

FORT WORTH BUSINESS PRESS

IN PRINT. IN POCKET. IN PERSON.™

2020 Media Kit

FORT WORTH BUSINESS PRESS

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Fort Worth Business Press

FortWorthBusiness.com
3509 Hulen St. Suite 200
817.336.8300

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2020 Editorial Calendar

Pub Date	Editorial Focus	Events	Event Date
1/13/20	Healthcare	Healthcare Heroes Sponsored by TCU & UNTHSC School of Medicine	Thursday, 1/16/2020 TCU Bluu Ballroom
1/27/20	Real Estate		Wednesday, 1/22/2020
2/10/20	Education/School Guide	Spring School Guide/Book of List	
2/24/20	Banking/Finance		
3/9/20	Advertising PR	Business Owner's Summit Sponsored by Capital Chart Room	Tuesday, 3/3/2020 River Crest Country Club
3/23/20	Wealth Management	40 Under 40 Sponsored by UTA College of Business	Tuesday, 3/31/2020 Ridglea Country Club
4/6/20	Property Tax	Business for Breakfast Sponsored by Southside Bank	Tuesday, 4/14/2020 River Crest Country Club
4/20/20	Banking/Finance	HR Professionals Sponsored by Ogletree Deakins	Thursday, 4/30/2020 Fort Worth Club
5/4/20	Energy	Best Teacher Awards	Wednesday, 5/6/2020
5/18/20	Transportation/Manufacturing		
6/1/20	Healthcare		
6/22/20	Insurance	C-Suite Awards	Wednesday, 6/24/2020
7/6/20	Law		
7/20/20	Real Estate	Veterans in Business	Wednesday, 7/22/2020
8/10/20	Banking/Finance		
8/24/20	Family Business		
9/7/20	Education/School Guide	Fall School Guide	
9/21/20	Top 100	Top 100 Sponsored by UTA	Wednesday, 9/23/2020
10/5/20	Philanthropy	Corporate Philanthropy	Wednesday, 10/7/2020
10/19/20	Real Estate		
11/9/20	Women In Business	Great Women of Texas	Wednesday, 11/11/2020
11/23/20	Healthcare		
12/7/00	Minority Leaders In Business	Minority Leaders in Business Sponsored by Tarleton University	
12/21/20	Year In Review		

For more information about **advertising**, contact **Art De La Torre** at adelatorre@bizpress.net

For more information about **editorial**, contact **Robert Francis** at rfrancis@bizpress.net

For more information about **events**, contact **Melanie Webb** at mwebb@bizpress.net

2020 Events

Healthcare Heroes January 16, 2020

In a market with continuous change and challenges, this annual event recognizes excellence in the medical community - excellence practiced by physicians, administrators and volunteers alike. Healthcare Heroes are selected and judged based on nominations from those in the profession and the business community. Approximate attendance: 250

Where: TCU BLUU Ballroom
When: 6:30pm



Business Owners Summit **NEW! March 3, 2020**

In collaboration with The Capital Chart Room, the Fort Worth Business Owner's Summit is the premier annual gathering of Tarrant County's business owners. The agenda has been designed by business owners for business owners. The Summit's purpose is to help contribute to your continued success, and to the achievement of your desired outcomes for your business and family. This session will feature both a local and global business update, as well as special guest speakers and a panel.

Where: River Crest Country Club
When: Registration and breakfast begin at 7:30am. Program begins at 8:00am.



40 Under 40 March 31, 2020

40 Under 40 is celebrated to recognize brilliance on the rise. 40 honorees each year, all under the age of 40, destined for striking accomplishments in their chosen field, from the corporate sector to maverick entrepreneurialism. They are leaders today and are sure to be part of the next generation that will make Tarrant County a great place to live and work. Approximate attendance: 400

Nomination Deadline: February 14, 2020



2020 Events continued

Business for Breakfast - Finance **April 14, 2020**

For more than 25 years, FWBP has taken pride in our role as a key source of continuing education and B2B resources for business in Greater Tarrant County. FWBP continues that responsibility with the Business for Breakfast series. Each series will target a unique vertical or address a key issue facing Fort Worth's business leader. This year's focus is Finance.

Where: River Crest Country Club
When: 7:30 a.m.



HR Professionals Award **April 30, 2020**

In collaboration with Ogletree Deakins, the Fort Worth Business Press is proud to help recognize HR professionals in the DFW area who have made significant contributions in their field over the past year, benefiting their organizations and making a lasting impact.

Where: The Fort Worth Club



Best Teacher Award **NEW! Tentative Date May 6, 2020**

The Best Teacher awards program recognizes faculty who have made a significant impact on their students. Is there a teacher, professor, faculty member, mentor who has left a mark on who you are and what you're becoming? Nominate them for the Fort Worth Business Press' 2020 Best Teacher Awards – they deserve it.

Nomination Deadline: April 3, 2020



2020 Events continued

C- Suites

Tentative Date June 24, 2020

The C-Suite Awards honor Fort Worth and Tarrant County's top C-level executives including, but not limited to, CEOs, chairmen, CFOs, information, marketing, innovation and financial officers. These individuals will be recognized for the leadership, business and civic contributions they have made to their organizations and to our community.



Nomination Deadline: May 15, 2020

Veterans in Business Awards

NEW! Tentative Date July 22, 2020

The newest addition to our arsenal of events is the Veterans in Business Award. This event will recognize outstanding veterans in Tarrant County that excel in their work and make a difference after servicing our country.



Top 100

Tentative Date September 23, 2020

Fort Worth Business Press exclusive Top 100 Private & Public Companies event brings together the executive teams of the largest companies based in Tarrant County and the Top 25 Public Companies in the metroplex. A series of awards including Top CEO are given at this prestigious event.



Nomination Deadline: August 14, 2020

2020 Events continued

Corporate Philanthropy Tentative Date October 5, 2020

The Corporate Philanthropy Awards will honor community-minded companies and individuals who are philanthropic leaders in their organizations and communities. The awards will include honors for Tarrant County companies based on nominations and the amount of dollars and volunteer hours given to local charities.

C O R P O R A T E **Philanthropy** A W A R D S

Nomination Deadline: September 9, 2020

Great Women of Texas Tentative Date November 10, 2020

This prestigious event honors outstanding women in Texas who are recognized for their significant accomplishments in business, civic and social contributions. Each woman honored is a trailblazer in their business interests, but it is their dedication to family and the community that makes them stand-out. Approximate attendance: 400

Great Women of **TEXAS**

Nomination Deadline: September 25, 2020

Minority Business Leaders Awards Tentative Date December 9, 2020

Fort Worth Business Press will recognize Tarrant County's top minority leaders in business and the community. Honorees will be chosen based on professional achievements, community contributions, philanthropy and other milestones and awards.

Nomination Deadline: November 6, 2020

FORT WORTH BUSINESS PRESS



MINORITY LEADERS
IN BUSINESS AWARDS

Print Advertising

Rates and Specifications

Display Advertising Rates

Size	Width x Depth	24x	13x	6x	1x
2 page spread	20.5" x 12"	\$4,040	\$4,790	\$4,995	\$6,595
Back Cover*	10" x 12"	\$2,645	\$3,179	\$3,475	\$4,495
Inside Front or Back Cover	10" x 12"	\$2,550	\$3,095	\$3,400	\$4,395
Full Page	10" x 12"	\$2,405	\$2,890	\$3,325	\$4,295
Island	7.9625" x 9.25"	\$1,930	\$2,320	\$2,845	\$3,495
1/2 page	4.875" x 12" / 10" x 5.63"	\$1,660	\$1,875	\$2,465	\$3,195
1/4 page	10" x 2.875" / 2.375" x 12"	\$905	\$1,085	\$1,545	\$1,965
1/4 page square	4.875" x 5.63"	\$905	\$1,085	\$1,545	\$1,965
1/8 page	4.875" x 2.875" / 2.375" x 5.63"	\$485	\$605	\$945	\$1,22
Front Cover Tile	5.875" x 1.25"	\$1545 per issue			

Price listed per insertion.

*Back cover: Full page with bleed - Live area 10" x 12"; trim 10.75" x 12.5"; bleed 10.75" x 12.75"

Classified/Legal Advertising Rates

Size	Width x Depth	24x	13x	6x	1x
1/4 page	4.875" x 5.63"	\$350	\$375	\$425	\$475
1/6 page	4.875" x 2.75"	\$270	\$300	\$330	\$360
1/8 page	4.875" x 3.75"	\$195	\$205	\$215	\$225

Price listed per insertion.

Guaranteed Placement: add \$150 for special placement requests.

Line ads: \$30 per line; \$250 for 10 lines (approximately 80 words). \$10 for mailed tearsheets.

Digital Advertising

Rates and Specifications

Website Display Advertising

Size	Width x Depth	Per Month
Large Leaderboard	728x90	\$1,200
Small Leaderboard	468x60	\$975
Tower	300x600	\$1,800
Rectangle	300x250	\$850
Tab	7.9625" x 9.25"	\$550

E-Newsletter (A.M. or P.M.)

Ad Position	6 months	3 months	1 month
Top Banner Ad	\$2,500	\$2,770	\$3,000
Top Block Ad	\$2,100	\$2,250	\$2,440
Other Banner Ad	\$2,200	\$2,520	\$2,800
Other Block Ad	\$1,800	\$2,000	\$2,240

Industry Specific E-Newsletters

Real Estate (Tuesday)
Weekend Update (Friday)

Ad Position	6 mo	3 mo	1 mo
Banner Ad	\$1,200	\$1,350	\$1,500
Block Ad	\$680	\$765	\$850

Price listed per month

Special Digital Opportunities

Video Display Ad - 728 x 90	\$1,700
Video Display Ad - 300 x 250	\$1,200

Price listed per month

Native Online Campaigns	\$3,000
Expandable Leaderboard* - 960 x 100 - to - 960 x 400	\$3,500

**Available for \$1,000/week of \$300/day
Price listed per month*

Advertiser e-blast - \$3500 includes two per month

Advertiser Sponsored Content - \$4200/month

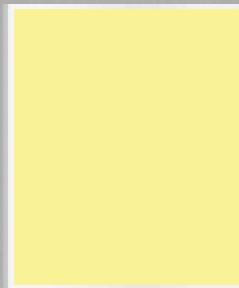
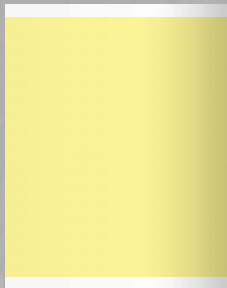
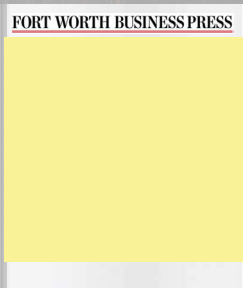
WE MEAN BUSINESS

Print Advertising Rates and Specifications

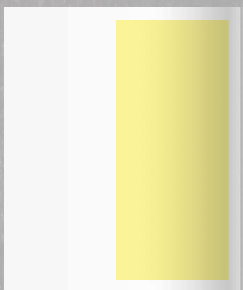
Premium Placements

Front cover below Masthead
 Full Page (inside front cover)
 Full Page (inside back cover)
 Back Cover
\$15,000

Whole Edition Wrap:



Half Wrap



Includes a vertical half page
 on these pages:

Front cover inside
 Front Cover
 Inside Back cover
 Back Cover
\$8,850

Pre-Printed Inserts



Single Sheets,
 Small Brochures

*Weight add \$34/m
 for each ounce
 more than 1 oz.*

- Inserts must be clearly labeled for the Fort Worth BusinessPress with the publication date.
- Deadline for delivery to printer is 10 days prior to publication date.
- All other inserts pricing upon request.

Small Brochure or Single Sheet (10"x12" or smaller):	\$1,500
4-page Tabloid (10"x12"):	\$2,000
8-page Tabloid (10"x12"):	\$5,000
16-page Magazine (8.5"x11"):	\$6,500

Full Page
 10" x 12"

Custom Printing

Advertisr provides camera
 ready, print ready design in
 Adobe pdf format.

4-page Tabloid [10.5"x12.5"]

2,500 qty	5,000 qty
\$5,370	\$6,070

8-page Tabloid [10.5"x12.5"] or smaller

2,500 qty	5,000 qty
\$5,850	\$6,900

16-page Magazine [8.5"x11"] or smaller

2,500 qty	5,000 qty
\$5,940	\$7,170

A timeline for each product
 will be developed. Client not
 adhering to the timeline may
 result in moving insert date.
 All gloss, stapled.

Deliver to:
 Midway Press Ltd,
 645 Regal Row
 Dallas, TX 75247

(Main) 972.233.8404
 (Direct) 972.331.9331
 (Fax) 972.233.5430