

## Advertising Rates

Rate card #13 Effective October 1, 2007.

### 2008 Display Advertising Rates (rates are per insertion)

| Frequency            | 26x     | 20x     | 13x     | 8x      | open    |
|----------------------|---------|---------|---------|---------|---------|
| <b>Full Spread</b>   | \$5,585 | \$6,160 | \$6,995 | \$7,695 | \$8,995 |
| <b>Island Spread</b> | 4,840   | 5,330   | 6,070   | 6,595   | 7,795   |
| <b>Full</b>          | 3,025   | 3,315   | 3,775   | 4,165   | 4,865   |
| <b>Island</b>        | 2,625   | 2,885   | 3,280   | 3,605   | 4,175   |
| <b>1/2 Page</b>      | 2,085   | 2,290   | 2,620   | 2,885   | 3,350   |
| <b>3/8 Page</b>      | 1,565   | 1,720   | 1,950   | 2,145   | 2,495   |
| <b>1/4 Page</b>      | 1,245   | 1,390   | 1,550   | 1,705   | 1,995   |
| <b>1/6 Page</b>      | 955     | 1,055   | 1,185   | 1,310   | 1,530   |
| <b>1/8 Page</b>      | 665     | 725     | 825     | 905     | 1,065   |
| <b>1/12 Page</b>     | 485     | 525     | 595     | 645     | 760     |

### Color Charges

- Two-color (Black plus one PMS or process color): \$225
- Three-color (Black plus two PMS or process colors): \$450
- Four-color: \$650

### Preferred Positions

Back cover 20%, Inside Front, Page 3 15%, Other 10%.

### Pre-printed Insert Rates (rates are per insertion, net and non-commissionable)

#### Rates:

- 1X to 3X: \$2,895
- 4X to 8X: \$2,745
- 9X or more: \$2,595

**Sizes:** Maximum 9 3/4" x 12 1/2", minimum 4" x 6"

**Thickness:** One sheet - 70# text minimum paper weight, multiple-pages - 50# stock

**Full Run:** Approximately 14,000. Partial runs are available. Please contact your account executive.

**Weight:** If individual piece is over 1 oz., please contact your account executive.

**Tipping Side Restrictions:** Normally, the insert tips along its long edge. In order to tip along the short edge, the insert must be at cover weight in thickness and the short side should be about 80% the length of the long side. All inserts will either be glued, or stitched into publication.

**Approval:** Inserts must be submitted for approval 3 weeks prior to publication date.

**Postal Regulations:** Pieces bearing a bulk rate permit or a U.S. Postal Service indicia are prohibited.

**Delivery Date:** Friday before publication date.

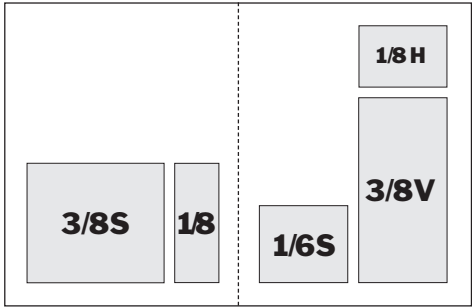
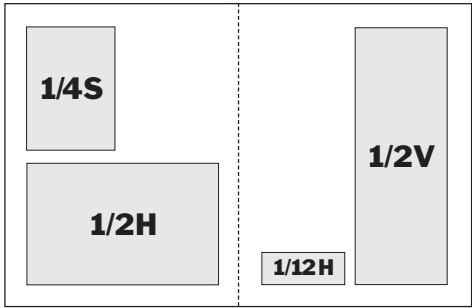
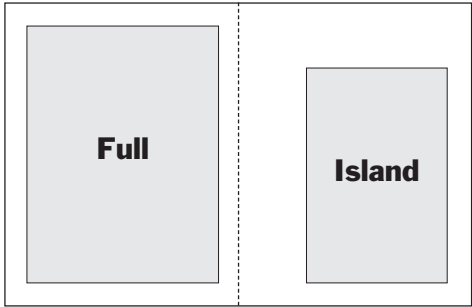
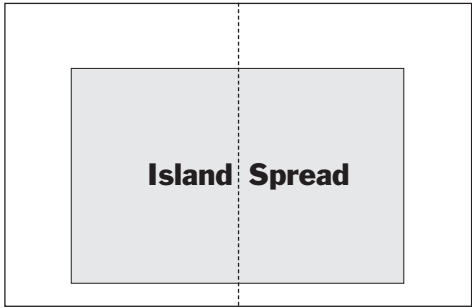
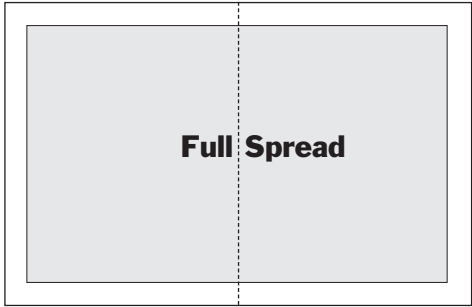
#### Delivery Location:

Please contact the ad department at 414-277-8181.

For more information, call  
**Small Business Times,**  
**414-277-8181**  
**Fax 414-277-8191**  
www.biztimes.com

# Newspaper Ad Sizes & Specs

*All measurements are width x height*



## Ad sizes: in inches

- Full Spread**    20 x 12 1/2
- Island Spread**    15 x 9 1/4
- Full**    9 1/2 x 12 1/2
- Island**    6 7/8 x 9 1/4
- 1/2 Vertical**    4 1/2 x 12 1/2
- 1/2 Horizontal**    9 1/4 x 6 1/8
- 3/8 Vertical**    4 1/2 x 9 1/4
- 3/8 Horizontal**    6 7/8 x 6 1/8
- 1/4 Square**    4 1/2 x 6 1/8
- 1/6 Square**    4 1/2 x 4
- 1/8 Vertical**    2 1/8 x 6 1/8
- 1/8 Horizontal**    4 1/2 x 3
- 1/12 Horizontal**    4 1/2 x 1 7/8

## SMALL Business Times

For more information call,  
**414-277-8181**  
**Fax 414-277-8191**  
[www.biztimes.com](http://www.biztimes.com)

## Production Requirements

*Small Business Times* prints in digital format, we accept artwork electronically only. PDF high resolution, print quality files are the preferred format, but files will be accepted in Adobe InDesign, Adobe Illustrator and Adobe Photoshop. (Please make sure all images and fonts are included with InDesign and Illustrator files). Artwork can be submitted on CD or e-mailed to ads@biztimes.com. You can also FTP your artwork to our FTP server, the log-in information is:

Host: 69.129.22.94

Username: sbtftp

Password: sbtftp

*Please send an e-mail to ads@biztimes.com informing us after your files have been uploaded to FTP site.*

**Bleeds:** Bleeds are allowed on full-page ads only. Please allow .25" past the trim size of 10.5" x 13.5" on all sides that bleed.

**B&W: Screens:** 100 line screen.

**Spot Color:** 133 line screen. Use Pantone® Solid Uncoated ink-matching system.

**Four-Color:** 133 line screen. Use CMYK color.

Compensate an average of 25% dot gain on all screened/halftone artwork.

## General Shipping Instructions

All materials should be shipped to:

### Small Business Times

126 North Jefferson Street, Suite 403  
Milwaukee, WI 53202

## Classified Advertising

See Classified Rate Card or call 414-277-8181.

# SMALL Business Times

For more information call,

**414-277-8181**

**Fax 414-277-8191**

www.biztimes.com

## General Information:

### Deadlines

Space reservations: Thursday, 11 business days prior to publication date.  
Camera ready art: Wednesday, 7 business days prior to publication date.

### Cancellations

Cancellations must be submitted in writing and received prior to the closing date of the issue in which advertisement is scheduled to run. Ads cancelled after reservation deadline will be billed at full rate.

### Publisher Liability

All advertising is subject to approval by the publisher. The agency and/or advertiser will indemnify and hold the publisher harmless for any loss or expense resulting from claims or suits for defamation, libel, violation of right of privacy, plagiarism, copyright infringement, unfair competition, unfair trade practice, and infringement of trademarks, trade names or patents. The liability of the publisher for any error or omission or delay for which it may be held legally responsible shall in no event exceed the cost of the space paid and occupied by such individual advertisement. The publisher is not liable for any failure to publish or circulate all or any part of any issue due to circumstances beyond its control.

### Commissions and Discounts

Advertising must be inserted within one year of first insertion to earn frequency discounts. All invoices are payable upon receipt. A 15% commission will be allowed for recognized agencies on all charges for space, color, position premiums and inserts. Payment must accompany order for first-time advertisers. Any camera-ready materials requiring modification are not subject to agency discount and may incur additional production charges. Classified advertising rates are net.

### Liability for payment

The publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such money as is due and payable to Small Business Times, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. The publisher will not be bound by conditions, printed or otherwise, on contracts, when such conditions conflict with its policies. All verbal orders are considered binding. Ads cancelled after the closing date will be billed at 100%.

### Standard Policies

All contracts, insertion orders, and copy are subject to approval by the publisher. Frequency discounts are determined by the number of insertions within a 12-month period. Contracts cancelled before completion will be short-rated at the appropriate earned rate. The publisher will give advance notice of any rate change. Special-position advertisements may be overridden in favor of 26-time advertisers.