

THE BUSINESS NEWS

Display Advertising Rates (Northeast WI)

Rate Card #4 (Rates are per insertion) Issued Jan. 1, 2010

Ad Size	26x	19-25x	13-18x	7-12x	1-6x
Full Page	\$1330	1595	1865	2400	2660
3/4 Page	1200	1440	1675	2155	2400
Island/Junior Page	1065	1275	1490	1920	2130
1/2 Page	935	1120	1310	1675	1865
3/8 Page	800	960	1120	1440	1595
1/4 Page	535	645	745	960	1065
1/8 Page	330	395	465	600	665
1/16 Page	200	240	280	395	395

Color Charges

Black plus one color	\$300
Black plus four colors	\$550

Guaranteed Position Charges

Back Cover	+20%
Inside Covers	+15%
Other	+10%

ELECTRONIC SPECIFICATIONS: Technical Specs: Macintosh using, Indesign CS4, Photoshop CS4 and/or Illustrator CS4 (files can be sent in lower versions). Must include fonts and graphics. Line art must be at least 600 dpi and photos should be 300 dpi. We will not be responsible for the reproduction of graphic elements that do not meet these requirements. Ads should be worked up to our specifications, size, etc. A laser printout of ad must accompany disk. A fax of the ads must come with the e-mail ads. **We do NOT accept ads created in Microsoft Publisher, Powerpoint, or Word.**

E-MAIL ADS: Same spec as above. Send hi-resolution PDF files if possible. All files and fonts must be compressed using Stuffit (except pdf files). We must receive a fax of the ad (Fax: 920-347-1287) to make sure the e-mailed ad is correct as received. E-mail address: **prepress@goelement.com**. Please specify the issue date the ad is to run.

DEADLINES: Space reservation and copy (Including changes, new art, etc.) deadline **5:00 p.m., fourteen days prior to date of publication. Final approved Camera-Ready Art/Electronic File: 5:00 p.m., 12 days prior to date of publication. Deadlines are earlier for special publications and during holidays. Please consult with your Account Executive.**

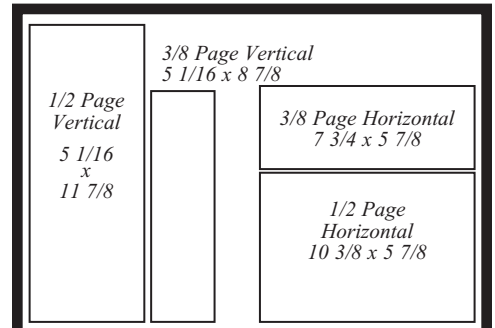
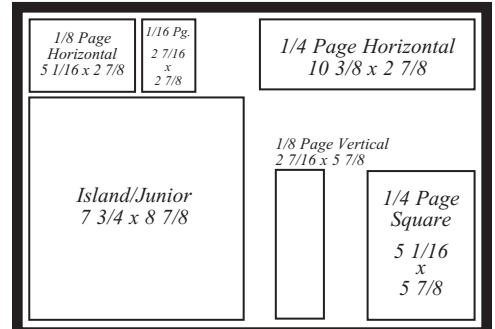
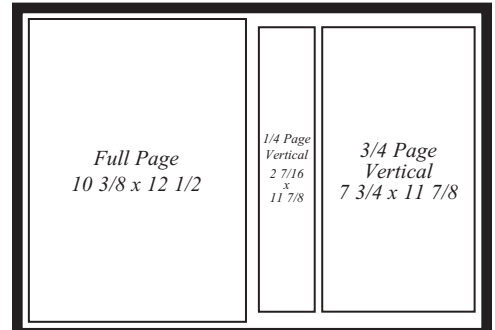
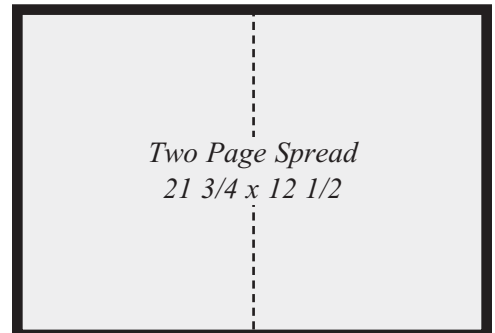
FEES: Ads that require modification by the production department (size adjustment, photo/logo modification, type corrections, etc.) will be subject to additional hourly fees and may forfeit 15% agency discount.

PROOFS: Limit of two proofs per ad. \$25 standard charge for any change thereafter.

AGENCY COMMISSION: 15% paid to accredited advertising agencies.

CANCELLATION: Cancellation of an ad or a change in its schedule must be received in writing before space reservation deadline. Ads cancelled after reservation deadline will be billed at 100%.

PLEASE NOTE:
Illustrations below are not drawn to scale. Please follow size dimensions only.



The Business News (Northeast WI) Issue Dates & Ad Deadlines for 2010

Issue Date	Ad Space Reservations & Copy Deadline 5:00 p.m.	Final Approved Ad Deadline 5:00 p.m.	Issue Date	Ad Space Reservations & Copy Deadline 5:00 p.m.	Final Approved Ad Deadline 5:00 p.m.	Issue Date	Ad Space Reservations & Copy Deadline 5:00 p.m.	Final Approved Ad Deadline 5:00 p.m.
Jan. 4	Dec. 21	Dec. 23	May 10	April 26	April 28	Sept. 13	August 30	Sept. 2
Jan. 18	Jan. 4	Jan. 6	May 24	May 10	May 12	Sept. 27	Sept. 13	Sept. 15
Feb. 1	Jan. 18	Jan. 20	June 7	May 24	May 26	Oct. 11	Sept. 27	Sept. 29
Feb. 15	Feb. 1	Feb. 3	June 21	June 7	June 9	Oct. 25	Oct. 11	Oct. 13
March 1	Feb. 15	Feb. 17	July 5	June 21	June 23	Nov. 8	Oct. 25	Oct. 27
March 15	March 1	March 3	July 19	July 5	July 7	Nov. 22	Nov. 8	Nov. 10
March 29	March 15	March 17	August 2	July 19	July 21	Dec. 6	Nov. 22	Nov. 23
April 12	March 29	March 31	August 16	August 2	August 4	Dec. 20	Dec. 6	Dec. 8
April 26	April 12	April 14	August 30	August 16	August 18			

Serving Brown, Calumet, Door, Kewaunee, Manitowoc, Marinette, Oconto, Outagamie, Shawano & Winnebago counties