InsiderAdvantage Georgia is an online internet news service that provides information on various statewide business, political and other news by a team of veteran staff writers to thousands of readers daily. It also publishes opinion columns in its Forum section on topics ranging from public policy issues to elections authored by Republicans, Democrats, independents and other opinion leaders. The IAG motto is “information before it’s news” and IAG has broken stories never covered by the mainstream media.

JAMES content and controlled circulation (print distribution of more than 10,000) also attracts the attention of many who lead in the development of public opinion on major issues across Georgia. From top corporate, professional and government/political leaders to reporters and writers in the mainstream media throughout the state, JAMES carries features, columns, rankings, polls and commentary that become part of the fabric of public discussion and opinion throughout the state.

Consider

InsiderAdvantage Georgia, as well as JAMES magazine, is published by Internet News Agency. In fact, subscribers to the InsiderAdvantage news service get a bonus by receiving a complimentary JAMES subscription. Legislators and businesspeople, in particular, consider our daily early morning news email and postings on InsiderAdvantage.com to be a must read.

JAMES magazine has become known over its 17-year span for its annual list of the “Most Influential Georgians” and top state lawmakers, annual rankings of Georgia’s top colleges, universities and technical institutions and annual rankings of Georgia’s top governmental affairs firms and lobbyists. JAMES is the only Georgia media outlet that compiles state lobbyist rankings. The magazine, as well as InsiderAdvantage, also publishes the popular Floating Boats section that reports on who or what is “rising, drifting or sinking” in Georgia politics and business. An equally-popular feature called Georgia Pines chronicles good news from various cities and counties around the state.

JAMES is a must read for Georgia’s top leaders and influential citizens. After all, they set the opinions and trends that keep our state moving forward.
## Circulation & Demographics

### BY THE NUMBERS

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>20,000 to 30,000</td>
<td>Average number of people who read a printed copy of JAMES per issue*</td>
</tr>
<tr>
<td>8,000</td>
<td>Online magazine circulation</td>
</tr>
<tr>
<td>10,000+</td>
<td>Print magazine circulation*</td>
</tr>
<tr>
<td>1,750/day</td>
<td>Average number of people who read the daily online news at InsiderAdvantage.com</td>
</tr>
<tr>
<td>80%</td>
<td>Percentage of readers in CEO, president, partner or senior management positions</td>
</tr>
<tr>
<td>10%</td>
<td>Percentage of readers in active media leadership or reporting</td>
</tr>
<tr>
<td>85%</td>
<td>Percentage of readers in metro Atlanta</td>
</tr>
<tr>
<td>75%</td>
<td>Estimated percentage of readers with incomes more than $250,000 a year**</td>
</tr>
<tr>
<td>70%</td>
<td>Estimated percentage of readers in households whose value is more than $500,000**</td>
</tr>
<tr>
<td>57%</td>
<td>Estimated percentage of readers who belong to a private club**</td>
</tr>
</tbody>
</table>

### Additionally

Our readers are often the decision-makers for large corporate or group purchases, meetings, conventions, media buys and investments. From purchasing tickets or suites for sporting events to annual meetings and conventions held both in and outside of Georgia, our readers are the go-to, final-say leaders.

When it comes to vacation, our readers travel mostly to the resort locations of St. Simons, Sea Island, Savannah, Destin, Amelia Island, Lake Burton, and Lake Oconee. While on business, our readers mostly frequent the cities of Washington, New York, Charlotte, Dallas, and Los Angeles.

### We’re growing!

**READERSHIP GROWTH**

- JAMES
- InsiderAdvantage

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* Circulation is controlled. Print issues vary from 10,000 to 12,000 targeted mailed copies.

** Includes print and online. Demographic estimates provided by opinionsavvy.com based on specific analysis of circulation and targeted online readership.
Fresh & Original  Our content focuses on stories and issues that Georgia leaders in opinion, government and business are most interested in on a daily and monthly basis.

Top Tier  Readership is made up of leaders and decision-makers in government, business, politics, news/opinion, education and finance.

Targeted  Circulation is controlled to leaders who impact major decisions on laws, regulations, purchasing, news, opinion and spending.

Dependable  Magazines come and go in our state. We’re celebrating our fifteenth year of publication, and are stronger than ever.

Noticeable  We attract the attention of Georgia’s leaders in all areas of life with a magazine that is concise, bursting with features and stories and filled with advertising or sponsor-based content.

Notable  We stand out with a message that can easily become accepted fact in opinion-shaping, or a must-have trend in purchasing of upscale goods and services.

We’re proud to have more than 150 regular advertisers. They value our direct reach . . . to the audiences they want to reach.
2022 Print Advertising Rates & Specifications

### Ad Rates

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X (-10%)</th>
<th>6X (-15%)</th>
<th>TRIM SIZE</th>
<th>BLEED SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>$5,000</td>
<td>$4,500</td>
<td>$4,250</td>
<td>17&quot;w x 11”h</td>
<td>17.25&quot;w x 11.25”h</td>
</tr>
<tr>
<td>Full page</td>
<td>$3,000</td>
<td>$2,700</td>
<td>$2,550</td>
<td>8.5”w x 11”h</td>
<td>8.75”w x 11.25”h</td>
</tr>
<tr>
<td>2/3 page, vertical</td>
<td>$2,300</td>
<td>$2,070</td>
<td>$1,950</td>
<td>5.375”w x 11”h</td>
<td>5.625”w x 11.25”h</td>
</tr>
<tr>
<td>1/2 page, vertical</td>
<td>$1,800</td>
<td>$1,620</td>
<td>$1,530</td>
<td>4.25”w x 11”h</td>
<td>4.5”w x 11.25”h</td>
</tr>
<tr>
<td>1/2 page, horizontal</td>
<td>$1,800</td>
<td>$1,620</td>
<td>$1,530</td>
<td>8.5”w x 5.5”h</td>
<td>8.75”w x 5.75”h</td>
</tr>
<tr>
<td>1/3 page, vertical</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,275</td>
<td>2.875”w x 11”h</td>
<td>3.125”w x 11.25”h</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,080</td>
<td>$972</td>
<td>$918</td>
<td>4.25”w x 5.5”h</td>
<td>4.5”w x 5.75”h</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PREMIUM SPOTS</th>
<th>1X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front</td>
<td>$4,000</td>
<td>$3,400</td>
</tr>
<tr>
<td>Inside back</td>
<td>$3,650</td>
<td>$3,100</td>
</tr>
<tr>
<td>Back cover</td>
<td>$4,300</td>
<td>$3,650</td>
</tr>
</tbody>
</table>

### Premium Spots

- Inside front: $4,000 (1X), $3,400 (6X)
- Inside back: $3,650 (1X), $3,100 (6X)
- Back cover: $4,300 (1X), $3,650 (6X)

### Guaranteed Spots

- Add 10% to above rates. Including, but not limited to:
  - Page 4 Opposite the Publisher’s Message
  - Page 6 Opposite the Floating Boats or Georgia Pines

### Digital Requirements

- Ad art must contain 1/4-inch printer “bleeds” on all sides.
- All high-resolution images must be in place.
- Acceptable file formats for ads are PDF, JPG or TIFF.

### Materials Deadline

- Contact your sales representative for the specific deadline date per issue.
- Ad files should be sent via email to your direct IAG contact.

### Payment Terms

- Full payment is due within 15 days from date of the invoice.
- Payment becomes delinquent 10 days after the due date.
- A 1.5% late payment charge is incurred upon delinquency.
2022 Editorial Calendar

JAMES MAGAZINE

JANUARY-FEBRUARY
The Legislative Issue

MARCH-APRIL
The Most Influential Issue

MAY-JUNE
The Political & Law Issue

JULY-AUGUST
The Education Issue

SEPTEMBER-OCTOBER
The Lobbyist Issue

NOVEMBER-DECEMBER
The Business Issue
## Run of Site

**ROTATING RIGHT SIDE BAR AD / MAXIMUM OF 5 ROTATING ADS**

<table>
<thead>
<tr>
<th>Average views</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,800 views per day</td>
<td>248 x 207 pixels</td>
<td>$723 per month</td>
</tr>
</tbody>
</table>

## Home Page

**ROTATING BANNER AD / MAXIMUM OF 3 ROTATING ADS**

<table>
<thead>
<tr>
<th>Average views</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>490 views per day</td>
<td>728 x 90 pixels</td>
<td>$300 per month</td>
</tr>
</tbody>
</table>

## Home Page v.2

**ROTATING LEFT SIDE BAR AD / MAXIMUM OF 5 ROTATING ADS**

<table>
<thead>
<tr>
<th>Average views</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>410 views per day</td>
<td>248 x 207 pixels</td>
<td>$160 per month</td>
</tr>
</tbody>
</table>

## Daily email

**SOLO PLACEMENT**

<table>
<thead>
<tr>
<th>Average views</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000 views per day</td>
<td>248 x 207 pixels</td>
<td>$575 per month</td>
</tr>
</tbody>
</table>

- Two-month minimum for online advertising.
- Apply a 10% discount for 6x and 15% discount for 12x.
- Combo discounts including daily Constant Contact emails.
Print Ad Size Specifications

**TWO-PAGE SPREAD**
- **Trim** · W: 17” x H: 11”
- **Bleed** · W: 17.25” x H: 11.25” All backgrounds should extend through
- **Safe** · W: 16.25” x H: 10.25” All text and important images should remain inside

**FULL PAGE**
- **Trim** · W: 8.5” x H: 11”
- **Bleed** · W: 8.75” x H: 11.25” All backgrounds should extend through
- **Safe** · W: 7.75” x H: 10.25” All text and important images should remain inside

**BACK COVER**
- **Trim** · W: 8.5” x H: 11”
- **Mailing** · W: 8.5” x H: 2.25” No artwork should extend into
- **Bleed** · W: 8.75” x H: 8.875” All backgrounds should extend through
- **Safe** · W: 8” x H: 8.5” All text and important images should remain inside
1/2 PAGE HORIZONTAL

Trim - W: 8.5” x H: 5.5”

Bleed - W: 8.75” x H: 5.75”
All backgrounds should extend through

Safe - W: 7.75” x H: 4.75”
All text & important images should remain inside

1/2 PAGE VERTICAL

Trim - W: 4.25” x H: 11”

Bleed - W: 4.5” x H: 11.25”
All backgrounds should extend through

Safe - W: 3.5” x H: 10.25”
All text & important images should remain inside

1/4 PAGE

Trim - W: 4.25” x H: 5.5”

Bleed - W: 4.5” x H: 5.75”
All backgrounds should extend through

Safe - W: 3.5” x H: 4.75”
All text & important images should remain inside

2/3 PAGE

Trim - W: 5.375” x H: 11”

Bleed - W: 5.625” x H: 11.25”
All backgrounds should extend through

Safe - W: 4.625” x H: 10.25”
All text & important images should remain inside

1/3 PAGE

Trim - W: 2.875” x H: 11”

Bleed - W: 3.125” x H: 11.25”
All backgrounds should extend through

Safe - W: 2.125” x H: 10.25”
All text & important images should remain inside