

WELCOME TO

Professional

SOUTHERN CALIFORNIA EDITION

MAGAZINE

A magazine for, by and about the members of
Echelon Business Development,
their businesses and high net-worth clients





Who is reading *Echelon Professional Magazine*?

The magazine is specifically published in 3 places. It lives on the *Echelon Professional* Website www.echelonprofessional.com. In addition, it is posted on www.issuu.com which enables the magazine to reach a unique, technologically savvy international audience. And there is a print edition.

ONLINE*

Unique Visitors

3,500+ avg. per issue

Unique Page Views

15,000 avg. per issue

Pages per Visit

5.6 avg. pages visited per issue per reader

Gender

Male 60%

Female 40%

Age

55+ 55%

35-54 35%

18-34. 10%

PRINT

Echelon Professional is a digitally-based “Print-On-Demand” publication.

Printed copies are delivered to Echelon members and approximately 3,000 other top professionals, business owners, and their clients.

BONUS DISTRIBUTION

Every issue of *Echelon Professional* is delivered digitally and/or in print to key trade organizations, companies, government entities and high net-worth individuals.

* Google Analytics based on Southern California Professional Magazine.

STANDARD Advertising & Printing Rates

RATES	PER ISSUE	
	Non-Member	Echelon Member
<p>Back & Inside Covers</p> <ul style="list-style-type: none"> Includes 10 printed copies. Ad is in current issue for a minimum of 3 months with live links. Ad is archived in perpetuity in the issue under "Past Issues" as well as on issuu.com Includes a minimum of 3-month Sponsor ad, on EchelonProfessional.com 	\$2500	\$1500
<p>Full Page (inside)</p> <ul style="list-style-type: none"> Includes 5 printed copies. Ad is in current issue for minimum of 3 months with live links. Ad is archived in perpetuity in the issue under "Past Issues" as well as on issuu.com Includes a minimum of 3-month Sponsor ad, on EchelonProfessional.com 	\$1500	\$1000
<p>Half Page (inside)</p> <ul style="list-style-type: none"> Includes 2 printed copies. Ad is in current issue for minimum of 3 months with live links. Ad is archived in perpetuity in the issue under "Past Issues" as well as on issuu.com 	\$1000	\$750
<p>Banner Ads</p> <ul style="list-style-type: none"> Medium Rectangle Ad is a 300x250 px, Run of Site, on EchelonProfessional.com Leaderboard Ad is 728x90 px, Run of Site, on EchelonProfessional.com 3-month minimum run 	\$250/month	
<p>Printed Copies of Echelon Professional</p> <ul style="list-style-type: none"> Does NOT include tax and shipping. Call for quantity discounts over 500 copies 	\$10 each / 100 minimum	

For more information, contact STEVE WEBER at 310-345-6161.
www.EchelonProfessional.com

ONE-ON-ONE PROFILE Echelon Member Rates

Echelon Member

\$750

One-on-One Conversation Advertorials

This unique opportunity is only available to Echelon Business Development Network Members.

You will be featured on a page within the magazine. It will feature a brief bio and a few questions about your practice and expertise.

All you have to do is provide a picture of yourself and answer a few simple questions.

This page will go:

- 1. On EchelonProfessional.com
- 2. On Issuu.com
- 3. In the print edition of the magazine

In addition, you will receive a digital PDF of the page to use in your sales collateral.

You may also order reprint copies of one page for use in your printed collateral.

The reprint cost is \$300 for 1000 copies.

CONVERSATIONS

ONE-ON-ONE with
Marlo Van Oorschot



Marlo Van Oorschot
Attorney at Law
VAN OORSCHOT LAW GROUP, P.C.
VAN OORSCHOT LAW GROUP, P.C.
10000 WILSON AVENUE, SUITE 200
DOWNEY, CA 90241

Marlo Van Oorschot is a Principal of Van Oorschot Law Group, P.C., a full-service commercial law firm serving clients throughout Southern California. She is also a frequent speaker at industry events and has been featured in various publications. Marlo has over 20 years of legal experience and is a member of the State Bar of California and the Southern California Association of Attorneys.

Q: How do you describe your practice?
A: My practice is a general commercial law firm serving a wide range of clients, from small businesses to large corporations. We handle everything from contract drafting to litigation.

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CONVERSATIONS

ONE-ON-ONE with
Jay Rubin



Jay Rubin
Principal
LEE & ASSOCIATES A MORRIS
VESTERS INC.
1000 WILSON AVENUE, SUITE 200
DOWNEY, CA 90241
(310) 225-4300

Jay Rubin is a Principal of Lee & Associates, a commercial law firm serving clients throughout Southern California. He is also a frequent speaker at industry events and has been featured in various publications. Jay has over 20 years of legal experience and is a member of the State Bar of California and the Southern California Association of Attorneys.

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Advertising Specs

Ad Specifications

Full Page & Covers:

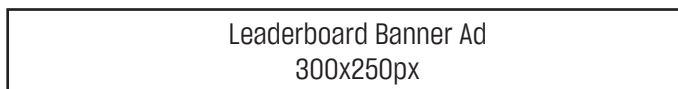
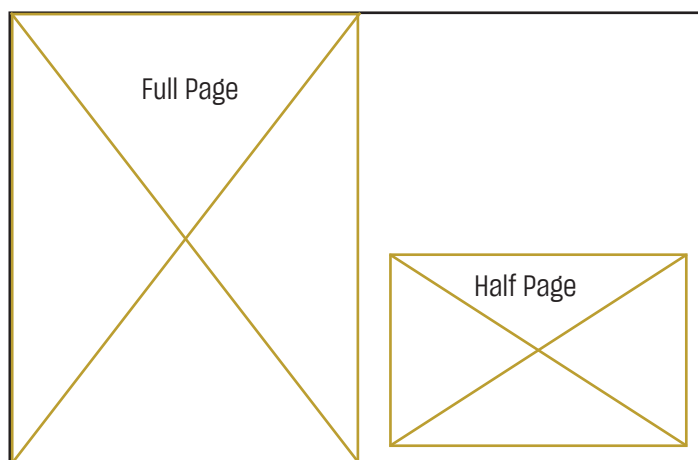
8.5x11 trim, 8.75x11.25 full bleed. 300dpi JPEG or PDF accepted.

Half Page:

7w x 5h. No bleeds. 300dpi JPEG or PDF accepted.

Banner Ads:

300 x 250px. 72dpi JPEG or PNG accepted.



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Q3 & Q4 Advertising DEADLINES

Ad Deadlines 2024

Issue	Advertising Insertion Due	Advertising Art Due	Issue Drop Date
Q3	July 15, 2024	July 25, 2024	August 15, 2024
Q4	October 15, 2024	October 25, 2024	November 15, 2024
Q1 2025	January 15, 2025	January 25, 2025	February 15, 2025

Advertising Production

Advertising Production Rates

\$200 / half page

\$250 / full page

FUTURE EDITORIAL Submissions

Editorial is written by and about Echelon Business Development Network members.

Biographies are chosen at the editors' discretion.

Acceptance of articles is not guaranteed.

Articles should be current business topics and written in an easy-to-understand style.

Article ideas should be submitted no later than 2 months before publication date.

Echelon members interested in writing topic-driven feature stories or departments should submit their ideas and 5 bullet points on the topic of their article to membership@echelonbizdev.com.

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