

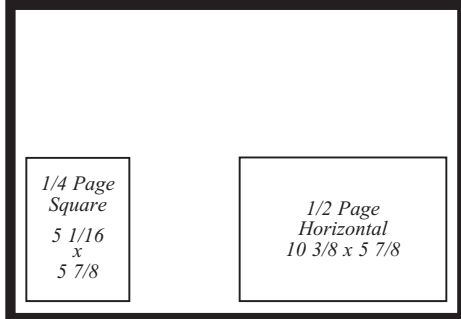
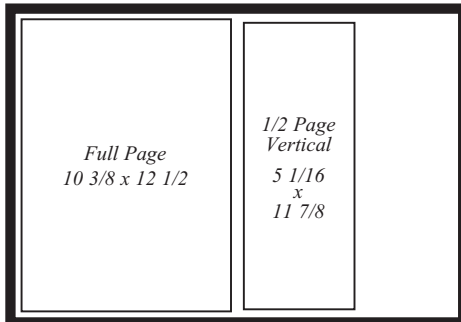
# THE BUSINESS NEWS

# 2022 Book of Lists

We've taken one of most popular features in The Business News, "The List", and compiled them into an easy-to-use book. The Book of Lists provides you with an outstanding source of local business information unavailable anywhere else. Place your advertising message next to your industry list, distinguish yourself as a leader in your category, or strategically place your ad across from the List of your potential customers. Given one advertising choice, The Book of Lists provides the best value.

**PLEASE NOTE:**

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



## Display Advertising Rates - Northeast WI

(Rates are per insertion)

**Ad Size**

|           |      |      |   |
|-----------|------|------|---|
| Full Page | 3895 | 2735 | <i>Available to 13x<br/>or more contract<br/>advertisers.</i> |
| 1/2 Page  | 2730 | 1920 |   |
| 1/4 Page  | 1550 | 1090 |   |

**Color Charges**

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

**Guaranteed Position Charges**

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

## The Business News NE Book of Lists Ad Deadlines for 2022

**Issue Date**  
June 20

**Ad Space Reservations**  
May 13

**Final Approved  
Ad Due**  
May 20 Cover  
May 27 Interior Pgs

**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: yourcompany062022.pdf**

**FILE DELIVERY:** E-mail ads to [Jmader@thebusinessnewsorline.com](mailto:Jmader@thebusinessnewsorline.com). Please specify the issue date the ad is to run. We can accept large file sizes.

**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%.