

2019-2020



CABA

BUSINESS DIRECTORY ADVERTISING RATES

RESERVE YOUR ADS TODAY AT WWW.USECABA.COM

An Incredible Value!

Print Distribution & Online Exposure,
Plus Great SEO!

- Year-round marketing
- CABA support to help you maximize your profile and web features

DISTRIBUTION

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

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

MONDAY, SEPTEMBER 2, 2019

Print ad reservations & payments must be received no later than 12pm on September 2, 2019

FRIDAY, SEPTEMBER 13, 2019

Camera ready ad artwork must be submitted no later than 12pm on September 13, 2019

QUESTIONS?

Contact the CABA Directory Committee:

Kelsey Leggett (813) 575-1545
kelsey.leggett@allstate.com

*Readership estimate is calculated based upon primary & pass-along readers of the printed 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, and in our printed publication are just a few of the many benefits you'll receive with your CABA Membership - sign up today!
Visit www.usecaba.com to find out more.

STANDARD BUSINESS LISTING FOR FREE

CABA Members get their business listed for **FREE** in the:

- 2019-2020 Printed Business Directory, and
- Online Business Directory at www.useCABA.com

PREMIUM ADVERTISING SPACE & RATES

- 1 **INSIDE FRONT COVER**\$1000.00
- 2 **INSIDE BACK COVER**\$1000.00
- 3 **OUTSIDE BACK COVER**\$1800.00
- 4 **HALF PAGE VERTICAL (CONTENTS PAGE)**\$750.00

ADDITIONAL CATEGORY LISTINGS.....\$25.00/ea.

ADVERTORIAL (1/2 OR 1/3 PAGE).....\$50.00

Available with ad purchase of the same size. Includes logo and text. Content must be submitted by ad deadline.

ADVERTISING RATES & SIZES

OUTSIDE BACK - \$1800	FULL PAGE STANDARD	CONTENTS PAGE HALF PAGE VERTICAL	HALF PAGE STANDARD	THIRD PAGE STANDARD
INSIDE COVERS - \$1000	4.5" x 7.75"	4.5" x 3.75"	4.5" x 3.75"	4.5" x 2.5"
4.5" x 7.75"	1/8" Text Safety	1/8" Text Safety	1/8" Text Safety	1/8" Text Safety
1/8" Text Safety	No Bleed	No Bleed	No Bleed	No Bleed
No Bleed	\$750	\$750	\$500	\$300

PRINT AD FILE FORMATS & SPECIFICATIONS

All 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.

Ad submissions are final once accepted. CABA is not responsible for errors or typos on advertisements.



2019-2020 CABA BUSINESS DIRECTORY



ADVERTISING ORDER FORM

FILL OUT THE ORDER FORM BELOW OR PLACE YOUR ORDER ONLINE AT
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 month membership begins upon payment) <input type="checkbox"/> Add My Listing To Additional Categories - \$25 per category	<input type="checkbox"/> Premium Outside Back Cover - \$1,800 (only one placement available) <input type="checkbox"/> Premium Inside Front Cover - \$1,000 (only one placement available) <input type="checkbox"/> Premium Inside Back Cover - \$1,000 (only one placement available)	<input type="checkbox"/> Full Page Ad - \$750 <input type="checkbox"/> Half Page Vertical Ad - \$750 (contents page only) <input type="checkbox"/> Half Page Ad - \$500 <input type="checkbox"/> Third Page Ad - \$300 <input type="checkbox"/> Advertorial - \$50 (available with purchase of same size ad)
CREDIT CARD #	EXPIRATION DATE	CSV (3 OR 4 DIGIT SECURITY CODE)
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	
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	

MAKE CHECKS PAYABLE TO:

CARROLLWOOD AREA BUSINESS ASSOCIATION • 13014 N. Dale Mabry Hwy., #338, Tampa, FL 33618