

# BOMA Horizons

A BOMA Oakland/East Bay Publication

## Tell Your Story and Display Your Ads to More than 1,500 Readers in the East Bay Commercial Buildings Industry

Promote your company's services and products to members of the Building Owners and Managers Association Oakland/East Bay and others in the East Bay's target-rich commercial real estate market in our full-color print and online publication: **BOMA HORIZONS**.

In addition to **display ads**, you can purchase "**sponsored reports**" that detail in article format your services and products. Tell your story in your own words and artwork. (Editorial assistance is available for a modest fee.) You can also email your report to prospects, link it to your website and reprint it for marketing use.



### Reach these direct purchasers and influencers:

- ◆ Asset Managers and Owners
- ◆ Property Managers
- ◆ Facility Managers
- ◆ Security Directors
- ◆ Building Engineers
- ◆ Architects, Contractors and many others who influence buying decisions

Marketing to your prospects through trade associations is the most cost-effective way to target your audiences.

**BOMA HORIZONS** give you an opportunity to focus on your best markets at reasonable advertising rates that are unavailable at publications that reach general business audiences.

### About Our Readers' Purchasing Power...

*BOMA Oakland/East Bay members own and operate tens of millions of square feet of property in the Oakland/East Bay Area. They and their tenants spend hundreds of millions of dollars a year on building operation services and products.*



*Click here for sample digital issue (there also is a print issue)*

*Discounts are available if you would like to advertise in both BOMA OEB Horizons and BOMA San Francisco Views.*

### To learn more, contact:

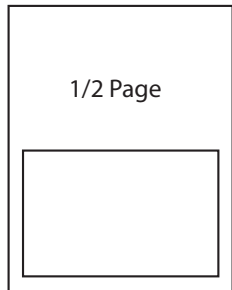
Ellen Eason  
BOMA HORIZONS Art & Ad Director  
415.596.9466  
ellen@easoncom.com

*See the following page for advertising rates & details.*

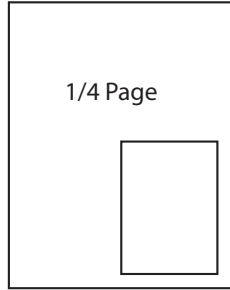
# BOMA Horizons' Advertising Specifications



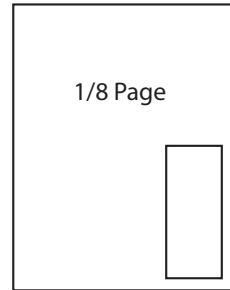
7.5"W x 9"H



7.5"W x 4.5"H



3.75"W x 4.5"H



1.875"W x 4.5"H



Sample Page With Ads

## 2020 Advertising Rates\*

Ad Size	Width x Height	BOMA Member Cost	Non-Member Cost
Business Card or 1/8 page	3.5" x 2" 1.875" x 4.5"	\$285	\$341
1/4 page	3.75" x 4.5"	\$490	\$537
1/2 page	7.5" x 4.5"	\$816	\$921
Full page	7.5" x 9"	\$1,361	\$1,466
Sponsored report or bylined article (A full-page sponsored report or bylined article with your own photos and logo)	7.5" x 9"	\$1,417	\$1,522

\*10% discount on three or more placements. Artwork: send digital files by email to [ellen@easoncom.com](mailto:ellen@easoncom.com). Press-ready PDF preferred. Embed all fonts. Also accepted: tiff, eps (all fonts outlined in Illustrator files). All colors CMYK. Photo resolution 300 dpi at 100% of image size. Line art 600 dpi. Deadline: space reservation by first of month prior to publication date of desired edition. Artwork due by 10th of month prior to publication date of desired edition. Publication dates: February, May, August, November.

## Purchase Form

Contact name: \_\_\_\_\_

Company name: \_\_\_\_\_

Street address: \_\_\_\_\_

City, ST, Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Edition(s) selected: ☐ Q1 ☐ Q2 ☐ Q3 ☐ Q4

Size of ad: \_\_\_\_\_

Payment authorization signature: \_\_\_\_\_

Advertiser indemnifies BOMA Oakland/East Bay and Eason Communications LLC against losses or liabilities arising from its advertising content. BOMA Oakland/East Bay and Eason Communications LLC assume no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred due to the publisher's errors.

Email scanned completed purchase form to [ellen@easoncom.com](mailto:ellen@easoncom.com) or it mail to: Ellen Eason,  
Eason Communications LLC, PO Box 225234, San Francisco, CA 94122-5234.

**Billing: Payment due in full at time of ad placement. Make check payable to Eason Communications LLC  
or call 415.596.9466 if you prefer to pay by credit card.**