ADVERTISE WITH US!

BUSINESS CLIMATE ANNUAL DOWNTOWN 2026 EDITION



Each year, *Northwest Florida's Business Climate* releases a look at the state of commerce in downtown Pensacola. Speaking with business leaders, industry experts, owners and more, This comprehensive, year-long guide to business downtown is an expansive look at our past, present and future.

ABOUT NORTHWEST FLORIDA'S BUSINESS CLIMATE

- In October of 2026, Ballinger Publishing will a produce a special stand-alone edition of Northwest Florida's *Business Climate Magazine* that will focus on downtown Pensacola.
- The magazine will have a one-year shelf life. It will be mailed to our 3,500 subscribers and distributed through regional Visitor Information Centers, realtors' newcomer packets and regional chambers.
- The DIB plans to use this issue as a primary marketing and leave-behind piece when they recruit developers, investors, and businesses to Downtown Pensacola during the next twelve months.
- Additionally, the entire annual edition, including all advertisements and graphics will be posted online at BallingerPublishing.com from October through September of next year.

Ballinger Publishing | 21 E. Garden St., Ste. 205 | Pensacola, FL 32502
Phone: 850.433.1166 | Fax: 850.435.9174

NW Florida's

Business Climate

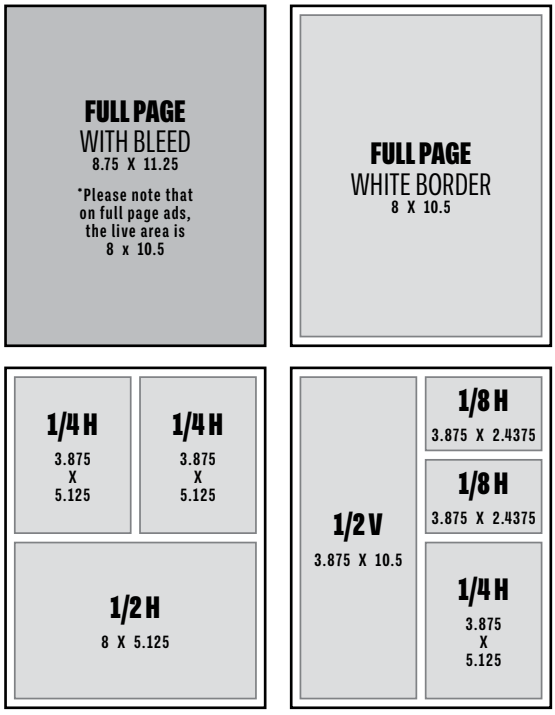
Magazine

ANNUAL DOWNTOWN EDITION 2026

Notes:

RATES & AGREEMENT

Full Page	$1500	**Back Cover**	$1895
1/2 Page	850	**Inside Front**	1795
1/4 Page	600	**Inside Back**	1750
1/8 Page	350	**Page 3**	1750
		Center Spr.	3495



RATES: Rates are Agency Commissionable to authorized agencies where placement originates. Rates above are per month, per insertion. First time advertisers must pay half of the first insertion at proofing. The remainder of first insertion will be billed at publication time. Each insertion thereafter will be billed at publication time.

COMPOSITION: Ad design fee of $50 minimum. Ads built by Ballinger Publishing's in-house design team may undergo a maximum of 3 proofs at the discretion of the designer. **Ads should be built to 100% of their actual size at a resolution of 300ppi.**

SUBMISSION: Content for ad builds should be sent to the designer no fewer than 3 days before the set ad deadline. Please submit your high resolution ad to **advertise@ballingerpublishing.com.**

ADVERTISING AGREEMENT

It is agreed that you are authorized to place advertisements in ***NW FLORIDA'S BUSINESS CLIMATE MAGAZINE.***

Advertiser (Corporate) Name

Billing Address

Advertiser Email

Billing Email

Phone #

Advertising Agency & Contact Info

Ad Size	Horizontal or Vertical	Build/Print Ready/ Re-Run/Revise	Gross Rate Per Insertion
1/4	- sel 1 -	- sel 1 -	
Agency or Other Discount	Net Per Insertion	Contract Total	

Credit Card

circle one

AMERICAN EXPRESS · mastercard · VISA · DISCOVER

CC Number: _____ _____ _____ _____

Expiration Date: _____ Code: _____

Signature: _____

TERMS: It is agreed that BALLINGER PUBLISHING may not raise the stated advertising rates during the period of this contract, nor may the advertiser cancel during the agreed term of this contract without a shortrate. **SHORTRATE:** If a cancellation must be made by the advertiser, a letter of cancellation must be received by BP 45 days prior to the printed deadline date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in *NW FLORIDA'S BUSINESS CLIMATE* the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. In the event that litigation is initiated, client agrees to pay all attorney fees for any and all legal action, law suits, and judgements. All print-ready materials submitted to BP are accepted upon the express condition that the advertiser agrees to hold BP harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisement that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1½% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1½% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days.

Advertiser Authorized Signature

Advertiser Authorized Signature (printed)

Date

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