

Rates effective January 1, 2021

It's required reading for 24,000 Decision Makers... The Business Journal...the decision magazine.

The Journal began publishing in April 1988 as a business-to-business publication publishing timely and informative articles about the people and businesses that make up the region. *The Business Journal* gives you the information you need to make better decisions to run your business and improve your bottom line... making *The Business Journal* a BUSINESS ESSENTIAL.



Rates/Net

Frequency	1x	3x	6x	12x
Double Page	2700	Frequency rate available		
Full Page	1895	1595	1525	1295
Jr. Page	1425	1295	1075	995
1/2 Page	1295	1095	850	795
1/2 Page Island	1500	1295	1050	950
1/3 Tower Premium	1350	1095	925	825
1/3 Page	1100	875	725	625
1/4 Page	825	695	525	450
1/6 Page	695	595	475	425
Market Place	95	85	80	70

Cover Positions

Frequency	1x	3x	6x	12x
Inside Front	2200	1925	1795	1695
Inside Back	2200	1925	1795	1695
Back Cover	2750	2400	2295	2195

Guaranteed Position

Add 25% to net rates.

Trim and Bleeds

Page Trim Size is 8.375" x 10.875"
Full Page Bleeds: Bleed .125" OUT from the trim size.
All copy should be .25" INSIDE the trim size to be printed.
All ads should be CMYK, image size minimum of 240dpi, max 300dpi.

Agency Commissions

Add 15% to net rates.

Online

BJournal.com provides a number of opportunities for online exposure.
Call your *Business Journal* representative for more information.

Specifications

Description	Width	Depth
Double Page w/Bleed	17"	11.125"
Full Page w/Bleed	8.625"	11.125"
Full Page	7.875"	10.25"
Jr. Page Horizontal	7.875"	7.375"
Jr. Page Vertical	5.25"	10.25"
1/2 Page Island	5.25"	7"
1/2 Page Horizontal	7.875"	5"
1/2 Page Vertical	3.85"	10.25"
1/3 Tower Premium	2.715"	10.25"
1/3 Horizontal	5.25"	5"
1/3 Vertical	2.715"	10.25"
1/4 Block	3.85"	5"
1/4 Banner	7.875"	2.375"
1/4 Vertical	2.125"	10.25"
1/6 Horizontal	5"	3.25"
1/6 Vertical	2.715"	5"
Market Place	1.84"	2.05"

