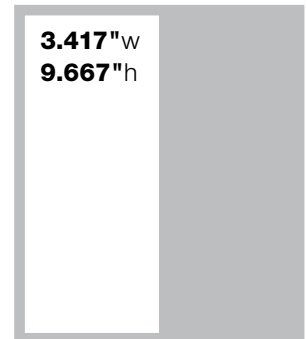
Full page (1.000)



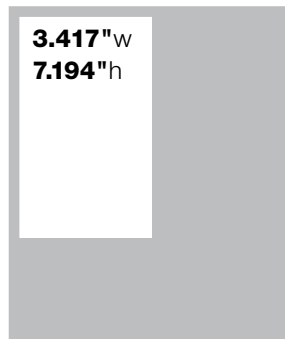
3/4 page (.750)



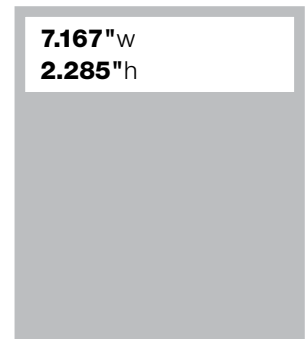
1/2 Horizontal (.500)



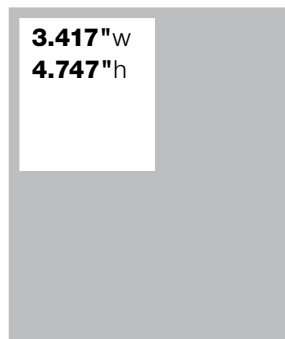
1/2 Vertical (.500)



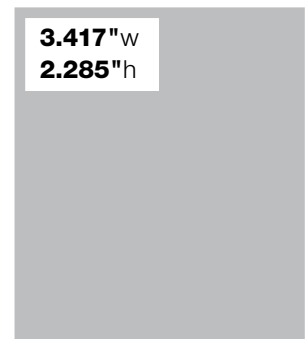
3/8 Vertical (.375)



1/4 Horizontal (.250)



1/4 Vertical (.250)



1/8 Page (.125)