

THE BUSINESS NEWS

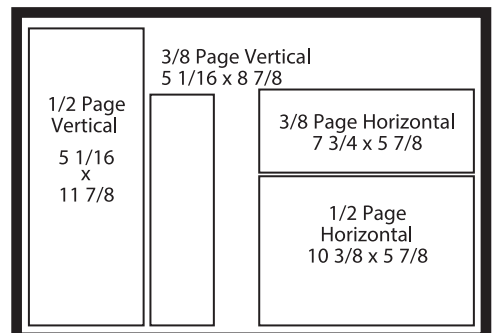
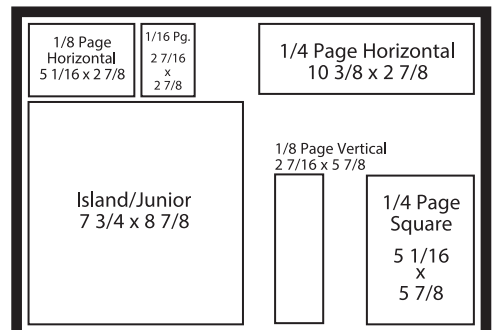
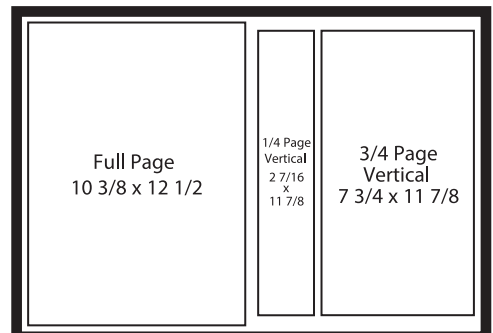
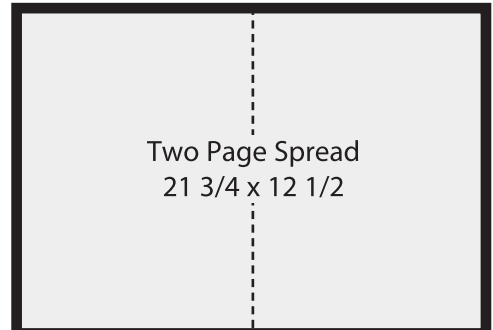
Display Advertising Rates (Northeast WI)

Rate Card #9 (Rates 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/Jr 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	Guaranteed Position Charges
Black plus one color \$300	Back Cover +20%
Black plus four colors \$550	Inside Cover +15%
	Other +10%

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



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@thebusinessnews.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%.

The Business News (Northeast WI) Issue Dates & Ad Deadlines for 2022

Issue Date	Ad Space Reservations & Copy Deadline 5pm	Final Approved Ad Deadline 5pm
Jan 3	Dec 20	Dec 22
Jan 17	Jan 3	Jan 5
Jan 31	Jan 17	Jan 19
Feb 14	Jan 31	Feb 2
Feb 28	Feb 14	Feb 16
Mar 14	Feb 28	Mar 2
Mar 28	Mar 14	Mar 16
Apr 11	Mar 28	Mar 30
Apr 25	Apr 11	Apr 13

Issue Date	Ad Space Reservations & Copy Deadline 5pm	Final Approved Ad Deadline 5pm
May 9	Apr 25	Apr 27
May 23	May 9	May 11
Jun 6	May 23	May 25
Jun 20	Jun 6	Jun 8
Jul 4	Jun 20	Jun 22
Jul 18	Jul 1	Jul 6
Aug 1	Jul 18	Jul 20
Aug 15	Aug 1	Aug 3
Aug 29	Aug 15	Aug 17

Issue Date	Ad Space Reservations & Copy Deadline 5pm	Final Approved Ad Deadline 5pm
Sep 12	Aug 29	Aug 31
Sep 26	Sep 12	Sep 14
Oct 10	Sep 26	Sep 28
Oct 24	Oct 10	Oct 12
Nov 7	Oct 24	Oct 26
Nov 21	Nov 7	Nov 9
Dec 5	Nov 21	Nov 23
Dec 19	Dec 5	Dec 7