

# THE BUSINESS NEWS

## Display Advertising Rates (Northeast WI)

Rate Card #5 (Rates are per insertion) Issued Jan. 1, 2012

| Ad Size            | 26x    | 19-25x | 13-18x | 7-12x | 1-6x |
|--------------------|--------|--------|--------|-------|------|
| Full Page          | \$1465 | 1755   | 2050   | 2640  | 2930 |
| 3/4 Page           | 1320   | 1585   | 1840   | 2370  | 2640 |
| Island/Junior Page | 1170   | 1400   | 1640   | 2110  | 2345 |
| 1/2 Page           | 1025   | 1230   | 1440   | 1840  | 2050 |
| 3/8 Page           | 880    | 1055   | 1230   | 1585  | 1755 |
| 1/4 Page           | 585    | 710    | 820    | 1055  | 1170 |
| 1/8 Page           | 360    | 430    | 510    | 660   | 730  |
| 1/16 Page          | 220    | 265    | 310    | 430   | 430  |

### 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 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**. 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.**

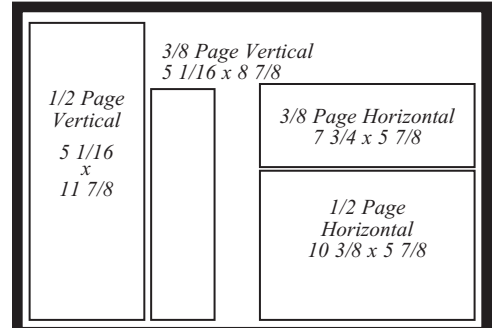
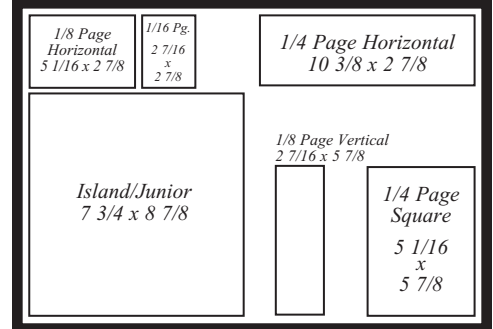
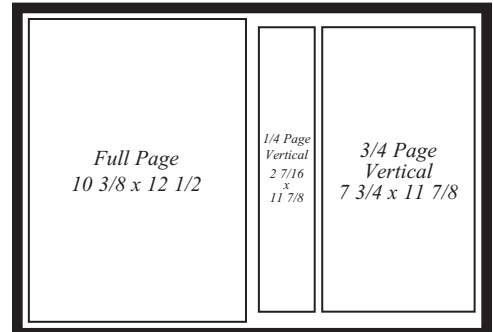
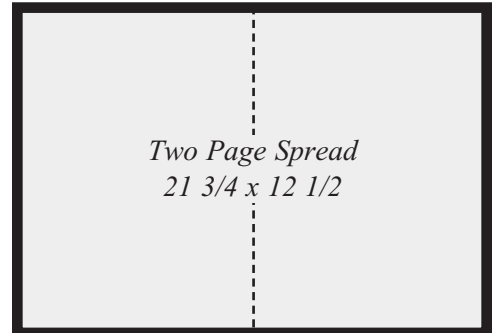
**FEES:** Ads that require modification by the production department (size adjustment, photo/logo modification, type corrections, etc.) will be subject to additional hourly fees and may forfeit 15% agency discount.

**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 (Northeast 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. 2     | Dec. 19   | Dec. 21                              | May 7      | April 23  | April 25                             | Sept. 10   | August 27                                       | August. 29                           |
| Jan. 16    | Jan. 2  | Jan. 4                               | May 21     | May 7   | May 9                                | Sept. 24   | Sept. 10  | Sept. 12                             |
| Jan. 30    | Jan. 16   | Jan. 18                              | June 4     | May 21  | May 23                               | Oct. 8     | Sept. 24  | Sept. 26                             |
| Feb. 13    | Jan. 30   | Feb. 1                               | June 18    | June 4  | June 6                               | Oct. 22    | Oct. 8  | Oct. 10                              |
| Feb. 27    | Feb. 13   | Feb. 15                              | July 2     | June 18   | June 20                              | Nov. 5     | Oct. 22   | Oct. 24                              |
| March 12   | Feb. 27   | Feb. 29                              | July 16    | July 2  | July 3                               | Nov. 19    | Nov. 5  | Nov. 7                               |
| March 26   | March 12  | March 14                             | July 30    | July 16   | July 18                              | Dec. 3     | Nov. 19   | Nov. 21                              |
| April 9    | March 26  | March 28                             | August 13  | July 30   | August 1                             | Dec. 17    | Dec. 3  | Dec. 5                               |
| April 23   | April 9   | April 11                             | August 27  | August 13                                       | August 15                            | Dec. 31    | Dec. 17   | Dec. 19                              |

Serving Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Marinette, Oconto, Outagamie, Shawano, Sheboygan & Winnebago counties