

ADP Marketplace

Media Kit

SPECIAL INTRODUCTORY OFFER!

2009 Rates (rates are per issue)

4-Color		1x	3x	6x	12x
Full Page	<i>Special</i>	\$1,200	\$885	\$885	\$885
2/3 Page	<i>Special</i>	\$900	\$665	\$665	\$665
1/2 Page	<i>Special</i>	\$780	\$575	\$575	\$575
1/3 Page	<i>Special</i>	\$600	\$445	\$445	\$445
1/6 Page	<i>Special</i>	\$360	\$265	\$265	\$265
1/12 Page	<i>Special</i>	\$162	\$115	\$115	\$115

Choose the 3x, 6x or 12x options for the best value!

You can lock in these introductory rates for any contracts signed before December 31, 2009!

Additional Information

Preferred Position:

- Additional 15% (of ad rate) on an issue-by-issue basis
- Additional 10% premium on a contract basis

Ad Design:

- FREE for 2009 only

Bleed

- Additional 10% premium. Available on full page ads.

Contract & Copy Regulations

- Advertising copy, contracts and orders are subject to the publisher's acceptance.
- Publisher reserves the right to reject or cancel any advertisement that does not conform to the editorial or graphic standards of ADP Media Group.
- Every effort will be made to comply with ad placement requests; however, final ad positioning is done at the discretion of the publisher. Cancellations or changes are not accepted after closing dates. Advertising agencies are responsible for payment of all advertising space ordered.

For Advertising Questions:

- Call 817.244.2740 to speak with an account executive or email to marketplace@adpmediagroup.com.
- All General Advertising Rates are gross subject to 15% discount to recognized agencies. All material will be destroyed after 12 months, unless otherwise instructed. Cancellation of any portion of a contract voids all rate and position protection. Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.

Rates/Specs

ADP Marketplace is a special advertising section published within the Fort Worth BAC (Business Assistance Center) monthly newsletter.

- Total monthly readership of approximately 72,000 and growing
- Approximately 24,000 are mailed to businesses each month
- Approximately 4,000 are distributed to BAC partners/North Texas Chambers each month
- Approximately 8,000 are e-mailed to businesses each month

Display Ad Sizes

Magazine Trim Size: 8.5" x 11"

Full Page
7.5" x 10"

2/3 Page
4.92" x 10"

1/2 Page
7.5" x 4.875"

1/3 Page
(vertical)
2.33" x 10"

1/6 Page
(vertical)
2.33" x
4.875"

1/6 Page
(horizontal)
4.92"
x 2.3125"

1/12 Page
2.33" x 2.3125"

1/3 Page
(square)
4.92"
x 4.875"

Electronic Requirements

Full color PDF file at full printing resolution (300dpi).

Be sure to embed all fonts and images. All included images and text MUST be in CMYK format.

We **DO NOT** support the following file formats:

- Native MS Word
- Native MS Publisher
- MS PowerPoint
- Native Corel Draw

Projects designed in these programs, in most cases, can be exported to a PDF file or printed to a postscript (.prn) file which can then be converted to a pdf file. This still does NOT guarantee that these files will print well. These programs are not professional level design programs.

If you fail to adhere to these guidelines, the quality of the final ad may be compromised.

Your cooperation is greatly appreciated!

Email Materials To:
marketplace@adpmediagroup.com
(limit of 10 mb file size)

Mail Materials To:
ADP Media Group
Attn: Marketplace
7700 Camp Bowie West, Suite B
Fort Worth, TX 76116



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American Indian Chamber of Texas All Asian American Chamber of Commerce Burleson Chamber of Commerce City of Fort Worth Economic & Community Development Cross-Timbers Procurement Center - UTA Department of Commerce Minority Business Dev. Agency D/FW Minority Development Council Fort Worth Business Assistance Center	Fort Worth Chamber of Commerce Fort Worth Hispanic Chamber of Commerce Fort Worth Metropolitan Black Chamber of Commerce Lockheed Martin Northeast Tarrant County Chamber of Commerce Office Depot Small Business Administration TCC - Small Business Development Center
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- Approximately 8,000 are e-mailed to businesses each month
- Below is a sample of various industries who receive the newsletter

Abstracters	Baseball Sports Cards & Memorabilia	Conference Centers	Family Entertainment Centers
Accessories-Fashion	Beauty Salons	Consignment Shops	Fashion Designers
Accountants/Bookkeepers	Beauty Schools	Construction Companies	Financing
Actuaries	Blueprinting Equipment & Supplies	Contact Lenses	Florists
Acupuncture	Book Dealers-Retail	Contractors	Furniture
Adult Care Facilities	Bridal Shops	Convenience Stores	Gift Shops
Advertising	Building	Convention & Meeting Facilities & Svc	Government Offices
Aerospace Industries	Burglar Alarm Systems	Cosmetic Surgery	Graphic Designers
Air Conditioning/Htg/Refrig	Business & Trade Organizations	Cosmetics & Perfumes	Grocers
Aircraft	Cabinet Makers	Costumes	Handyman Services
Airport Transportation Service	Candles	Counseling Services	Hardware
Alcoholism Info & Treatment Cts	Candy & Confectionerys	Counter Tops	Health & Welfare Agencies
Alterations-Clothing	Carpenters	Courier Services	Health Care Products
Amusement & Recreation	Carpet	Craft Supplies	Home Builders
Anesthetists	Caterers	Credit & Debt Counseling Services	Hospitals
Animal Hospitals	Cellular Telephones	Crisis Intervention Service	Hotels & Motels
Appliances	Cement	Cruises	House Cleaning
Appraisers	Chambers Of Commerce	Dancing Instruction	Ice Cream Parlors
Arbitration Services	Child Guidance	Delicatessens	Information Technology Services
Architects	Chiropractors	Delivery Service	Insurance
Athletic Organizations	Churches	Dentists	Interior Decorators
Attorneys	City Government	Department Stores	Internet Service
Auctioneers	Clothing	Designers	Janitor Service
Audiologists	Coffee Shops	Detectives	Jewelers
Audio-Visual Equipment	Collectibles	E-Commerce	Labor Organizations
Automobile	Commercial Printing	Education Centers	Laboratories
Aviation Consultants	Communications	Electricians	Land Companies
Awnings & Canopies	Community Organizations	Engineers	Landscape Contractors
Bakers	Computers	Environmental & Ecological Services	Lawn & Garden Equip & Supplies
Banquet Rooms	Consultants	Estate Planning	Legal Services
Barbers	Cleaning	Exercise & Physical Fitness Programs	Libraries
Bars	Condominiums	Fabric Shops	License Services

[more](#)

Distribution

Limousine Service	Pet Shops	Roofing Contractors	Television Stations & Broadcasting Co
Liquors	Pet Supplies & Foods	Roofing Materials	Theatrical Schools
Loans	Pet Washing & Grooming	Safety Consultants	Theological Schools
Locks & Locksmiths	Pharmaceutical Products	Sales Organizations	Therapy
Logistics	Pharmacies	Sales Promotion Service	Thrift Shops
Lumber	Photo Finishing	Sand & Gravel	Tile-Ceramic-Contractors & Dealers
Machine Shops	Photographers	Sandblasting	Tires
Machinery	Photographic Equip & Supplies	Sanitation Services	Title Companies
Magazines	Physical Therapists	Satellite Equipment & Systems	Tool & Die Makers
Magnetic Resonance Imaging	Physicians & Surgeons	Scaffolding	Tools
Maid & Butler Service	Physicians Assistants	Scanning Service	Tourist Information
Mail Box-Rentals	Piano-Instructions	School Supplies	Tours-Operators & Promoters
Mailing & Shipping Services	Pianos-Tuning Repairing & Refinishing	Schools	Townhouses
Mailing Lists	Pizza	Scrap Metals & Iron	Toys
Maintenance Contractors	Plastering Contractors	Screen Printing	Training Programs & Services
Management Services	Playground Equipment	Screens-Door & Window	Translators & Interpreters
Manicuring	Plumbing Contractors	Screw Machine Products	Travel Agencies & Bureaus
Marine Equipment & Supplies	Plumbing Fixtures & Supplies	Secretarial & Court Reporting Services	Tree Service
Market Research & Analysis	Podiatrists	Security Control Equip & Systems	Trenching & Underground Contractors
Marketing	Political Organizations	Security Guard & Patrol Service	Trophies Awards & Medals
Marriage & Family Counselors	Polygraph Service	Security Systems	Trucking
Martial Arts Supplies & Equipment	Printers	Service Bureaus	Tutoring
Masonry Contractors	Printers' Services	Service Stations	Ultrasound Imaging
Massage Schools	Process Servers	Sewage Treatment Equipment	Uniforms
Massage Therapists	Project Management	Sewer Contractors	Upholsterers
Media Brokers	Promotions & Fund Raising	Sewing Instruction	Utilities
Medical Centers	Property Maintenance	Sheet Metal Fabricators	Vending Machines
Museums	Psychologists	Shipping Agents	Veterinarians
Music & Live Entertainment	Psychotherapists	Shoe & Boot Repairing	Video Equipment
Newspapers	Public Relations Counselors	Shoes	Video Games
Non-Profit Organizations	Public Speaking Instruction	Shopping Centers & Malls	Video Production
Notaries	Public Utility Consultants	Sign Painters	Water Supply Systems
Novelties	Publishers	Signs	Water Works Equipment & Supplies
Nurseries	Quilting Materials & Supplies	Silk Screen Printing	Waterproofing Contractors
Nursing & Convalescent Homes	Radio Stations & Broadcasting	Skin Treatments	Website Design Service
Nutritionists	Railroad Contractors	Skylights	Wedding Chapels
Occupational Therapists	Real Estate	Smoke Shops & Supplies	Wedding Consultants Planning/Arranging
Office Buildings & Parks	Recording Studios	Social Service & Welfare Organizations	Weight Control Services
Office Supplies	Records Tapes & Compact Discs	Solar Heating Contractors	Welding & Steel Fabrication
Oil & Gas Exploration & Development	Recreational Vehicles	Souvenirs	Well Drilling
Optical Goods	Recycling Centers	Spas	Wellness Programs
Optical Goods-Retail	Refractories	Speech Pathologists	Western Apparel
Opticians	Refrigerating Equip Supls & Parts	Sporting Good	Wheel Chairs & Scooters
Optometrists	Rehabilitation Services	Sports Medicine & Injuries	Window Cleaning
Organ & Tissue Banks	Remodeling & Repairing Bldg Contractors	Sprinkler	Window Replacement
Organizations	Rental Agencies	Stadiums Arenas & Athletic Fields	Winerie
Orthopedic Appliances	Rental Service-Stores & Yards	Stereo Equipment Service & Repair	Wood Burning Stoves
Packaging Service	Repossessing Service	Storage	Wood Products
Paging & Answering Service	Reprographic Services	Surgical Centers	Woodworkers
Pain Control	Research Service	Surveyors	Workmen's Compensation Consultants
Painters	Residential Care Homes	Swimming Pools	Wrecker Service
Party Planning Service	Residential Designers	Synagogues	X-Ray Apparatus & Supplies
Party Supplies	Rest Homes	Tanning Salons	X-Ray Laboratories
Pathologists	Restaurant Equipment & Supplies	Tattooing	
Paving Contractors	Restaurant Management	Tax Consultants	
Pawnbrokers	Restaurants	Tax Return Preparation & Filing	
Payroll Preparation Service	Resume Service	Taxicabs & Transportation Service	
Pension & Profit Sharing Plans	Retail Shops	Taxidermists	
Personnel Consultants	Retaining Walls	Tea Rooms	
Pest Control	Retirement Communities & Homes	Telecommunications	
Pet Boarding & Sitting		Telephone Companies	

ADP Marketplace 2009 Advertising Calendar

Issue	Reservation	Materials Due	Entrepreneur®Expo	BAC Workshops	BAC Programs	Special Spotlight
January 2009	11/17	11/27				
February 2009	12/15	12/22				
March 2009	2/20	2/20	Tradeshaw Seminar (3/12)	Financial Series (March 4, 11, 18, 25) LinkedIn Series (March 6, 13, 20, 27)	Project Contact (Tues.: March 3 - April 14)	Beyond Lavendar (Laura Smith)
April 2009	3/16	3/16	Registration Award Finalists	HR (April 29) Marketing Series (May 5, 12, 19, 26)	Project New (Mon.: May 11 - July 27) MS (Thurs.: May 7, 14, 21, 28, June 4)	
May 2009	3/23	3/23	Award Winners	Communication (May 27) SPECIALTY: "Safety" (May 21)	ACORN (Mon.: June 8 - July 20)	
June 2009	4/15	4/22		SPECIALTY: "FTW" (June 18)	Project Contact (Tues.: July 7 - August 18)	
July 2009	5/15	5/22		HR (July 22) SPECIALTY: "♀" (July 16) Marketing Series (August 4, 11, 18, 25)		
August 2009	6/15	6/22		Communication (August 26) SPECIALTY: "♀" (August 20) Financial Series (September 2, 9, 16, 23)	Project New (Mon.: Sept. 14 - Nov. 23) ACORN (Mon.: Sept. 21 - Nov. 9)	
September 2009	7/15	7/22		SPECIALTY: "Constr" (September 17)	Project Contact (Tues.: Oct. 6 - Nov. 17) MS (Thurs.: October 1, 8, 15, 22, 29)	
October 2009	8/17	8/24		Communication (October 28) SPECIALTY: "♀" (October 15) Marketing Series (Nov. 3, 10, 17, 24)		
November 2009	9/15	9/22		SPECIALTY: "♀" (November 19)		
December 2009	10/15	10/22		NONE	NONE	
January 2010	11/16	11/23				
February 2010	12/15	12/22				
March 2010	1/15	1/22				
April 2010	2/15	2/22				