

# Inside Business

*The Hampton Roads Business Journal*

MEDIA KIT  
**2012**

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fax 757.222.5359

[www.INSideBiz.com](http://www.INSideBiz.com)

150 W. Brambleton Ave., Norfolk, VA 23510



# WELCOME

Dear Business Leader,

Thank you for your interest in Inside Business,  
The Hampton Roads Business Journal.

Inside Business is published and mailed weekly, along with a vibrant website, InsideBiz.com, which posts breaking business stories and pertinent local news and information. We also publish the most extensive local business calendar, information about awards, contracts, business hiring and promotions, and the most comprehensive legal advertising in Hampton Roads.



An active leader in the Hampton Roads business community, we produce roughly a dozen awards and educational events throughout the year designed to recognize and encourage business development and entrepreneurs.

Inside Business is also heavily involved in special publishing. To complement our own array of special reports on specific industry segments such as banking and finance, commercial real estate, technology, and health care, we partner throughout the year with numerous business associations, municipalities and individual businesses to produce special interest publications that are mailed to our readers along with our product.

Additionally, we have two weekly e-mail alerts produced in concert with The Virginian-Pilot you can sign up for at InsideBiz.com.

We look forward to serving you in the future and hope this Media Kit is helpful.

For the submission of news releases please contact Carol Lichti, our editor via e-mail at Carol.Lichti@insidebiz.com. For more information about advertising or marketing opportunities please contact Bill Blake, Director of Business Development at 757-222-3165 or Bill.Blake@insidebiz.com.

Very truly yours,

*Michael W. Herron*

General Manager and Associate Publisher

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# FEATURES

## NEWS

Latest developments within the local business community, news you can use and reports about Hampton Roads from a business perspective you won't find anywhere else.

## FEATURES

In-depth profiles of local companies and business leaders, business trends from around the country that are taking hold in Hampton Roads and other stories that are of interest to the business community.

## LEADS

**Data** • A business community bulletin board of the latest acquisitions, mergers, new products, community service and other achievements of Hampton Roads businesses.

**Calendar** • The most comprehensive listing of the area's meetings, events and networking opportunities.

**Public Records** • Weekly listings of new business licenses, new corporations that have filed papers with the state. Periodically there are reports of bankruptcies filed, sales and leases completed and patent filings.

## PEOPLE

Briefs about promotions, new hires, retirements, certifications and other achievements of those in the local business community as well as regular features – First Person and Working, in which people talk about their achievements and their jobs in their own words.

## EXPERT COLUMNS

Local professionals in the areas of law, finance, management and sales offer advice and updates of what's happening within their industries.

## LEGAL NOTICES

We offer the most economical legal advertising in Hampton Roads. *(For more info, see page 12)*

## SPECIAL REPORTS

Inside Business offers quarterly, semiannual and annual special reports with the latest developments, trends and profiles of companies and people in the following industries: commercial real estate, banking and finance, workforce education and development, law and health care. *(For more info, see pages 6-7)*

## SPECIAL EVENTS AND PUBLICATIONS

Inside Business publishes special projects coordinated with events to recognize the Top Forty Under 40, Best Places to Work, Women in Business, Global Business Conference and many more, as well as special publications in partnership with various businesses and organizations. *(For more info, see pages 6-7)*

# AWARDS AND READER VALUE

3 out of 4 readers consider Inside Business a “must read.” Compared with other news sources, 98% of readers consider Inside Business of equal or greater value. 85% of Inside Business readers regard it as informative and two-thirds consider it authoritative.

\*ISSUES & ANSWERS READER SURVEY, NOV. 2011



“Inside Business is one business publication that is easy to pick up and hard to put down.”

– Judges for The Alliance of Area Business Publications

## 2011 AWARD

Best Newspaper: Small Tabloids - Silver

## 2009 AWARD

Best Scoop: Small Tabloids - Bronze

## 2007 AWARD

Best Scoop: Large Tabloids - Gold

## 2006 AWARDS

Best Scoop: Large Tabloids - Silver

Best Feature - Silver

## 2005 AWARDS

Best Overall Design - Bronze

Best Personality Profile - Silver

## 2004 AWARDS

Best Overall Design - Bronze

Best Scoop - Gold

## 2003 AWARDS

Best Newspaper Small Tabloids - Gold

Best Overall Design Small Tabloids - Silver

Best Scoop Small Tabloids - Gold

Best Feature Layout - Bronze

## 2002 AWARDS

Best Scoop Small Tabloids - Gold

Best Use of Photography/Illustration - Silver

Best Overall Design - Bronze

Best Feature Layout - Bronze

Best Coverage of Local Breaking News - Bronze

## 2001 AWARDS

Best Personality Profile - Gold

Best Scoop Small Tabloids - Silver

Best Feature Layout - Bronze

## 2000 AWARDS

Best Use of Photography/Illustration - Gold

Best Personality Profile - Silver

Best Feature Story - Bronze

# INSIDE BUSINESS MEDIA PLANNING GUIDE 2012 | WWW.INSIDEBIZ.COM

## EVENTS, SPECIAL SECTIONS & REPORTS

**Anniversary Issue** » Closing out the year, this section features companies that have celebrated a significant anniversary in the past calendar year.

**Banking and Finance** » A quarterly focus on the banking and finance industries, the forces that affect it, and how other industries are affected by it.

**Best Of Edition** » Inside Business will join the Virginian-Pilot to bring a business-to-business Best-Of competition to Hampton Roads, in which voters will choose their favorite businesses in several categories. This issue will feature ads from businesses that are participating.

**Best Places to Work (plus Event)** » Accompanying our ninth annual event, this section will profile companies that go above and beyond to create a positive workplace environment for their employees.

**City of Chesapeake Annual Report** » The City of Chesapeake's annual state-of-the-city summary, focusing on changes in the past year and plans for the future.

**City of Norfolk Annual Report** » The City of Norfolk's annual state-of-the-city summary, focusing on changes in the past year and plans for the future.

**Commercial Real Estate** » A quarterly focus on the commercial real estate industry and the forces that affect it.

**Darden Awards** » Created in partnership with the CIVIC Leadership Institute, this section profiles the recipient of the annual Darden Award, as well as the graduating class of distinguished Leadership Institute participants.

**ECONfrence (plus Event)** » As technology and business surge forward, awareness of industrial impact on the environment has increased. The goal of the ECONfrence is to facilitate learning and networking to make the most of opportunities involving energy efficiency and environmentally friendly products as well as laws and benefits arising from environmental compliance efforts.

**Economic Forecast** » A look at the year ahead - what will the economy look like?

**Entrepreneurial Excellence Awards (plus Event)** » Our fourth annual event honoring local entrepreneurs who have been able to successfully establish unique businesses in the Hampton Roads area. The accompanying section will include profiles of each honoree.

**Global Business Conference (plus Event)** » As an area with a major port, international business is a large force on our local economy and presents growth opportunities to local businesses. This section will feature information on our schedule, speakers and workshops and will also be distributed to attendees the day of the conference.

**Giving** » This annual section features profiles on and information about philanthropic organizations in the community.

**Hampton Roads Professional Woman** » Inside Business presents a quarterly special section highlighting the careers of area women and their leadership and involvement in the community. These sections focus on local businesswomen who are leaders in their field.

**Health Care Heroes ((plus Event)** » Our third annual event honoring outstanding individuals in the health care field in Hampton Roads. The accompanying section will feature each of the honorees.

**HRACRE Deals of the Year** » HRACRE's annual Deals of the Year program focuses on the best sales made the previous year in commercial real estate. This special section will include profiles on each winner.

**HRACRE Excellence in Design Awards** » HRACRE's annual Excellence in Design program focuses on outstanding and unique designs accomplished in the previous year in commercial real estate. This section profiles each winner.

**HRACRE Tour of Properties** » A glossy section that serves as the guide for HRACRE's annual Tour of Properties. It contains photos and information on each property on the tour and information about the area being showcased.

**Meeting & Event Planning Guide** » This glossy insert focuses on corporate event and meeting planning and includes a comprehensive listing of local venues and service providers.

**ODU Market Review** » This glossy insert is Old Dominion's CREED Board's annual comprehensive look at all aspects of the real estate markets, trends and forecasts. Investment, Industrial, Office, Retail, Multi-Family and Residential markets are all covered.

**Roaring 20 (plus Event)** » A new recognition started last year, this program recognizes 20 of the fastest growing businesses in Hampton Roads. Companies are evaluated based on their revenue and employee growth. They will be profiled in a special report and honored at an awards banquet.

**Small Businesses of the Year** » Created in partnership with the Hampton Roads Chamber of Commerce, this annual section showcases profiles of the winners of the Chamber's annual Small Businesses of the Year Awards.

**Top Forty Under 40 (plus Event)** » Accompanying our longest-running awards event, the thirteenth annual Top Forty Under 40 will profile young businesspeople who are not only successful in their professional careers, but are also taking the time to make a difference in their communities.

**Women in Business (plus Event)** » Our ninth annual event honoring the accomplishments of outstanding women in the Hampton Roads business community. The accompanying section will feature profiles of each honoree.

**Workforce Education and Development** » A bi-annual look at workforce development and continuing education in the workplace.

# ADVERTISING CALENDAR & DEADLINES

PUB DATE	AD DEADLINE	SPECIAL SECTION	and	AD DEADLINE
January 2	December 22	2011 Year in Review		December 22
January 9	December 29	2012 Outlook		December 29
January 16	January 5			
January 23	January 12			
January 30	January 19			
February 6	January 26			
February 13	February 2	CRE Space I		February 2
		HRACRE Deals of the Year		
		Distinction		January 7
February 20	February 9	Health Care Heroes		February 2
February 27	February 16	Hampton Roads Professional Woman I		February 9
		City of Chesapeake Annual Report		January 9
March 5	February 23	Banking & Finance I		February 23
March 12	March 1	Best Of B2B Kick-Off		March 1
March 19	March 8	ODU Market Review		February 2
March 26	March 15			
March 26	March 15	ECONference		March 15
April 2	March 22	Profiles in Business		March 15
April 16	April 5			
April 23	April 12	City of Norfolk Annual Report		March 1
		CRE Space II		April 12
April 30	April 19	Junior Achievement Biz Hall of Fame		
May 7	April 26	Power Issue		April 26
May 14	May 3	Small Businesses of the Year		April 26
May 21	May 10	Workforce Education & Development I		May 10
		Distinction		March 30
May 28	May 17	Best Of B2B Winners Edition		May 17
June 4	May 24	Banking and Finance II		May 24
		Hampton Roads Professional Woman II		May 17
June 11	May 31			
June 18	June 7	Entrepreneurial Excellence Awards		May 31
June 25	June 14			
July 2	June 21			
July 9	June 28			
July 16	July 5			
July 23	July 12	Best Places to Work		July 3
July 30	July 19	CRE Space III		July 19
August 6	July 26			
August 13	August 2	Workforce Education & Development II		August 2
August 20	August 9	Meeting & Event Planning		August 9
August 27	August 16	Global Business Conference		August 9
		Distinction		July 19
September 3	August 23	Hampton Roads Professional Woman III		August 16
September 10	August 30			
September 17	September 6	Banking and Finance III		September 6
September 24	September 13			
October 1	September 20			
October 8	September 27	Top Forty Under 40		September 20
October 15	October 4	CRE Space IV		October 4
October 22	October 11	HRACRE Excellence in Design Awards		
October 29	October 18			
November 5	October 25	Roaring 20		October 25
November 12	November 1	Darden Award		October 11
November 19	November 8	Giving		November 1
		Distinction		October 5
November 26	November 15			
December 3	November 21	Banking & Financing IV		November 21
December 10	November 29	Women in Business		November 20
December 17	December 6			
December 24	December 13			
December 31	December 20	Anniversary Issue		December 20

# DISTRIBUTION & READER DEMOGRAPHICS

- 9,000 copies distributed per week throughout Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, Suffolk and Virginia Beach.\*
- 85% is direct mailed with the balance distributed via single copy and boxes.

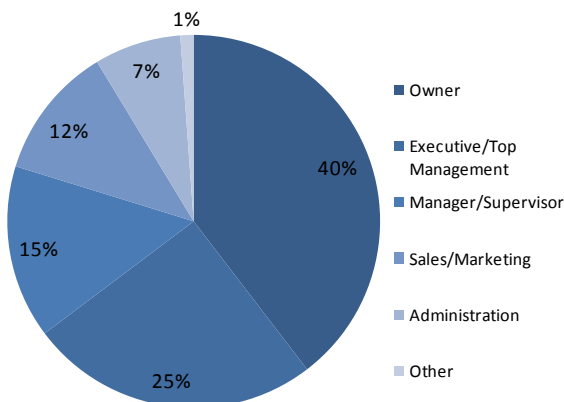
## HAMPTON ROADS

NO. **34** MSA  
**OUT OF 369**  
 - CLARITAS, PRIME LOCATION 2009

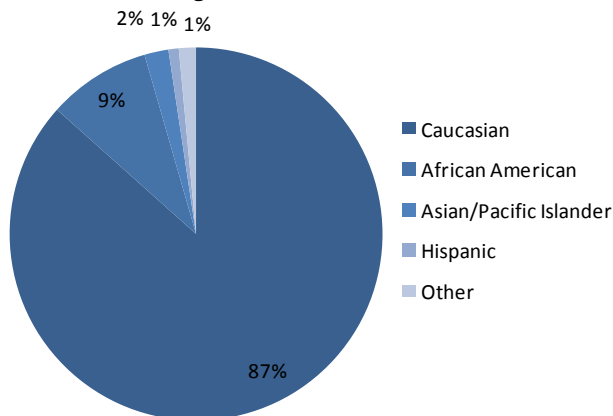
\* EFFECTIVE JULY 1, 2011

## BASIC READER DEMOGRAPHICS

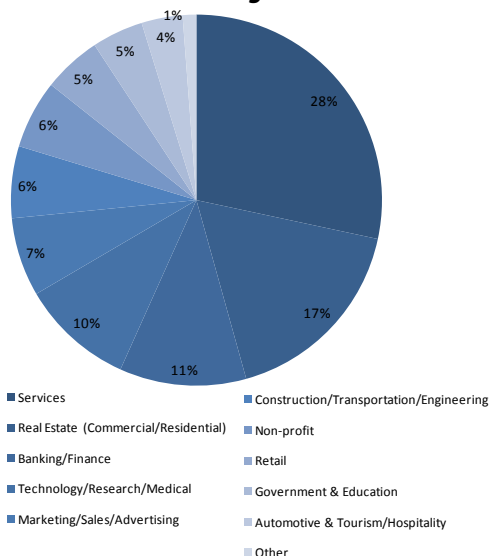
### Job Classifications



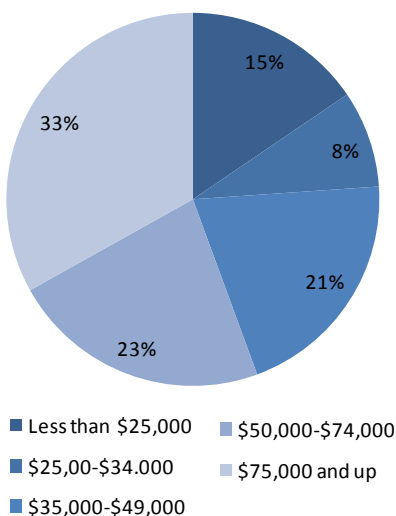
### Ethnicity Profile



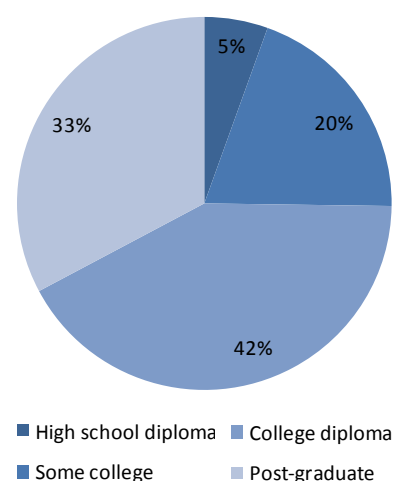
### Industry



### Annual Income



### Education Profile



## INSIDE BUSINESS TOP 5 PRIZM SEGMENTS



### Upward Bound

Type of Neighborhood: Small City  
 Median HH Income: \$86,692  
 Age Ranges: 35-54  
 Homeownership: Mostly Owners  
 Employment Level: Management  
 Education Level: College Grad  
 IB Index vs. Hampton Roads: 233



### Kids & Cul-de-Sacs

Type of Neighborhood: Suburban  
 Median HH Income: \$74,448  
 Age Ranges: 25-44  
 Homeownership: Mostly Owners  
 Employment Level: White Collar  
 Education Level: College Grad  
 IB Index vs. Hampton Roads: 166



### Country Squires

Type of Neighborhood: Town/Rural  
 Median HH Income: \$104,471  
 Age Ranges: 35-54  
 Homeownership: Mostly Owners  
 Employment Level: Management  
 Education Level: Graduate Plus  
 IB Index vs. Hampton Roads: 1,100



### Blue Blood Estates

Type of Neighborhood: Suburban  
 Median HH Income: \$122,700  
 Age Ranges: 45-64  
 Homeownership: Mostly Owners  
 Employment Level: Management  
 Education Level: Graduate Plus  
 IB Index vs. Hampton Roads: 700



### Winner's Circle

Type of Neighborhood: Suburban  
 Median HH Income: \$109,938  
 Age Ranges: 35-54  
 Homeownership: Mostly Owners  
 Employment Level: Management  
 Education Level: Graduate Plus  
 IB Index vs. Hampton Roads: 600

# 2012 PRINT RATES

Effective 01.01.12

AD SIZE	48X	26X	13X	6X	OPEN
Back Page	\$2,376	\$2,860	\$3,365	\$4,309	\$4,896
Full Page	\$1,506	\$1,812	\$2,129	\$2,727	\$3,096
3/4 Page	\$1,213	\$1,461	\$1,716	\$2,202	\$2,500
Junior	\$1,046	\$1,260	\$1,480	\$1,895	\$2,151
1/2 Page	\$856	\$1,028	\$1,211	\$1,549	\$1,757
3/8 page	\$675	\$813	\$953	\$1,216	\$1,385
1/4 page	\$502	\$603	\$707	\$901	\$1,025
1/8 page	\$286	\$341	\$401	\$510	\$579
Biz Builder	\$108	\$129	N/A	N/A	N/A

As a publisher we prefer to deal with our advertising customers and their agents directly, and therefore do not allow the brokering of our space by outside vendors. No person, organization or entity not directly employed by publisher should offer, entice or in any way lead another person, organization or entity to believe they can provide space in print or online without express written consent from publisher.

Advertising agency commission is paid on Open Rate category to recognized firms. Non-profit charitable advertising is priced at the 48x rate.

Note: Increased frequency lowers your per ad rate and increases the impact of your advertising campaign. Contracted ads must be used within 1 year.

Mixed sizes of ads in a campaign are permitted. A frequency contract allows for the discount to be taken on any size ad. Premium/guaranteed positions subject to 10% surcharge.

## INSERT RATES

# OF PAGES	PER 1,000
Single	\$149
4-8	\$176
12-16	\$189
20-24	\$203
25% surcharge for partial run	

Color can be a powerful way to increase response to your ad: **readers spent 62% more time reading a full color ad** than a black and white ad of the same size and were **20% more likely to remember it!**

Source: Roper Starch Worldwide, 2000

## COLOR RATES

1 Color	\$200
2 Color	\$375
Full Color	\$500

25% discount given on all 13X and above contracts. Color is non-commissionable.

**FRONT COVER AD** \$850  
4.67" x 2.75"

**FRONT STICKER** \$1,250  
3" x 3"

**BIZ BUILDER**  
2.21" x 3.187"

**FULL PAGE**  
9.6"w x 13.25"h

**3/4 PAGE**  
7.13"w x 13.25"h (V)  
9.6"w x 10"h (H)

**JR. PAGE**  
7.13"w x 10"h

**HALF PAGE**  
4.67"w x 13.25"h (V)  
9.6"w x 6.375"h (H)

**3/8 PAGE**  
4.67"w x 10"h (V)  
7.13"w x 6.375"h (H)

**1/4 PAGE**  
2.21"w x 13.25"h (V)  
4.67"w x 6.375"h (H)  
9.6"w x 3.187"h (X)

**1/8 PAGE**  
2.21"w x 6.375"h (V)  
4.67"w x 3.187"h (H)

Rates are subject to change at the publisher's discretion.

# PRINT SPECS & DEADLINES

## SUBMISSION OPTIONS

- FTP: <http://ezpilotclassified.com/tpubads/>
- CD ROM: submit to your Inside Business account executive

Please supply your contact info in case we need to get in touch with you about you files. We recommend you include the advertiser's name and publication date in the file name.

## DIGITAL REQUIREMENTS

- File type: PDF format ONLY
- Color ads: CMYK
- Resolution: 200dpi for newsprint; 300 dpi for glossy
- Line Screen: 100 for newsprint; 150 for glossy
- Maximum Ink Density: 240% (On the darkest area of the ad, add up the percentages of CMYK used for your total ink density)
- Black ink: On newsprint, all blacks must be on the black plate ONLY. Please do not create a process black. Due to the printing process, registration problems may occur causing unfavorable results.
- Fonts: All fonts must be embedded or converted to outlines. We can not download your fonts.

## AD DIMENSIONS

- For specific ad dimensions, please see page 9 of this media kit
- Ads must be submitted at the correct dimensions. All ads received will be assumed correct and will not be changed by the Inside Business graphic designer. If an ad is submitted wrong, and time allows, advertiser will be notified and given the opportunity to resubmit the ad at the correct size. Otherwise the ad will be "floated" in the scheduled ad space. Favorable reproduction of supplied advertisements will depend on the correct production specifications being followed.

## DEADLINES

- For specific ad deadlines, please see pages 6-7 of this media kit
- Ad Space Reservation: Due two Thursdays before the Monday publication date.
- Camera-ready (press-ready) ads: Due Tuesday before the Monday publication date.
- Make-ready ad materials: Due two Fridays before the Monday publication date.

## AD CANCELLATIONS

No cancellations/changes past two Fridays before the Monday publication date.

## QUESTIONS?

### CONTACT YOUR ACCOUNT EXECUTIVE

Robin Simmons 222.5345 or [robin.simmons@insidebiz.com](mailto:robin.simmons@insidebiz.com)

John Kinsley 222.5387 or [john.kinsley@insidebiz.com](mailto:john.kinsley@insidebiz.com)

# 2012 ONLINE RATES & SPECS

EFFECTIVE 01.01.12

AD TYPE	PIXELS	ROTATION	FILE SIZE	OPEN RATE
Leaderboard	728 x 90	4 available	30k	\$850 per month
Medium Rectangle	300 x 250	4 available	40k	\$945 per month
Dual Display	Leaderboard & Rectangle	4 available	60k	\$1,525 per month
Skyscraper	160 x 600	4 available	30k	\$735 per month
Special Report Banner	300 x 100	1 available	30k	\$295 per month
Tile	160 x 90	6 available	15k	\$165 per month

Rates are subject to change at the publisher's discretion.



## AD DESCRIPTIONS

**Leaderboard:** Appears across the top of the page & near the bottom

**Dual Display:** Combination of Leaderboard and Rectangle

**Medium Rectangle:** Appears in the upper right hand side of the page and embedded within a story

**Skyscraper:** Appears on the left-hand side of the page

**Tile:** Appears on the left-hand side of the page

## PRINT BUNDLE DISCOUNT

6X	5%
13X	10%
26X	15%
48X	20%

- Increased frequency increases the impact of your advertising campaign.
- Mixed ad sizes in a campaign are permitted.
- All online programs require a 30-day minimum trial period.
- Contact us for design assistance.

## E-NEWSLETTER

Get in front of key business decision makers every Monday or Friday morning with our Business Brief e-newsletter! Hurry, space is limited!

**AD SPACE AVAILABLE!** **MEDIUM RECTANGLE**  
(300 x 250 pixels)  
**\$275 per week or \$825 per month**

## Hampton Roads Business Brief

from

The Virginian-Pilot  
PilotOnline.com

Inside Business  
The Hampton Roads Business Journal

# 2012 LEGAL NOTICE RATES & DEADLINES



- ABC LICENSES
- ADOPTIONS
- AUCTIONS
- DIVORCES
- DRUG FORFEITURES
- ESTATE ORDERS
- FORECLOSURES
- JUDICIAL REAL ESTATE SALES
- LEGAL ORDERS OF PUBLICATIONS
- MEETINGS
- NAME CHANGES
- PUBLIC HEARINGS
- REQUESTS FOR PROPOSALS
- TAX LIENS

## RATE PER LINE

One week ..... \$5.75 per line  
 Two & three weeks ..... \$5.15 per line  
 Four weeks or more ..... \$4.90 per line

*Quotes & proofs available. Contact Legals Advertising Manager for Group Judicial Sales Rate or Group Drug Forfeitures Rate.*

## ADOPTIONS | NAME CHANGEs DIVORCE| FORFEITURES

\$205.00 flat fee

## ESTATE ORDERS - DEBTS & DEMANDS

\$120.00 flat fee

## JUDICIAL SALES

\$185.00 flat fee

## ABC LICENSES

\$185.00 flat fee

## DRUG FORFEITURES

\$110.00 flat fee

## COPY DEADLINE

Thursday by 11 a.m. for the following Monday issue

## Inside Business

The Hampton Roads Business Journal

150 W. BRAMBLETON AVE., NORFOLK, VA 23510

## Rawles Magee

Legal Advertising Manager

Direct: 222-5346 | Fax: 222-5362

E-mail: rawles.magee@insidebiz.com



# Inside Business

The Hampton Roads Business Journal

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WWW.INSIDEBIZ.COM

\$49 FOR 1 YEAR | \$69 FOR 2 YEARS | \$89 FOR 3 YEARS