



[www.bomaob.org](http://www.bomaob.org)



# **MEDIA GUIDE**

## **Membership Directory & Resource Guide**

### **Website Advertising**

FOR MORE INFORMATION, PLEASE CONTACT:

**Kira Krewson**  
Project Manager  
(770) 810-6982  
[krewson@naylor.com](mailto:krewson@naylor.com)

**NAYLOR**   
ASSOCIATION SOLUTIONS



# QUICK FACTS:

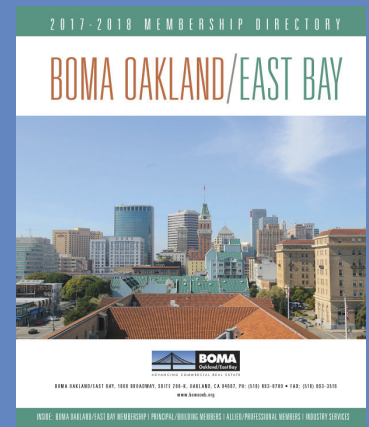
- Our members own or manage **more than 70 million square feet** of commercial real estate within Alameda, Contra Costa and Southern Solano counties.
- Our membership is responsible for nearly **80% of the commercial real estate in Oakland and approximately 20% in East Bay.**
- The California commercial real estate market is the **largest in the nation's \$1 trillion** CRE industry.

# OUR REACH

Including your message in our official communications puts you directly in front of leaders in California's multi-billion commercial real estate industry. Our members are the key decision makers in the Oakland/East Bay commercial real estate industry, including:

- Property managers
- Corporate facility managers
- Leasing professionals
- Real estate brokers
- Industry suppliers
- Building owners
- Developers
- Facility managers
- Lawyers
- Architects

**Ensure you're reaching the RIGHT people!**  
**Contact your Naylor account executive today.**



## Membership Directory & Resource Guide



[www.bomaueb.org](http://www.bomaueb.org)



**BOMA**  
Oakland/East Bay

**NAYLOR**   
ASSOCIATION SOLUTIONS

# MEMBER DIRECTORY & RESOURCE GUIDE

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	1x
Double Page Spread	\$4,179.50
Cover Page (IFC, IBD, OBC)	\$2,449.50
Full Page	\$2,119.50
2/3 Page	\$1,729.50
1/2 Page	\$1,319.50
1/3 Page	\$1,239.50
1/4 Page	\$959.50
1/6 Page	\$749.50
1/8 Page	\$519.50

### Tab Special! \$1,789.50

Black-and-White Rates	1x
Full Page	\$1,859.50
2/3 Page	\$1,549.50
1/2 Page	\$1,039.50
1/3 Page	\$899.50
1/4 Page	\$769.50
1/6 Page	\$609.50
1/8 Page	\$409.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. BOE-R0019 Rates as of November 2018

# MEMBER DIRECTORY & RESOURCE GUIDE

## INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Access Control Systems</li> <li><input type="checkbox"/> Acoustical Ceiling Cleaners</li> <li><input type="checkbox"/> Air Conditioning</li> <li><input type="checkbox"/> Air Conditioning Contractors</li> <li><input type="checkbox"/> Air Conditioning—Heat Pump Manufacturing</li> <li><input type="checkbox"/> Air Duct Cleaning</li> <li><input type="checkbox"/> Alarm Systems</li> <li><input type="checkbox"/> Appliances—Parts &amp; Services</li> <li><input type="checkbox"/> Arborists</li> <li><input type="checkbox"/> Architects</li> <li><input type="checkbox"/> Architectural Continuous Hinges</li> <li><input type="checkbox"/> Architectural Sculptors</li> <li><input type="checkbox"/> Asbestos Removal</li> <li><input type="checkbox"/> Asphalt Maintenance</li> <li><input type="checkbox"/> Attorneys</li> <li><input type="checkbox"/> Audio/Visual</li> <li><input type="checkbox"/> Bird Barriers—Repellents &amp; Controls</li> <li><input type="checkbox"/> Boiler Manufacturers/Installation</li> <li><input type="checkbox"/> Boiler Repairs</li> <li><input type="checkbox"/> Building Automation Systems</li> <li><input type="checkbox"/> Building Maintenance &amp; Cleaning Contractors</li> <li><input type="checkbox"/> Cabinets</li> <li><input type="checkbox"/> Carpentry</li> <li><input type="checkbox"/> Carpet/Draperies/Upholstery Cleaners</li> <li><input type="checkbox"/> Commercial Landscape Maintenance</li> <li><input type="checkbox"/> Communications Systems—2-Way Radios</li> <li><input type="checkbox"/> Compactors</li> <li><input type="checkbox"/> Computer Property Management</li> <li><input type="checkbox"/> Concrete Contractors</li> <li><input type="checkbox"/> Construction/Construction Management</li> <li><input type="checkbox"/> Consulting Engineers</li> <li><input type="checkbox"/> Demolition Contractors—Interior &amp; Exterior</li> <li><input type="checkbox"/> Demolition</li> <li><input type="checkbox"/> Document Recovery</li> <li><input type="checkbox"/> Door Repair</li> <li><input type="checkbox"/> Doors—Solid &amp; Veneered Wood</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Drywall</li> <li><input type="checkbox"/> Duct Cleaning</li> <li><input type="checkbox"/> Electrical Construction</li> <li><input type="checkbox"/> Elevator Construction/Service/Maintenance</li> <li><input type="checkbox"/> Elevators/Escalators</li> <li><input type="checkbox"/> Employment Opportunities</li> <li><input type="checkbox"/> Energy Conservation Consultants</li> <li><input type="checkbox"/> Energy Management—Systems &amp; Equipment</li> <li><input type="checkbox"/> Engineering Services</li> <li><input type="checkbox"/> Engineers—Environmental Consultants</li> <li><input type="checkbox"/> Environmental Services</li> <li><input type="checkbox"/> Fabricated Steel &amp; Aluminum Products</li> <li><input type="checkbox"/> Facility Services</li> <li><input type="checkbox"/> Financial Services</li> <li><input type="checkbox"/> Fire Protection Equipment &amp; Systems</li> <li><input type="checkbox"/> Floors—Carpets, Rugs, Wood, Installation &amp; Refinishing</li> <li><input type="checkbox"/> Furniture</li> <li><input type="checkbox"/> Gates—Security</li> <li><input type="checkbox"/> General Contractors</li> <li><input type="checkbox"/> Generator Sales &amp; Service</li> <li><input type="checkbox"/> Graffiti Removal</li> <li><input type="checkbox"/> Graphic Design</li> <li><input type="checkbox"/> HVAC</li> <li><input type="checkbox"/> Indoor Air Quality Services</li> <li><input type="checkbox"/> Insulation Contractors—Cold &amp; Heat</li> <li><input type="checkbox"/> Insurance</li> <li><input type="checkbox"/> Interior Design</li> <li><input type="checkbox"/> Iron Work—Ornamental &amp; Miscellaneous</li> <li><input type="checkbox"/> Janitorial Services/Building Maintenance</li> <li><input type="checkbox"/> Landscape Architects</li> <li><input type="checkbox"/> Landscaping &amp; Maintenance</li> <li><input type="checkbox"/> Leasing &amp; Management</li> <li><input type="checkbox"/> Legal Services</li> <li><input type="checkbox"/> Lighting—Consultants/Controls/Protection/Sales</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Lighting, Sign &amp; Electrical Maintenance</li> <li><input type="checkbox"/> Locks</li> <li><input type="checkbox"/> Marble &amp; Metal Restoration</li> <li><input type="checkbox"/> Metal &amp; Stone Refinishing</li> <li><input type="checkbox"/> Metal Fabrication</li> <li><input type="checkbox"/> Millwork</li> <li><input type="checkbox"/> Mitering Service—Electrical</li> <li><input type="checkbox"/> Office Equipment/Supplies/Furniture</li> <li><input type="checkbox"/> Paint Manufacturers—Retail &amp; Wholesale</li> <li><input type="checkbox"/> Painting Contractors</li> <li><input type="checkbox"/> Parking Lot Maintenance</li> <li><input type="checkbox"/> Paving</li> <li><input type="checkbox"/> Pest Control</li> <li><input type="checkbox"/> Piping Systems</li> <li><input type="checkbox"/> Property Management</li> <li><input type="checkbox"/> Real Estate—Full-Management Services</li> <li><input type="checkbox"/> Restoration &amp; Preservation—Buildings</li> <li><input type="checkbox"/> Roofing</li> <li><input type="checkbox"/> Safety &amp; Security Services/Systems</li> <li><input type="checkbox"/> Sound Insulation</li> <li><input type="checkbox"/> Staffing Consultants</li> <li><input type="checkbox"/> Storage</li> <li><input type="checkbox"/> Storm Water Pollution Prevention</li> <li><input type="checkbox"/> Telecommunications</li> <li><input type="checkbox"/> Tree Care</li> <li><input type="checkbox"/> Uniforms</li> <li><input type="checkbox"/> Waste Management/Recycling</li> <li><input type="checkbox"/> Waterproofing Contractors</li> <li><input type="checkbox"/> Window Cleaning</li> <li><input type="checkbox"/> Window Treatments</li> <li><input type="checkbox"/> Other: _____</li> <li>_____</li> <li>_____</li> </ul> |
|--|--|---|

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

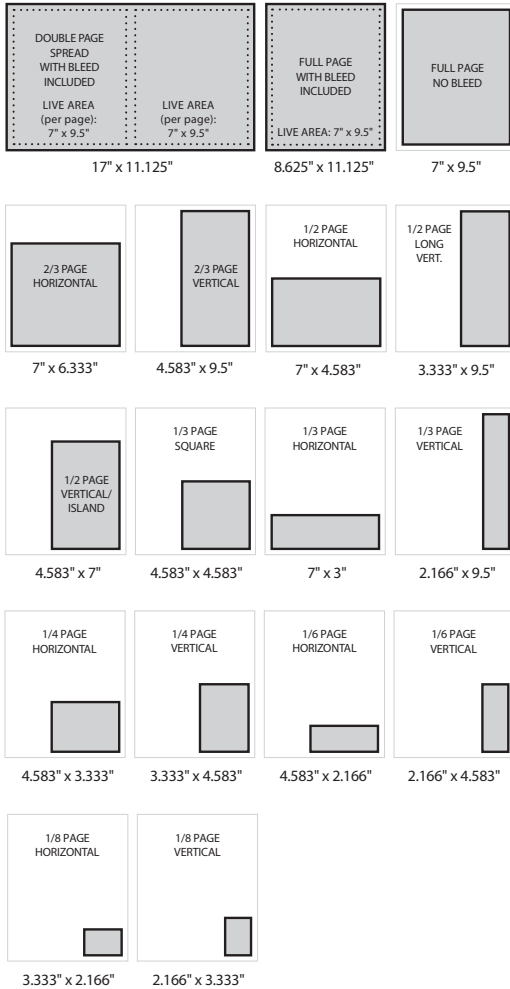
\_\_\_\_\_ Additional Categories X \$20 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

# MEMBER DIRECTORY & RESOURCE GUIDE

## PRINT ADVERTISING SPECIFICATIONS

### Directory Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 4 surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal Flyers: 8.5" x 11"

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# WEBSITE ADVERTISING

## Advertising on the BOMA Oakland/East Bay Website - [www.bomaob.org](http://www.bomaob.org)

Advertising on the BOMA Oakland/East Bay website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to asn-website to learn about upcoming association events, discover ways to maximize their BOMA Oakland/East Bay membership, view the latest association and industry related news and events. Advertising on the BOMA Oakland/East Bay website offers several cost-effective opportunities to position your company as a leader in front of an influential group of building owner and manager professionals.

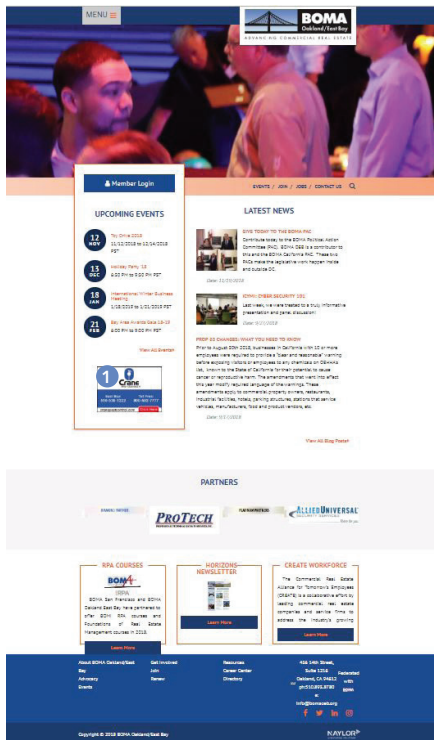
### Why invest in an ad on the BOMA Oakland/East Bay website?

- **Stand out: We limit ads on BOMA Oakland/East Bay's website so your business is sure to be noticed.**
- **Cultivate a presence as a trusted association affiliate. Our long-term ad contracts translate to increased brand recognition for your business.**
- **Help your buyers choose you: Direct visitors to the promotion, blog post, product info, video or microsite that will help decision-makers learn about you.**
- **Get noticed by engaged BOMA Oakland/East Bay members who visit this website monthly.**
- **Your Naylor Online account liaison will provide your business with ad analytics and suggestions for copy improvement to help you get the best ROI from your advertising investment.**

On average, [bomaob.com](http://bomaob.com) receives:

- \* Nearly 650 unique visitors per month
- \* 1,298 visits per month
- \* 5,571 page views per month

*\*Traffic numbers from July 2017 - June 2018*



### 1 Run-of-Site Rectangle Banner

12 months | \$1,100

- Only one position available, with five advertisers rotating
- Visible on all pages of the website
- 250 x 180 pixels; JPG or GIF accepted

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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