

# The Public Record

## BUSINESS PROFILE

*The public has a right to know. About your business.*

A Business Profile in The Public Record combines the power of advertising with the credibility of editorial. This 1 or 2-page formatted advertorial product gets the message you want in front of the Coachella Valley's leaders.

It's easy to enjoy the benefits of a Business Profile in The Public Record. Just provide us with the photos and the copy you want to see in the paper, and we do the rest. We will build the profile for you at no additional charge.

Write the copy yourself (or have your agency do it), or just say the word and our professional staff writers will work with you to prepare crisp, compelling copy that gets your message across.

## *A Variety of Uses*

Businesses, associations, and organizations can use a Business Profile for a variety of purposes, including....

- To launch a new business or start-up
- To promote a networking group
- To announce a special event
- To position or reposition a company or organization
- To influence decision-makers
- To publicize community involvement
- To establish a reputation
- To build your brand

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## Cost

The cost of a Business Profile includes one insertion in The Public Record, all production, and copy writing if required. And yes, you get to approve the Profile before it runs.

1-page Business Profile: \$995  
2-page Business Profile: \$1,895

## Readership

The readership of The Public Record includes many of the Coachella Valley's business, legal, and governmental leaders – the area's most influential and affluent year-round residents. Unlike most local publications, we are not a tourist publication. Our readers live here; they run our cities, law firms, civic organizations, and large local businesses. When you want your message to be seen by the Coachella Valley's opinion leaders and decision makers, advertise in The Public Record.

## Policies & Terms

**Copy.** Copy submitted by advertiser should include:

- A Business Profile headline
- Sidebar with business name, address, phone, fax, website, email.
- Body copy of 500 words for a 1-page, and 1000 words for a 2-page Business Profile.
- Submitted headline and copy are subject to editing based on space availability.

**Photos.** Advertiser may submit two (2) photos for a 1-page Business Profile and four (4) photos for a 2-page Business Profile. Renderings, graphics, or other art can be substituted for photos.

**Logo.** No logos or brand identity graphics allowed.

**Color.** The Public Record is published in black & white. Additional charge for one color: \$100.

**Credit.** Advertisers or agencies are required to fill out a credit application. Full payment is due within 30 days of invoicing. No credit will be extended to an advertiser with a balance due over 45 days. A service charge of 1.5% per month will accrue on all account balances over 60 days.

**Approval.** The Public Record will obtain advertiser approval of the final product before the Business Profile runs.

**Deadline.** The Public Record is published weekly on Tuesday.

Space reservations Prior Wednesday, 5:00 p.m.

Materials Prior Thursday, 12:00 noon

**Bob Marra, Publisher**

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