

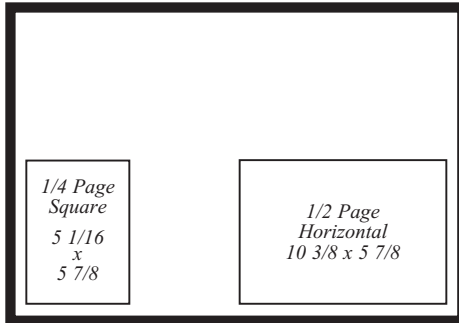
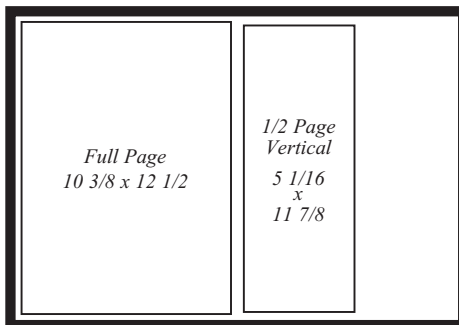
# THE BUSINESS NEWS

# 2010 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	2660	1865	<i>Available to 13x or more contract advertisers.</i>
1/2 Page	1865	1310	
1/4 Page	1065	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 NE Book of Lists Ad Deadlines for 2010

<b>Issue Date</b>	<b>Ad Space Reservations</b>	<b>Final Approved Ad</b>
May 10	April 12	April 19

**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: prepress@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%.