

Business West

The Business Journal of Western Massachusetts

2010 ADVERTISING RATES

ADVERTISING INFORMATION

Circulation: 8,800 (mailed and newsstand)

Published Biweekly: On newsstands every other Monday.

Ad Deadline: Five days prior to date of publication.

Prepayment Terms: 5% discount on prepayment of entire contract of two or more ads.

Terms: Payment due net 30 days. A service charge of 1.5% per month for accounts over 30 days will accrue.

First Time Advertisers: Payment for the first insertion must accompany order.

Special Placement: A 20% premium is applied to insertion rate for specified ad placement.

Inserts: Visit www.businesswest.com for rates and specs.

Color: \$150 Spot. \$175 PMS. \$500 Four Color.

Requirements: FORMAT: High-resolution CMYK (if 4-color) PDF with all images and fonts embedded. Create PDF as a 'PRINT' option – do not export from application.

PHOTOS/GRAPHICS: Color/grayscale scanned at 200-300 dots per inch – solid black-and-white line art at 600-1200 dpi. **PROOFS:** Although not required, we suggest a hard-copy color print. **DESIGN SUGGESTIONS:** Avoid multi-colored small text (12 points or less) and reverse-outs especially when using two or more darker colors – use only black if possible. Avoid uneven color by using large areas of a single ink. Visit www.businesswest.com for more details.

Mechanical Specifications:

Page size: 10³/₄ in. x 14 in.

Image size: 10 in. x 13⁵/₁₆ in.

DISPLAY RATES (NET)

SIZE	26X	13X	6X	1X
Full Page	\$1348	\$1643	\$2157	\$2451
3/4 Page	1094	1332	1751	1989
Junior Page	977	1190	1563	1776
1/2 Page	812	989	1299	1476
1/4 Page	471	573	753	856
1/8 Page	319	389	512	580
Discount off open rate	45%	33%	12%	

PREMIUM PAGE RATES

POSITION	26X	13X	6X	1X
Inside Front	\$1889	\$2301	\$3024	\$3436
Inside Back	\$1718	\$2094	\$2749	\$3124
Outside Back	\$1835	\$2236	\$2936	\$3337

All prices shown are NET. Four color required.

ADVERTISING UNIT DIMENSIONS

PAGE UNIT	WIDTH	HEIGHT
Full Page	4 Col. – 10 in.	13.312 in.
3/4 Page Vertical	3 Col. – 7.437 in.	12.687 in.
Junior Page	3 Col. – 7.437 in.	9.437 in.
1/2 Page Horizontal	4 Col. – 10 in.	6.25 in.
1/2 Page Vertical	2 Col. – 4.875 in.	12.687 in.
1/4 Page Horizontal	4 Col. – 10 in.	3.062 in.
1/4 Page Vertical	2 Col. – 4.875 in.	6.25 in.
1/8 Page Horizontal	2 Col. – 4.875 in.	3.062 in.
1/8 Page Vertical	1 Col. – 2.36 in.	6.25 in.