

# Value-added marketing



## Executive Summary

Take your brand to the next level with a FP or DPS sponsored content mini-feature on the subject of your choice (e.g. corporate expansion, new product, commentary, executive announcement, etc...). Your *Atlantic Business Magazine* mini-feature will be written and designed by *Atlantic Business Magazine* staff, subject to your direction and approval (print edition).

Full page executive summary: Contact a sales representative for pricing

Double page spread executive summary: Contact a sales representative for pricing

### Bundle for maximum value<sup>A</sup>

- 25% off any tablet edition enhancement (cover ad, video, audio clip, slideshow or ad query)
- 25% off all atlanticbusinessmagazine.com website advertising

<sup>A</sup>Valid while your Executive Summary is part of the current edition.

## Native Advertising

A premium product for our most courageous clients: seamlessly partner your brand with *Atlantic Business Magazine's* award-winning editorial content. Contact your account representative for more details.

Starting price: Contact a sales representative for pricing

## 2017 value-added print booking deadlines

Volume 28, Number 1 October 31, 2016	Volume 28, Number 2 December 16, 2016	Volume 28, Number 3 February 28, 2017
Volume 28, Number 4 April 28, 2017	Volume 28, Number 5 June 30, 2017	Volume 28, Number 6 August 31, 2017

## Atlantic Showcase

Have a larger story to tell? Optimize your messaging with an Atlantic Showcase. You get a minimum two-page promotional feature, with unlimited expansion opportunities. You book the Showcase; we invite your suppliers and business associates to show their support. The more advertisers who support your story, the longer your story will be. Content will be prepared by *Atlantic Business Magazine* staff, subject to your direction and approval.

Atlantic Showcase booking: Contact a sales representative for pricing

## 2017 Atlantic Showcase booking deadlines

Volume 28, Number 1	October 3, 2016
Volume 28, Number 2	December 1, 2016
Volume 28, Number 3	February 1, 2017
Volume 28, Number 4	April 3, 2017
Volume 28, Number 5	June 1, 2017
Volume 28, Number 6	August 1, 2017