

THE BUSINESS NEWS

Display Advertising Rates (Northcentral WI)

Rate Card #4 (Rates are per insertion) Issued Jan. 1, 2012

Ad Size	12x	6-11x	1-5x
Full Page	\$1465	1755	2050
3/4 Page	1320	1585	1840
Island/Junior Page	1170	1400	1640
1/2 Page	1025	1230	1440
3/8 Page	880	1055	1230
1/4 Page	585	710	820
1/8 Page	360	430	510
1/16 Page	220	310	310

Color Charges

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

Guaranteed Position Charges

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

ELECTRONIC SPECIFICATIONS: Send hi-resolution PDF files if possible. 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 specs 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. Please specify the issue date the ad is to run.

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

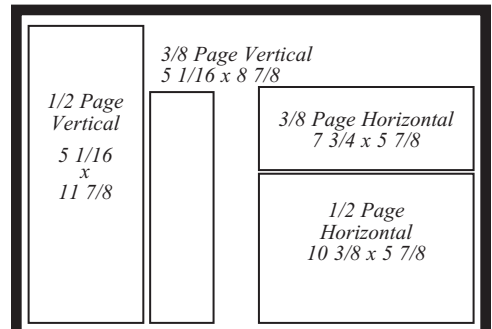
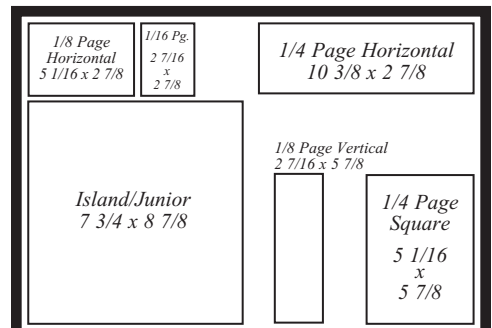
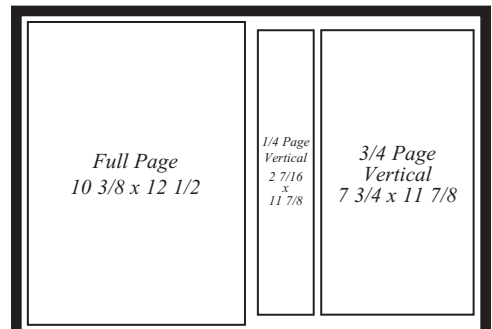
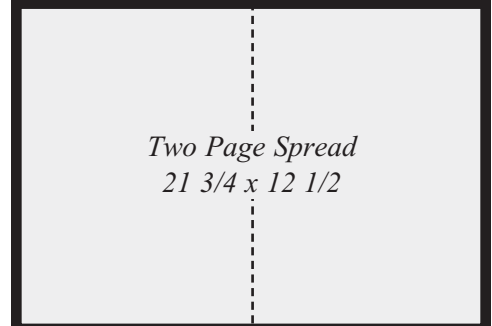
FEES: Ads that require modification by the production department (size adjustment, photo/logo modification, type corrections, etc.) will be subject to additional hourly fees and may forfeit 15% agency discount.

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 (Northcentral WI) Issue Dates & Ad Deadlines for 2012

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. 9	Dec. 26	Dec. 28	May 14	April 30	May 2	Sept. 3	August 20	August 22
Feb. 6	Jan. 23	Jan. 25	June 11	May 28	May 30	Oct. 1	Sept. 17	Sept. 19
Mar. 5	Feb. 20	Feb. 22	July 9	June 25	June 27	Nov. 12	Oct. 15	Oct. 17
April 2	Mar. 19	Mar. 21	August 6	July 23	July 25	Dec. 10	Nov. 26	Nov. 28