

# THE BUSINESS NEWS

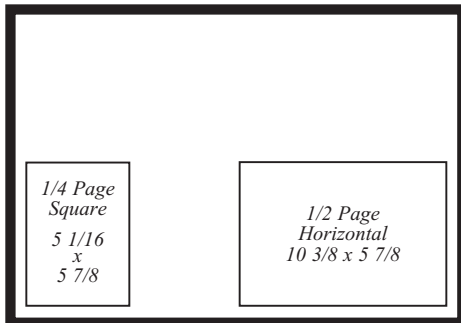
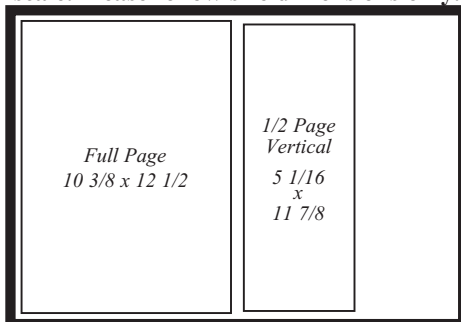
# 2010-11 Book of Lists

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 an outstanding source of local business information unavailable anywhere else. Place your advertising message next to your industry's 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.

Distributed to business owners, managers, and key employees of companies throughout a 10-county area of Northcentral Wisconsin — The Book of Lists puts your advertising message right where it needs to be.

**PLEASE NOTE:**

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



## Advertising Rates - Northcentral WI

(Rates are per insertion)

**Ad Size**

Full Page	2050	1865	<i>Prepayment Discount</i>
1/2 Page	1440	1310	
1/4 Page	820	745	

**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 Book of Lists Ad Deadlines for 2010-11

Issue Date	Ad Space Reservations	Final Approved Ad
Nov. 1	Oct. 4	Oct. 11

**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: prepressnc@goelement.com.

**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%.