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3rd Annual



Publication & Event Advertising

Recognizing Tomorrow's Leaders Today

The 3rd Annual **30 for the Future** publication and event recognizes 30 Young Professionals (ages 25-39) who live and/or work in the Greater Akron Region, are trendsetters in their industries and make an impact on the region through leadership, entrepreneurship, or community service.

The Publication
Print:

- **30 for the Future** will be inserted into 37,000 copies of the *Akron Beacon Journal* during the week of September 14, 2009.
- Readership represents households earning more than \$55,000 annually, and 150,000+ readers.
- Additionally, 5,000 reprints will be distributed through The Greater Akron Chamber and Young Professional hotspots.

Electronic:

- Fully interactive web publication available on-line and promoted by e-blasts.
- Sponsor and advertiser websites will be linked to the electronic publication.

The Event

The **30 for the Future** recognition celebration attended by 400+ will be held on Monday, September 14, 2009 at the Akron Civic Theatre. Each attendee will receive a copy of the publication.

30 for the Future trendsetters represent the following fields:

- Arts/Entertainment*
- Banking*
- Business Services*
- Education*
- Entrepreneurship*
- Finance*
- Government*
- Healthcare*
- Hospitality/Tourism*
- Law*
- Manufacturing/Industry*
- Marketing/Communications*
- Non-Profit*
- Real Estate*
- Technology*

Advertising rates:

	Color	B/W
Full page	\$3,000	\$2,700
1/2 page	\$2,000	\$1,800
1/3 page	\$1,500	\$1,300
1/4 page	\$1,000	\$900
1/6 page	\$ 700	\$600

Mechanical requirements:

	Width	Height		Width	Height
Full page (trim)	.8	x 10-7/8	1/3 square	.4-5/8	x 4-7/8
Full page (with bleed)	.8-1/4	x 11-1/8	1/3 vertical	.2-1/4	x 10
Full page (live area)	.7	x 10	1/4 page	.3-3/8	x 4-7/8
1/2 horizontal	.7	x 4-7/8	1/6 horizontal	.4-5/8	x 2-3/8
1/2 vertical	.4-5/8	x 7-3/8	1/6 vertical	.2-1/4	x 4-7/8

Space reservations: August 7, 2009
Materials deadline: August 14, 2009

Contact: Gail Kerzner for advertising and sponsorship opportunities
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