

# THE BUSINESS NEWS

## Display Advertising Rates (Northeast WI)

Rate Card #8 (Rates are per insertion) Issued Jan. 1, 2018

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/Junior 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

Black plus one color	\$300	Back Cover	+20%
Black plus four colors	\$550	Inside Covers	+15%
		Other	+10%

### Guaranteed Position Charges

### 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: yourcompany012318.pdf**

**FILE DELIVERY:** E-mail ads to [jmador@thebusinessnewsonline.com](mailto:jmador@thebusinessnewsonline.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 5:00 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.

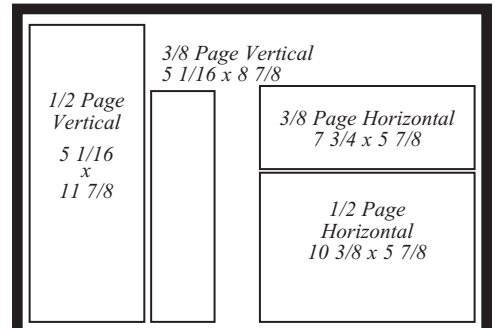
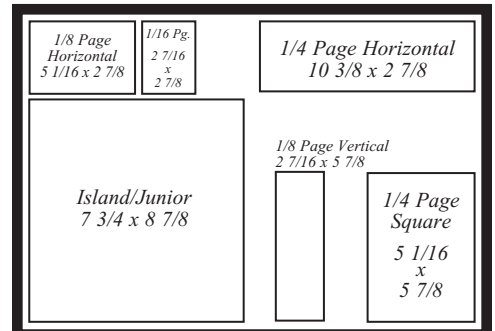
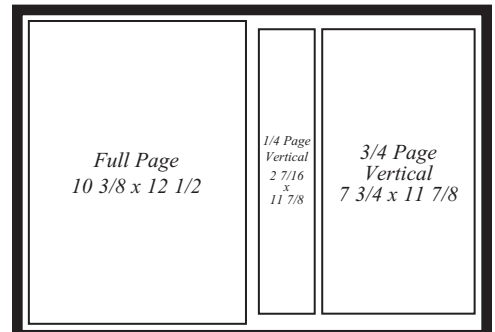
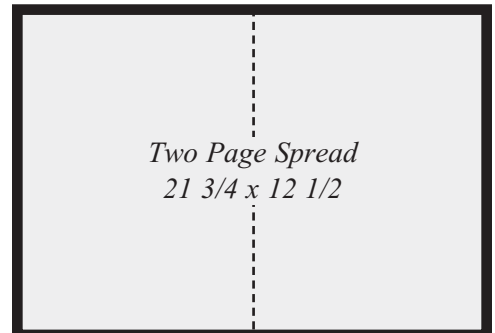
**FEES:** Ads that require modification by the production department (size adjustment, photo/logo modification, type corrections, etc.) will be subject to additional hourly fees and may forfeit 15% agency discount.

**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 2018

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

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