

ATL

GoSeeDoATL.com

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GoSeeDoATL

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Optimal House Media

Photographer/Videographer

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Social Media

We are a 19 + year old
company

Over 5.5 Million copies
distributed in Georgia

Your Guide to the
SouthSide of the ATL

Atlanta Airport Publications

PO Box 16954

Atlanta, GA 30321

GoSeeDoATL.com

p/f (404) 767-7823

Welcome to: **GoSeeDoATL**

We here at Atlanta Airport Publications look forward to getting to know you and learning about your business. We do not think of ourselves as Publishers/Advertisers but as dot connectors, connecting people with your business.

We are South Atlanta's largest magazine publisher, publishing over 5 and 1/2 million copies in just 19 years. We are in all 11 State of Georgia Welcome Centers and our rack system is in 184 hotels plus area restaurants and businesses in 22 cities and Hartsfield Jackson Atlanta International Airport where the Airport uses over 100,000 copies per year.

We would love to help with connecting you with all the people visiting and living here in the Airport Area thru our Rack System, Facebook, Instagram, Twitter and website.

Please contact Mike or one of our salespeople; we look forward to serving you and helping you promote your business so come advertise with the ATL Guide magazine.

We help people find people and places.



Ellen & Mike Simpson

Publishers

ATL

GoSeeDoATL.com

ATL

GoSeeDoATL.com

► Prices and Information

SIGN UP NOW FOR THE ATL MAGAZINE

Celebrating our 19th year with over 5,500,000 copies published. Up to 65,000 Printed Quarterly.

We are your magazine that shows Visitors, Conventioneers, Airport Employees, and Residents what the area has to offer including: Hartsfield-Jackson Atlanta International Airport info, Dining, Accommodations, Calendar of Events, Entertainment, Conventions, Shopping, Sports, Recreation, Amenities, Music, Transportation, Travel Planning, Attractions, and more!

Reaching YOUR Potential Customers!

Reach Residents and Visitors in the Airport Area Effectively and Inexpensively.

Sending you business for 3 months each new issue!

We put the ATL Magazine where People will read it and use it - sending you customers!

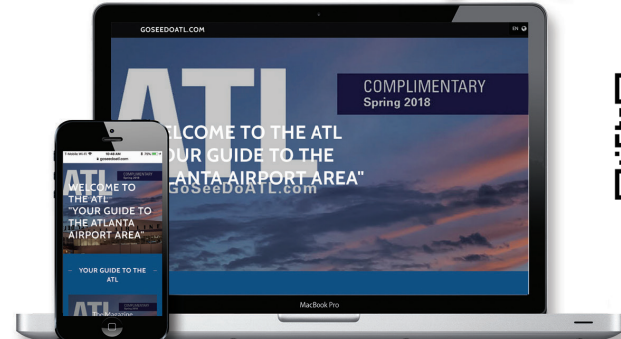
- **We are a mini-pocket billboard reaching Your Potential Customers right here in the Atlanta Airport Area** - We provide the magazine directly to over 1,000,000 visitors & residents every three months in 184 hotels and other rack locations.
- **We Reach Your Potential Customers before they even get here** - The State of Georgia Welcome Centers (eleven centers at the state lines) use 12,000 copies per quarter. We're also in 11 local CVB's (Convention & Visitors Bureaus).
- **The Atlanta Airport Uses Us!** Hartsfield-Jackson Atlanta International Airport's Information Counter and Kiosks on the concourses use 25,000 copies per quarter.
- **Practically Everybody Uses Us!** Over 487 racks are prominently displayed in Government Offices, Restaurants, Shops & Businesses, College Campuses and Chambers of Commerce throughout the ATL Airport area and South Metro Atlanta.
- Displayed in The Georgia International Convention Center, Gateway Center Arena & other conference centers.
- Georgia Department of Economic Development uses the Guide in its traveling Expo in the USA & worldwide.

Seen by over One Million Visitors, Airport Workers & Residents Every Edition



Reaching over 4 Million Visitors, Airport Workers, and Residents Per Year. 65,000 Distribution Per Quarter

ASK ABOUT OUR SPECIAL DEALS



scan for website

Check out our new website, www.GoSeeDoATL.com

The ATL Magazine is the best way for local businesses to reach both locals & travelers.

Sales Associates

- Kimberly Starks 404-717-2502 or social@AAP2000.com
- Frank Battle 678-933-6078 or Frank@AAP2000.com
- Brian Mobley 305-476-2109 or Brian@AAP2000.com



Owner/Publisher: Ellen E. Surber
GM/Publisher: Michael J. Simpson

**To Advertise Call or email Mike Simpson
770-403-1629 mike@GoSeeDoATL.com
www.GoSeeDoATL.com**

ATL MAGAZINE

AD PRICES

Full Color Ads	1x Price	4x Price
Full Page	\$2,900 (per issue)	\$2,650 (per issue)
1/2 Horizontal/vertical	\$1,600 (per issue)	\$1,400 (per issue)
1/4	\$1,000 (per issue)	\$800 (per issue)
Map Footer	\$1,000 (per issue)	\$1,000 (per issue)
Outside Gate Fold	\$1,500 (per issue)	\$1,300 (per issue)
Inside Gate Fold	\$1,000 (per issue)	\$800 (per issue)
Line Listing w/link	\$125 (per issue)	\$99 (per issue)

Premium Full Color Ads	Price
Outside Back Cover	\$5,250
Inside Front Cover	\$4,600
Facing Inside Front Cover	\$4,600
Inside Back Cover	\$3,600
Facing Inside Back Cover	\$3,500
First Page of Gatefold Map	\$3,500
Last Page of Gatefold	\$3,500
Facing First Page of Gatefold	\$3,500
Facing Last Page of Gatefold	\$3,500
Page One of HJIA Section	\$3,500
First R/H Page Any Section	\$3,200

Deadlines	Sales	Furnished Ads	Distribution
Winter 2022 Edition	Nov 19, 2021	Dec 3, 2021	Jan 7, 2022
Spring 2022 Edition	Feb 18, 2022	March 4, 2022	April 1, 2022
Summer 2022 Edition	May 20, 2022	June 3, 2022	July 1, 2022
Fall 2022 Edition	Aug 19, 2022	Sept 2, 2022	Oct 3, 2022

ONLINE: Now with FEATURED ADVERTISER web pages

All print advertisers receive a FEATURED ADVERTISER link on our website with: Company Name; address; phone number; hotlink directly to your website; also free Facebook, Instagram and Twitter about special events upon request. **Non-print FEATURED ADVERTISER RATE: \$300 per month.**

Banner Ads with hotlink to Advertisers Website: \$300/month—minimum of 12 month contract -- available only to current magazine display advertisers. Limited space availability.

AD SIZES & SPECIFICATIONS

(width x depth in inches)

Full Page 5.375 x 8.375
Keep nonbleed info .25 from all edges

Bleed Size 5.875 x 8.875

Full page no bleed 4.5 x 7.25

1/2 pg Vertical
2.125 x 7.25

1/2 pg
Horizontal
4.5 x 3.5

Gatefold
3.5 x 1.9

1/4 pg
2.125 x
3.5

Tag Along Flyer: 8.5 x 3.75
Live Area: 8 x 2.75

Map Footer
5 x 1.25

Full Page Bleed..... 5.375 x 8.375
Full Page..... 4.5 x 7.25
1/2 pg horiz..... 4.5 x 3.5

1/2 pg vert. 2.125 x 7.25
1/4 pg..... 2.125 x 3.5
Gatefold 3.5 x 1.9

Map Footer. 5 x 1.25
Tag Along..... 8.5 x 3.75

TERMS OF PAYMENT: Minimum 25% due with contract. Net 15 days after publication date. Cash Discount, 5%, must be paid, on a quarterly basis, one month prior to publication date. Make checks payable to Atlanta Airport Publications, LLC.

FINAL TRIM SIZE: Magazine is 5.375" x 8.375", all bleed ads should add an additional 1/4" on each side for final trim. No live copy within 1/4" of the trim. PRINTING SPECIFICATIONS: Process inks only; no PMS inks. PMS colors will be matched as closely as possible. PRINTING PROCESS: Heatset Web Offset FURNISHED FILES: CMYK Print Optimized PDF files are preferred. Adobe Indesign CS files are also allowable. Any files sent via email should also be faxed to show proper layout. Files should be sent to ellen@aap2000.com. 8MB maximum allowable for emailed files. Work as a result of incorrect layout is billable to customer.

CREDIT CARDS ACCEPTED – VISA, MASTERCARD & AMERICAN EXPRESS

Cost of collection for delinquent accounts will be charged additionally. All payments due prior to publication.

ADVERTISING ACCEPTANCE: Atlanta Airport Publications, LLC. reserves the right to reject any advertising considered by the publisher to be objectionable in subject, wording or appearance. Publisher may require proof of copyright material release.

MATERIAL RESPONSIBILITY: Advertisers are responsible to submit all ad materials (copy and artwork) by the published deadline. If available, the last insertion will be run if material is not received in time. In all events, the client is liable for contracted space.

AD POSITIONING: Ads are placed ROP at the discretion of the Publisher. No guaranteed positions except for premium positions.

Production Information



Advertiser _____ Contact _____

Phone _____ email _____ Fax _____

Ad Size: Full Page, 1/2 PG Horiz., 1/2 PG Vert., 1/4 PG, Outside Gatefold, Inside Gatefold, Listing

Ad Placement (section/page): _____ requested guaranteed

Ad Copy: Pick Up Ad from: _____ Page# _____ Other Source _____

Pick Up Ad and Change from: _____ Page# _____ Other Source _____

Custom Ad Design: Photos/logo to use (list directly below the images and how they will be provided) Date Copy is Due: _____

Sketch of layout below

Full Page (5.375 x 8.375)

Keep nonbleed info .25 from all edges

Bleed Size 5.875 x 8.875

Full page no bleed 4.5 x 7.25

1/2 Page Vert. (2.125 x 7.25)

Gatefold (3.5 x 1.9)

1/4 Page (2.125 x 3.5)

1/2 Page Horiz. (4.5 x 3.5)

Listing (two lines only)

Map Footer (2.125 x 3.5)

Advertising Contract

Ad purchased for insertion in:

ATL Guide GoSeeDoATL.com Other _____

Advertiser Forest Park Development Authority Contact Billy Freeman

Phone 404-363-2454 Call/Fax _____ email _____

Street 785 Forest Parkway City Forest Park State GA Zip 30297

Agency/Additional Info _____

SIZE: 2 Full pg 2/3pg 1/2pg 1/3pg
 1/4pg 1/6pg 1/8pg 1/12pg
 other _____ vert. horiz.

SECTION: 1 Full Page, 1/2 page City editorial & 1/2 page City listings and events

SPECIAL POSITION: Full Page, City editorial section & listings & Events requested guaranteed

MEDIA: Print Ad Website Ad

AD SPACE COST:	
\$ <u>5,300.00</u>	Cost of Ad per edition/quarter
\$ <u>-2,050.00</u>	Trade for Sponsorship/Special Partner Discount XXXXXXXXXXXXXXXXXXXX
\$ <u>3,250.00</u>	Net Cost of Ad per edition/quarter
\$ _____	XXXXXXXXXXXXXXXXXXXX
\$ _____	XXXXXXXXXXXXXXXXXXXX
Date 100% cash due: _____ (5% interest will be charged if 100% not paid by this date)	

PAYMENT TYPE:

100% Cash or Check with contract: \$ _____

Credit Card 100% Payment \$ _____ Visa MC AMEX

Acct # _____ CVV _____

Exp. date _____ Zip Code _____

Name on card _____

Payment Plan: (25% down with contract and 2 additional payments)

1st Payment Date _____ amount: \$ _____

2nd Payment Date _____ amount: \$ _____

3rd Payment Date _____ amount: \$ _____

Make checks payable to: **Atlanta Airport Publications, LLC., PO Box 16954, Atlanta, GA 30321** (404) 767-7823 Phone/fax (770) 367-6557 Cell Ask for Ellen Simpson

FREQUENCY: (applicable only to non-annual publications)

ATL Guide 2x 3x 4x Start quarter: summer 2022 & winter 2023
 winter 2023 spring _____ summer 2022 fall _____

GoSeeDoATL.com Jan Feb Mar Apr May Jun
 Jul Aug Sep Oct Nov Dec

Special Instructions

ONE TIME ONLY

Ad cost \$3,250.00 (this is one time only).

This is for a Full page Ad-we will upgrade this ad to OBC (outside back cover) one time only, 1/2 Page City editorial Ad, 30 business listings and city events in our Calendar.

Please send pictures, listings and events to:
info@aap2000.com

Sign and fax or email to:
(404) 767-7823.
info@aap2000.com

If you have questions, contact Mike Simpson at:
(770) 403-1629.

Thank you very much,
Ad Copy Submission: Send to Ellen@AAP2000.com

Rack Partners agree to prominently display Atlanta Airport Publications, LLC publications in their place of business where it will be seen by the public, to allow the AAP distributor to fill the racks on a periodic basis and to not allow other magazines, fliers, etc to be placed in the AAP racks. Customer's Initials _____

GENERAL TERMS AND CONDITIONS: This Advertising Agreement is subject to the terms outlined herein as well as those in the current Advertising Rate Card. Read all terms carefully before signing.

All Advertising Agreements are subject to Publisher's approval and acceptance. Acceptance of the Advertising Agreement constitutes an agreement to provide advertising space as described in the Agreement. The undersigned, by signing of this Advertising Agreement, acknowledges that he/she has read and understands all of the terms contained herein, and in the current Advertising Rate Card and that this Agreement is subject to all such terms which are expressly made a part of this Agreement.

Cancellations or changes in the Advertising Agreement are accepted only in writing to the Publisher, and must be received on or before the "advertising closing date" for the applicable issue. Publisher will schedule, run and invoice all contracts in possession on the advertising closing date of a scheduled issue. Advertisers are responsible for submission of advertising copy and materials by material deadlines. Publisher reserves the right to run last insertion and bill advertiser if new materials are not submitted by deadlines.

Payment for all advertising and production shall be the responsibility of the advertiser and any contracted advertising agency and shall be made in accordance with Publisher's current rate card unless otherwise duly noted in the Agreement. Payment is due and payable upon receipt of invoice. Upon credit approval, payment is due within 30 days of receipt of invoice. A service charge of 1 1/2% per month will be added to accounts past due, beginning 30 days delinquent and charged monthly thereafter. Publisher shall not be required to seek payment directly from the advertiser when the advertisement is placed by any contracted advertising agency, but may seek payment from either or both of said parties. In the event payment is not made as required and agreed to in this Agreement, the advertiser and the advertising agency shall be responsible for any and all attorney's and/or collection agency fees incurred in the collection of the debt.

The advertiser and advertising agency agree to indemnify and hold harmless Publisher and any and all of Publisher's publishing clients with whom Publisher may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of any advertised copy submitted, printed or published. Advertiser and advertising agency also agree to indemnify and hold harmless Publisher and any and all of Publisher's publishing clients with whom Publisher may have contracted from the loss of any artwork, materials, separations, PMTs, negatives and other materials submitted to Publisher for said advertisement or for raw materials submitted to Publisher for production of advertisement, such as copy and photography, and any related expense or other liability (including attorney's fees).

Advertiser's Representative: Authorized Signature: _____ Date: _____

Publisher's Representative: Authorized Signature: Michael J. Simpson Date: 1/27/2021