

# Business West

The Business Journal of Western Massachusetts

## 2012 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](http://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](http://www.businesswest.com) for more details.

**Mechanical Specifications:**

Page size: 10<sup>3</sup>/<sub>4</sub> in. x 14 in.

Image size: 10 in. x 13<sup>5</sup>/<sub>16</sub> in.

### DISPLAY RATES (NET)

SIZE	26X	13X	6X	1X
<b>Full Page</b>	<b>\$1430</b>	<b>\$1743</b>	<b>\$2289</b>	<b>\$2601</b>
<b>3/4 Page</b>	<b>1161</b>	<b>1413</b>	<b>1858</b>	<b>2110</b>
<b>Junior Page</b>	<b>1036</b>	<b>1263</b>	<b>1658</b>	<b>1884</b>
<b>1/2 Page</b>	<b>861</b>	<b>1050</b>	<b>1378</b>	<b>1566</b>
<b>1/4 Page</b>	<b>500</b>	<b>608</b>	<b>799</b>	<b>908</b>
<b>1/8 Page</b>	<b>339</b>	<b>413</b>	<b>543</b>	<b>615</b>
<b>Discount off open rate</b>	<b>45%</b>	<b>33%</b>	<b>12%</b>	

### PREMIUM PAGE RATES

POSITION	26X	13X	6X	1X
<b>Inside Front</b>	<b>\$2004</b>	<b>\$2441</b>	<b>\$3207</b>	<b>\$3645</b>
<b>Inside Back</b>	<b>\$1822</b>	<b>\$2221</b>	<b>\$2917</b>	<b>\$3315</b>
<b>Outside Back</b>	<b>\$1947</b>	<b>\$2372</b>	<b>\$3115</b>	<b>\$3540</b>

*All prices shown are NET. Four color required.*

### ADVERTISING UNIT DIMENSIONS

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