

2018-2019



# CABA

## BUSINESS DIRECTORY

### ADVERTISING RATES

RESERVE YOUR ADS TODAY AT [WWW.USECABA.COM](http://WWW.USECABA.COM)

## Incredible Value!

Print, Online & Mobile Exposure,  
Great SEO, VIDEO ADS!

- State-of-the-art interactive technology & top-ranking SEO increases traffic to your website
- Year-round marketing & Member training
- NEW video/audio capabilities



### DISTRIBUTION

FOLLOW US: [in](#) [t](#) [f](#) [g+](#)

5,000

Directories distributed to local businesses

400+

Directories mailed to CABA Members

900+

Local Tampa businesses receive this publication between our members and our outreach

10,000+\*

Estimated reach in the northwest Hillsborough County community & Tampa Bay area

### ADVERTISING DEADLINES

#### FRIDAY, AUGUST 31, 2018

Print ad & video reservations, & payments must be received no later than 12pm on August 31, 2018

#### FRIDAY, SEPTEMBER 7, 2018

Print ad artwork & videos must be submitted no later than 12pm on September 7, 2018

### QUESTIONS?

Contact the CABA Directory Committee:

**Bob Ahern** (813) 936-7812  
bobahern1063@msn.com

**Corinne Ishler** (321) 698-1550  
ci@allmedia-marketing.com

\*Readership estimate is calculated based upon primary & pass-along readers of the publication, as well as visitors to the online Directory,

## THE BEST BUSINESS ADDRESS IN TAMPA BAY!

The CABA Business Directory is an annual publication of Members of the Carrollwood Area Business Association. Inside you'll find the one stop guide to the best of the best of local businesses that strive to support each other and their local Northwest Hillsborough Community.

### JOIN CABA TODAY & BE INCLUDED!

Member listings on our website, in our printed publication, as well as interactive Directory are just a few of the many benefits you'll receive with your CABA Membership - sign up today! Visit [www.usecaba.com](http://www.usecaba.com) to find out more.

## ADVERTISING RATES & SIZES

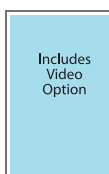
<b>STANDARD BUSINESS LISTING</b> CABA Members get their business listed in the Printed Business Directory, Interactive Digital Business Directory & Online Directory at <a href="http://www.useCABA.com">www.useCABA.com</a>	<b>FREE</b>
<b>ADVERTISING SPACE &amp; RATES</b>	
OUTSIDE BACK COVER + FREE Video ad	\$1800.00
INSIDE FRONT COVER + FREE Video ad	\$1200.00
INSIDE BACK COVER + FREE Video ad	\$1200.00
FULL PAGE PREMIUM (facing President's page only) + FREE Video ad	\$900.00
FULL PAGE STANDARD + FREE Video ad	\$750.00
HALF PAGE VERTICAL (Contents page only) + FREE Video ad	\$700.00
HALF PAGE STANDARD + FREE Video ad	\$500.00
THIRD PAGE STANDARD	\$300
<b>ADDED VALUE</b>	
ADVERTORIAL Available with ad purchase of the same size. Includes logo and text. Content must be submitted by ad deadline.	\$50.00
ADDITIONAL CATEGORY LISTINGS	\$25.00/ea.
VIDEO AD Every half or full page print ad purchased qualifies Member to have a video ad in the online Directory at no extra cost (this year only). If video is opted, <u>half page ads</u> will be <u>replaced</u> with the video ad in the interactive product. If video is opted, <u>full page ads</u> will get an <u>additional space</u> for their video ad in the interactive product. Must be submitted by ad deadline.	FREE

## AD & VIDEO SPECIFICATIONS

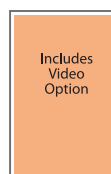
**PRINT ADS:** Print ad files must be submitted in high resolution (300 dpi or greater), CMYK format. Acceptable file formats include press quality .PDF (with fonts embedded or converted to outlines), or .JPG file format.

**VIDEO ADS:** Video must be in either MP4, F4V or FLV video format with the following requirements: bitrate should be between 300kb/s & 700kb/s; maximum file size is 100MB; the only supported audio codec for FLV files is MP3. MP4 files must use the H.264 or x264 codecs for video and the AAC or MP3 codecs for audio.

Please send all ad & video files to [caba@usecaba.com](mailto:caba@usecaba.com). Ad submissions are final once accepted. CABA is not responsible for errors or typos on advertisements.



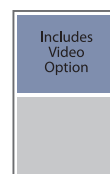
**INSIDE COVERS OR OUTSIDE BACK**  
4.5" x 7.75"  
1/8" Text Safety  
No Bleed



**FULL PAGE STANDARD**  
4.5" x 7.75"  
1/8" Text Safety  
No Bleed



**CONTENTS PAGE HALF PAGE VERTICAL**  
2.23" x 7.75"  
1/8" Text Safety  
No Bleed



**HALF PAGE STANDARD**  
4.5" x 3.75"  
1/8" Text Safety  
No Bleed



**THIRD PAGE STANDARD**  
4.5" x 2.5"  
1/8" Text Safety  
No Bleed



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## BUSINESS DIRECTORY

### ADVERTISING ORDER FORM

FILL OUT THE ORDER FORM BELOW OR PLACE YOUR ORDER ONLINE AT  
[WWW.USECABA.COM](http://WWW.USECABA.COM)

#### BUSINESS INFORMATION

BUSINESS NAME		
CONTACT PERSON	TITLE	
ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	
EMAIL		
WEBSITE		
ADDITIONAL BUSINESS CATEGORY (\$25 each)	REFERRED BY	

#### ORDER DETAILS

<input type="checkbox"/> CABA Annual Membership Dues - \$300 (12 mo. membership begins upon payment)  <input type="checkbox"/> Add My Listing To Additional Categories - \$25 per category	<input type="checkbox"/> Premium <b>Outside Back Cover</b> - \$1,800 <input type="checkbox"/> Premium <b>Inside Front Cover</b> - \$1,200 <input type="checkbox"/> Premium <b>Inside Back Cover</b> - \$1,200 <input type="checkbox"/> Premium <b>Full Page Ad</b> - \$900 (facing President's page only) <input type="checkbox"/> Premium <b>Half Page Vertical Ad</b> - \$750 (Contents page only)	<input type="checkbox"/> <b>Full Page Standard Ad</b> - \$750 <input type="checkbox"/> <b>Half Page Standard Ad</b> - \$500 <input type="checkbox"/> <b>Third Page Standard Ad</b> - \$300 <input type="checkbox"/> <b>Advertorial</b> - \$50 with purchase of same size ad <input type="checkbox"/> <b>Video Ad</b> - FREE with purchase of Half or Full Page ad
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CREDIT CARD #	EXPIRATION DATE	CSV (3 OR 4 DIGIT SECURITY CODE)
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TOTAL AMOUNT TO BE CHARGED AND/OR ENCLOSED \$	<input type="checkbox"/> Charge to my Mastercard/Visa/Amex/Discover <input type="checkbox"/> My payment is enclosed
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Note to potential members: CABA respects your privacy and requests your expressed permission to contact you during the term of your membership. By submitting this membership / advertising application, I agree to accept communications from the Carrollwood Area Business Association via regular e-mail, telephone, and/or fax during the term of my membership and any subsequent renewal period.

SIGNATURE	DATE
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MAKE CHECKS PAYABLE TO:  
CARROLLWOOD AREA BUSINESS ASSOCIATION • 13014 N. Dale Mabry Hwy., #338, Tampa, FL 33618