

THE BUSINESS NEWS

Display Advertising Rates (Northeast WI)

Rate Card #9 (Rates are per insertion) Issued Jan. 1, 2020.

| Ad Size | 26x | 19-25x | 13-18x | 7-12x | 1-6x |
|--------------------|--------|--------|--------|--------|--------|
| Full Page | \$1945 | \$2330 | \$2730 | \$3515 | \$3895 |
| 3/4 Page | 1755 | 2110 | 2455 | 3150 | 3515 |
| Island/Junior Page | 1550 | 1865 | 2185 | 2805 | 3125 |
| 1/2 Page | 1370 | 1615 | 1920 | 2455 | 2730 |
| 3/8 Page | 1170 | 1400 | 1615 | 2110 | 2330 |
| 1/4 Page | 780 | 945 | 1090 | 1400 | 1550 |
| 1/8 Page | 480 | 570 | 675 | 880 | 975 |
| 1/16 Page | 290 | 350 | 410 | 570 | 570 |

Color Charges

| | | | |
|------------------------|-------|---------------|------|
| Black plus one color | \$300 | Back Cover | +20% |
| Black plus four colors | \$550 | Inside Covers | +15% |
| | | Other | +10% |

Guaranteed Position Charges

ACCEPTABLE FORMATS: **Hi-resolution PDF files with fonts completely embedded.**

Create pdf using PDF/X1-a compliant setting. PreFlight files prior to sending. Please make sure colors have converted properly, i.e. CMYK ads should not have spot/pantone colors in them and black and white ads should be black and white. 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.

We do NOT accept ads created in Microsoft Publisher, Powerpoint, or Word.

Please name the file with YOUR company name and the issue date.

Example: yourcompany011822.pdf

FILE DELIVERY: E-mail ads to jmader@thebusinessnewsonline.com. Please specify the issue date the ad is to run. We can accept large file sizes.

DEADLINES: Space reservation and copy (including changes, new art, etc.) deadline 5:00pm, fourteen days prior to the date of publication. Final approved Camera-Ready Art/Electronic File: 5:00 pm, 12 days prior to date of publication. Deadlines are earlier for special publications and during holidays. Please consult your account executive.

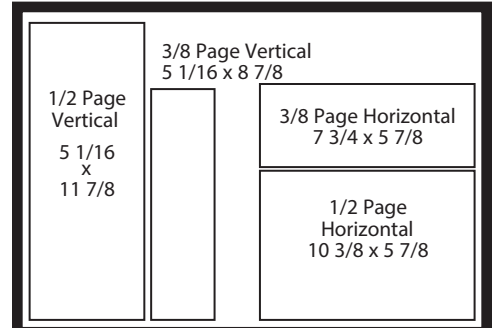
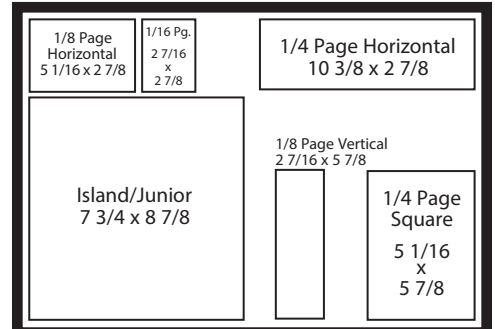
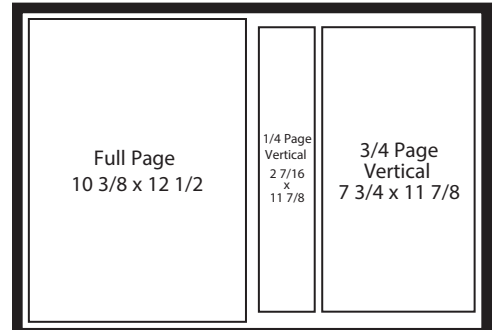
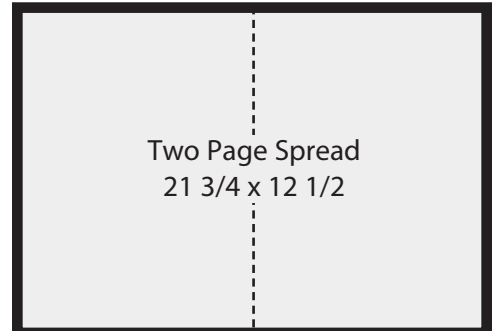
FEES: Ads that require modification by the production department (size adjustment, photo/logo modification, type corrections, etc.) will be subject to additional hourly fees and may forfeit 15% ad agency discount.

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 2022

| 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. 3 | Dec. 20 | Dec. 22 | May 9 | April 25 | April 27 | Sept. 12 | August 29 | Aug. 31 |
| Jan. 17 | Jan. 3 | Jan. 5 | May 23 | May 9 | May 11 | Sept. 26 | Sept. 12 | Sept. 14 |
| Jan. 31 | Jan. 17 | Jan. 19 | June 6 | May 23 | May 25 | Oct. 10 | Sept. 26 | Sept. 28 |
| Feb. 14 | Jan. 31 | Feb. 2 | June 20 | June 6 | June 8 | Oct. 24 | Oct. 10 | Oct. 12 |
| Feb. 28 | Feb. 14 | Feb. 16 | July 4 | June 20 | June 22 | Nov. 7 | Oct. 24 | Oct. 26 |
| March 14 | Feb. 28 | March 2 | July 18 | July 1 | July 6 | Nov. 21 | Nov. 7 | Nov. 9 |
| March 28 | March 14 | March 16 | August 1 | July 18 | July 20 | Dec. 5 | Nov. 21 | Nov. 23 |
| April 11 | March 28 | March 30 | August 15 | August 1 | August 3 | Dec. 19 | Dec. 5 | Dec. 7 |
| April 25 | April 11 | April 13 | August 29 | August 15 | August 17 | | | |

Serving Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Marinette, Oconto, Outagamie, Shawano, Sheboygan & Winnebago counties