

2009 Rates & Specifications

Advertising Schedules

Size	26x Consecutive	14x Consecutive 20x Non-Consecutive	14x Non-Consecutive	4x Consecutive 8x Non-Consecutive	Open
Full page	\$2,163	\$2,329	\$2,662	\$2,828	\$3,327
3/4 page	\$1,893	\$2,039	\$2,330	\$2,476	\$2,913
Junior page	\$1,865	\$2,004	\$2,283	\$2,423	\$2,792
1/2 Page	\$1,351	\$1,455	\$1,663	\$1,767	\$2,079
3/8 Page	\$1,082	\$1,166	\$1,332	\$1,416	\$1,665
1/4 Page	\$811	\$874	\$999	\$1,061	\$1,248
1/8 Page	\$541	\$583	\$667	\$708	\$833

Full-page position guarantee: Rate + placement fee (e.g., opposite a Top List)

Preferred Positions

POSITION	26x	13x	Open
Inside Front Cover	\$2,596	\$3,195	\$3,993
Page 3	\$2,596	\$3,195	\$3,993
Pages 5, 7, 11 or 13	\$2,488	\$3,063	\$3,828
Inside Back Cover	\$2,488	\$3,063	\$3,828
Back Cover	\$2,813	\$3,462	\$4,327
Double Truck	\$4,758	\$5,856	\$7,321

Preferred positions cannot be cancelled.

Issue Dates & Deadlines

Business Report is published every 14 days on Tuesdays. The proof deadline and space reservation deadline are 12 days prior to publication date except when this date falls on a holiday. Exact publication dates are supplied upon request.

When a proof is sent to the client, all corrections are to be clearly marked on the proof and returned with the client's signature within 24 hours of receipt to the advertising department or the publisher cannot guarantee to make the changes. Completed material received after set deadlines loses privilege of approval or revision. If no acceptable copy is furnished by materials date under contract, the publisher reserves the right to repeat latest advertisement or to charge for the unused space.

Cancellations are not permitted after the space deadline. Full charges will be incurred in such cases.

Recognized Agencies

The term agency refers to an individual or group of individuals that makes the media selection, handles the order, coordinates and processes the space reservation and placement with the publisher under the terms of this rate card, provides the appropriate insertion order and press-ready files (see specifications), furnishes and pre-pays transportation and import charges on all printing materials submitted, processes prompt payment to the publisher and is liable.

Agency Commissions

A 15% commission will be given to recognized agencies. Commissions will be reduced by 50% if artwork is not camera-ready. Commissions will not be given on accounts over 90 days past due.

All advertisements are published for the benefit of the advertiser and agency. Each is jointly and severally liable for all charges. Accounts not paid within 30 days of date of invoice shall be considered past due and incur a 1.5% late charge on the balance per month from due date until balance is paid in full.

Clients and their agencies are liable for all collection and attorney fees incurred by the publication.

Color Charges

Four color\$525.00
Spot color.....\$325.00
\$175 for each additional color.
Color rates are net.

Contract Rates Color Charges

Four color\$475.00
Spot color.....\$275.00
\$125 for each additional color. Color rates are net.

Full Bleed Ads

Available on full pages and spreads for an additional 10% .

Ad Creation

Includes type with one logo and one image \$95.00

Miscellaneous

- *Business Report* reserves the right to refuse any advertisement.
- Preprinted insert charges—call the advertising department for rates.
- Incomplete digital files or ads received after deadline will be subject to a \$50.00 fee.
- Preferred placement is 15% of total ad cost.

Contracts

- Each advertiser will be required to sign a contract. All consecutive and non-consecutive contracts must be fulfilled within one year of the date on the contract.
- Non-consecutive contracts will provide an anticipated schedule of run dates.
- Contracts not completed will be subject to a backrate charge of the difference between contract rate and earned rate.
- Contracts are subject to rate change with 30-day notice by the publisher.
- Contract holders who wish to increase to a larger ad size are entitled to the same frequency rate for that ad size as listed in the existing contract.
- Specified position cannot be guaranteed without full-page position fee.