

Rates effective January 1, 2025

## It's required reading for 20,000 Decision Makers... The Business Journal...the decision magazine.

For 37 years the Journal has been 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

Size	1x – 6x	7x – 12x
Double Page	2195	1895
Full Page	1595	1395
Jr. Page	1185	1050
1/2 Page	975	825
1/2 Page Island	1175	995
1/3 Tower Premium*	995	875
1/3 Page	795	675
1/4 Page	595	485
Market Place	80	70

\* No other ads on page

### Cover Positions

Placement	1x – 6x	7x – 12x
Inside Front	1860	1745
Inside Back	1860	1745
Back Cover	2245	2145

### 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"
Market Place	1.84"	2.05"

