

THE BUSINESS NEWS

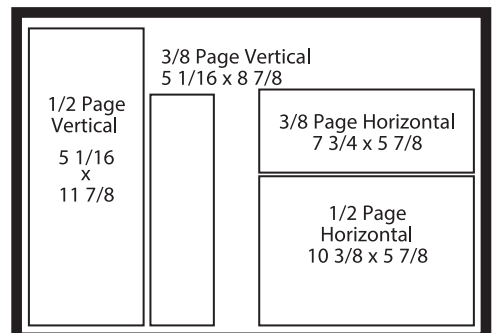
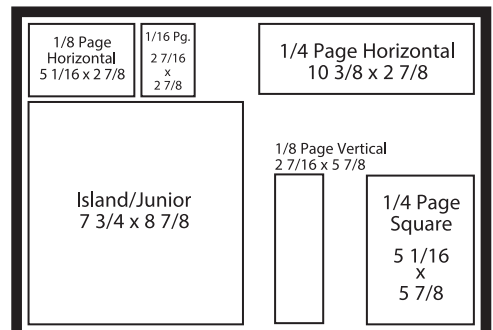
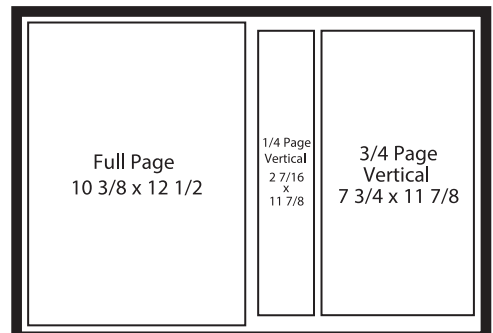
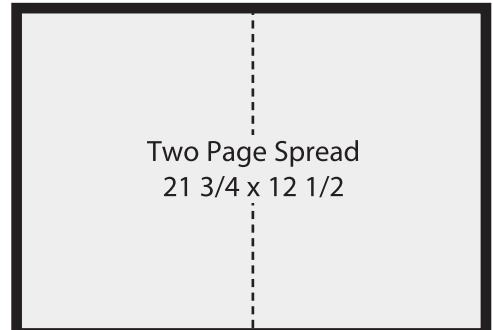
Display Advertising Rates (Northeast WI)

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: **yourcompany010323.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 2023

Issue Date	Ad Space Reservations & Copy Deadline 5pm	Final Approved Ad Deadline 5pm
Jan 2	Dec 19	Dec 21
Jan 16	Jan 2	Jan 4
Jan 30	Jan 16	Jan 18
Feb 13	Jan 30	Feb 1
Feb 27	Feb 13	Feb 15
Mar 13	Feb 27	Mar 1
Mar 27	Mar 13	Mar 15
Apr 10	Mar 27	Mar 29
Apr 24	Apr 10	Apr 12

Issue Date	Ad Space Reservations & Copy Deadline 5pm	Final Approved Ad Deadline 5pm
May 8	Apr 24	Apr 26
May 22	May 8	May 10
Jun 5	May 22	May 24
Jun 19	Jun 5	Jun 7
Jul 3	Jun 19	Jun 21
Jul 17	Jul 3	Jul 5
Jul 31	Jul 17	Jul 19
Aug 14	Jul 31	Aug 2
Aug 28	Aug 14	Aug 16

Issue Date	Ad Space Reservations & Copy Deadline 5pm	Final Approved Ad Deadline 5pm
Sep 11	Aug 28	Aug 30
Sep 25	Sep 11	Sep 13
Oct 9	Sep 25	Sep 27
Oct 23	Oct 9	Oct 11
Nov 6	Oct 23	Oct 25
Nov 20	Nov 6	Nov 8
Dec 4	Nov 20	Nov 22
Dec 18	Dec 4	Dec 6