

PRINT SPECIFICATIONS

AD CREATION DEADLINE

Materials due on or before the space/copy deadline listed on the editorial calendar.

CAMERA-READY DEADLINE

NOON on the Tuesday following the space/copy deadline listed on the editorial calendar.

PAYMENT TERMS

- Payment due net 30 days. A service charge of 1.5% per month for accounts over 30 days will accrue.
- 5% discount on prepayment of entire contract of two or more ads.
- A 20% premium is applied to insertion rate for specified ad placement.

FIRST-TIME ADVERTISERS

- Payment for the first insertion must accompany order.

PUBLICATION SIZE

Bleed Size: 10.25 in. x 14 in.

Trim Size: 10 in. x 13.5 in.

Live Area: 9.25 in x 12.75 in.

FORMAT REQUIREMENTS

- Max file size accepted is 25MB.
- All camera-ready ads must be emailed as a high-resolution Adobe Acrobat PDF file, with images and fonts embedded. PDF files created by Adobe Photoshop or Word are not considered camera-ready.
- All color images and files must be submitted in CMYK at a minimum of 300 dpi resolution.
- If you wish to use black, use "PROCESS BLACK" (C-0%, M-0%, Y-0%, K-100%).
- Dot gain is approximately 20%.
- Avoid uneven color by using small areas of a single ink.
- We strongly discourage using reverse type or multi-color type that is less than 14 points in size otherwise a medium-to-bold sans-serif typeface is recommended. We will not be held liable for bad reproduction of such artwork.

DIGITAL SPECIFICATIONS

BUSINESSWEST WEBSITE:

TOP FULL BANNER AD

Web (970 x 140 pixels)

Mobile (350 x 120 pixels)

RECTANGLE AD (300 x 250 pixels)

SKYSCRAPER AD (300 x 600 pixels)

BUSINESSWEST DAILY NEWS

TOP BANNER AD (970 x 140 pixels)

RECTANGLE AD (300 x 250 pixels)

SKYSCRAPER AD (300 x 600 pixels)

- Ad due 1 week before start date
- Please provide URL link
- Accepted format: JPG/PNG/GIF with a file size of 25MB or smaller

Ad design services complimentary, as are two revisions following initial design. Need more revisions? We're happy to offer additional design time at a rate of \$50 per revision.

CUSTOM PUBLISHING AND SPECIAL PRINT OPPORTUNITIES.



sample cover wrap



sample cover wrap



sample center spreads



sample Milestone

COVER WRAPS

\$7,500

A "Billboard" to the Business Community!

The *BusinessWest* nameplate graces the front of each cover wrap, otherwise the content is yours. Customize to include your logo, company information, employee profiles, client testimonials, or whatever you want to brag about: as the name suggests, this 4-page advertisement wraps the magazine.

SPONSORED CONTENT

\$3,700 - \$6,100

Tell Your Business Story!

We offer 1 full-page or 2-full page spreads for sponsored articles. Content is provided by the client along with any logos, photos and artwork/graphics they want to include. We lay the page/spread out and send to the client for approval. The sponsored content is included in a printed issue and in the digital flipbook version with a hyperlink, is posted to our website as a sponsored article, and we use one digital shoutout and one digital ad with hyperlink to the content in our daily e-news. 1-page sponsored content is \$3700 and 2-page spread is \$6100.

CENTER SPREADS (double truck)

\$6,100

Take Center Stage!

Center spreads run in the center of the magazine and create a substantial marketing piece that commands attention.



GIVING GUIDE

The Giving Guide is an annual specialty publication highlighting regional nonprofits and charities, and is designed to serve as a guide for philanthropic opportunities for year-end giving. Help support your favorite nonprofit or charity by sponsoring its profile in the Giving Guide. Inserted into a fall edition of *BusinessWest* and *Healthcare News*, the Giving Guide will reach more than 40,000 business and health care professionals, just in time for the season of giving.



RESOURCE GUIDE/ANNUAL BOOK OF LISTS

The Annual Book of Lists is a one-stop reference tool for business and industry in Western Mass. The Resource Guide offers valuable information, statistics and data. This is the most comprehensive business directory for professionals in the region. The Annual Book of Lists is distributed to our subscription base and year round at regional events, it is also available at www.businesswest.com as a digital flipbook with hyperlinks to sponsors' and advertisers' sites. Sponsorship opportunities available.



LEVEL UP

LEVEL UP is an interactive publication and digital flipbook profiling area trades and manufacturers, showcasing what they make, who uses it, and careers available in each company. If workforce development is a top priority for you, make sure your company has a profile in LEVEL UP. The specialty publication is distributed to our subscribers, manufacturers, tech schools, regional middle schools, high schools, colleges, workforce development centers and recruitment offices. Sponsorship opportunities available.



INSERTS

\$2,500 Per Insert

Stand Out!

Inserts get attention! Pick an issue, or several issues, and insert your flyer, promotional brochure or postcard.

MILESTONES

Call for Pricing

Celebrate Your Business!

When your business reaches a milestone anniversary, let your clients and colleagues know about it! *BusinessWest*'s editorial staff and graphics department will work with you to create a custom advertisement. Three display options available.

DIGITAL ADVERTISING

BUSINESSWEST.COM

Every day, decision makers visit BusinessWest.com for immediate access to local business information. Digital ads on BusinessWest.com are a great way to drive traffic to your web site.

WEB AD UNITS & RATES

Files should be .jpeg, .png, or .gif, with a file size of 25MB or smaller

TOP FULL BANNER

(Must provide both ad sizes)

Desktop Web (970 x 140 pixels)

Mobile (350 x 120 pixels)

\$508 / 30 days

\$880 / 60 days

\$1286 / 90 days

\$2502 / 180 days

\$4727 / 360 days

PREMIUM

(300 x 250 pixels)

\$360 / 30 days

\$685 / 60 days

\$1000 / 90 days

\$1946 / 180 days

\$3677 / 360 days

SKYSCRAPER RECTANGLE

(300 x 600 pixels)

\$670 / 30 days

\$1272 / 60 days

\$1858 / 90 days

\$3615 / 180 days

\$6829 / 360 days

RECTANGLE (A & B)

(300 x 250 pixels)

\$309 / 30 days

\$587 / 60 days

\$858 / 90 days

\$1669 / 180 days

\$3152 / 360 days

E-NEWSLETTER ADVERTISING

Local, current, and breaking news are sent to inboxes every business day. Digital advertising on BusinessWest.com Daily News puts you directly in front of the region's business leaders and decision makers. If your goal is to get in front of the right eyes and drive them to visit your website, then BusinessWest.com Daily News is a "must buy" in your marketing plan.

WEB AD UNITS & RATES

Files should be .jpeg, .png, or .gif, with a file size of 25MB or smaller

* TOP BANNER

(970 x 140 pixels)

3-Months \$1185/month

6-Months \$948/month

12-Months \$829/month

◇ RECTANGLE (A, B, C, & D)

(300 x 250 pixels)

3-Months \$1082/month

6-Months \$865/month

12-Months \$757/month

SKYSCRAPER

(300 x 250 pixels)

3-Months \$1540/month

6-Months \$1232/month

12-Months \$1078/month

Rates based on 1 ad per week and invoiced monthly according to type of program.

• Ad due 1 week before start date • Please provide URL link • Accepted format: JPG/PNG/GIF

34%

Open Rate

4%

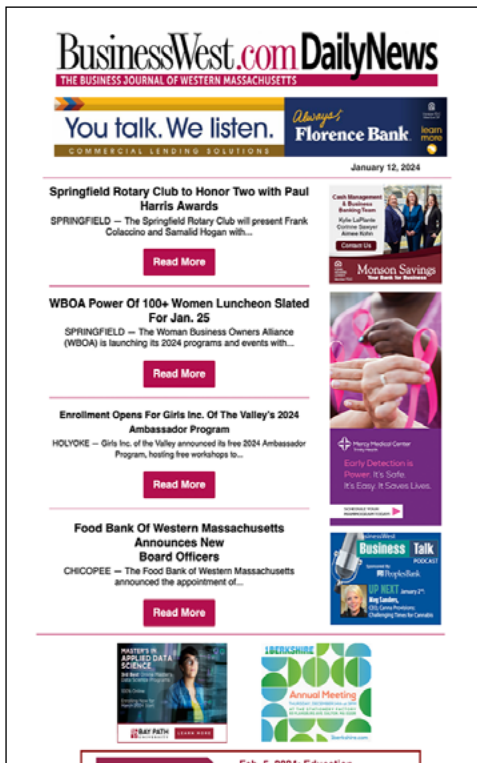
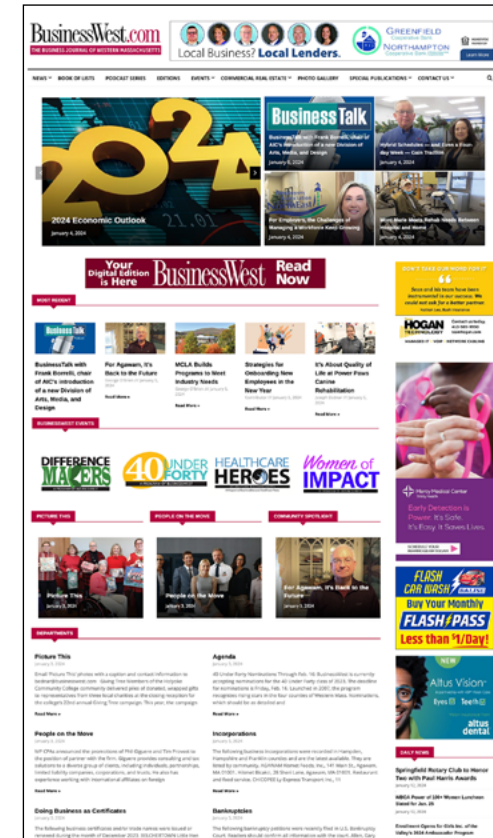
Click Rate

5,734

Average Daily Subscribers

Compared to industry specific national averages:

Publishing: 15% open rate; 12% click rate; Marketing/Advertising: 14% open rate; 8% click rate



CONTACT US: 413.781.8600
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BusinessWest

CUSTOMIZED EMAIL NEWSLETTERS

Customize the art, the message, and the subject line. We'll deliver it to the inboxes of 6,000 BusinessWest email subscribers. Custom E-Newsletters through BusinessWest are an effective way to deliver your message straight to decision makers in the C-Suite of this region's business sector!

BusinessWest
THE BUSINESS JOURNAL OF WESTERN MASSACHUSETTS

This sponsored message is brought to you by **BusinessWest** on behalf of Altus Dental.



An Autumn breeze? A great golf score? Pumpkin anything?

At Altus Dental we've been smiling a lot lately, being named one of the [fastest-growing companies](#) in the region. We're proud of that recognition. For over 20 years we've been committed to providing every one of our member companies – large and small – with affordable, flexible, and comprehensive dental, and now vision plans, that meet their needs.

- **Comprehensive Coverage:** Extensive coverage and flexibility for both dental and vision insurance.
- **Huge Network of Providers:** The freedom to choose from a one of the largest networks of dental and vision providers, making it convenient to receive care when and where it's needed.
- **Exceptional Customer Service:** Our dedicated team is committed to going above and beyond to assist you every step of the way – fast and hassle-free. Our customers consistently give them a 94% customer service satisfaction rate.
- **Easy One-Stop Shopping:** A simple process – our friendly and knowledgeable team makes it easy to explore, compare and select the perfect plan for your needs.

How can we make you smile? Contact our team at (877) 223-0588 or email at info@altusdental.com

Learn more about Altus Dental and Altus Vision™ by [clicking here](#).

Altus Dental, 10 Charles Street, Providence, RI 02904

RATES:

Rates are based on the number of insertions in a 90 day period.

Rate Per Ad		
1X	2X	3-4X
\$2950	\$2360	\$2065

SPECS & MATERIALS

Limit 1 per week, must run on a weekday.

Please provide materials 3 weeks in advance to give proper time for creation and testing.

Image Requirements:

- JPG (camera ready image containing your message and images)
- Max width 500px
- Images must not exceed 350kb
- URL to hyperlink image

Content Requirements:

- Subject line
- Sender name
- Address in footer
- Plain text email
(for email clients that don't render HTML)
- Copy provided in Word document
(no images, colors or decorative fonts)
- Preferred send date, am or pm

Proofing:

Name and email to send proof email

2024 STANDARD PRINT RATES & SPECS

PRINT AD RATES (NET)

SIZE	26X	13X	6X	1X
Full Page	\$1886	\$2297	\$3018	\$3429
3/4 Page	\$1532	\$1867	\$2452	\$2786
Junior Page	\$1362	\$1659	\$2178	\$2476
1/2 Page	\$1126	\$1372	\$1801	\$2047
1/4 Page	\$657	\$800	\$1052	\$1195
1/8 Page	\$470	\$572	\$752	\$854

Discount off open rate 45% 33% 12%

PREMIUM PAGE RATES

POSITION	26X	13X	6X	1X
Inside Front	\$2393	\$2915	\$3830	\$4351
Inside Back	\$2176	\$2651	\$3483	\$3958
Outside Back	\$2325	\$2832	\$3720	\$4227

AD UNIT DIMENSIONS

PAGE UNIT	WIDTH	HEIGHT
Full Page Bleed*	4 Col. – 10.25 in. (with 1/4" outside bleed)	14 in. (with 1/4" outside bleed)
Full Page	4 Col. – 9.25 in.	12.25 in.
3/4 Page Vertical	3 Col. – 6.875 in.	12 in.
Junior Page	3 Col. – 6.875 in.	9 in.
1/2 Page Horizontal	4 Col. – 9.25 in.	5.8 in.
1/2 Page Vertical	2 Col. – 4.5 in.	12 in.
1/4 Page Horizontal	4 Col. – 9.25 in.	2.8 in.
1/4 Page Vertical	2 Col. – 4.5 in.	5.8 in.
1/8 Page Horizontal	2 Col. – 4.5 in.	2.8 in.
1/8 Page Vertical	1 Col. – 2.125 in.	5.8 in.

All Ads Include Full Color

70%

of advertisers have
seen results in
increasing brand
awareness

97%

of readers typically
look at most to all of
the ads

91%

of readers authorize
purchases and select
products and services

**FULL PAGE
BLEED:**
10.25W X
14H
(with 1/4"
outside bleed)*

**FULL
PAGE SIZE:**
9.25W X
12.25H

**3/4
PAGE:**
6.875W
X 12H

**JUNIOR
SIZE:**
6.875W
X 9H

**1/2 PAGE
HORIZ:**
9.25W X 5.8H

**1/2
PAGE
VERT:**
4.5W
X 12H

**1/4 PAGE
HORIZ:**
9.25W X
2.8H

**1/4 PAGE
VERT:** 4.5W
X 5.8H

**1/8 PAGE
HORIZ:** 4.5W
X 2.8H

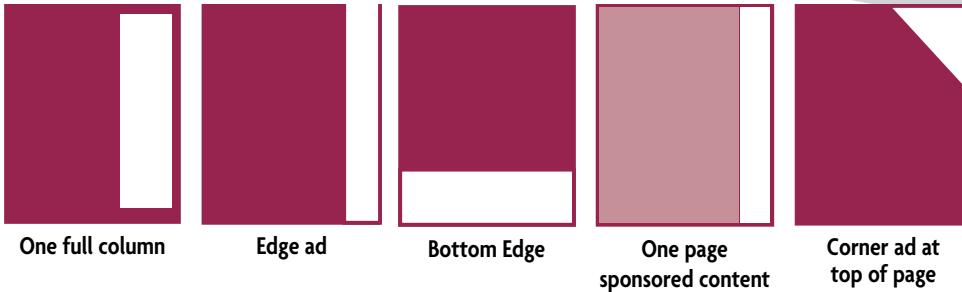
**1/8 PAGE
VERT:** 2.125W
X 5.8H

Bleed Size: 10.25 in. x 14 in. | Trim Size: 10 in. x 13.5 in.
Live Area: 9.25 in x 12.75 in.

CONTACT US: 413.781.8600
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SPECIAL SECTION & CUSTOM RATES & SPECS

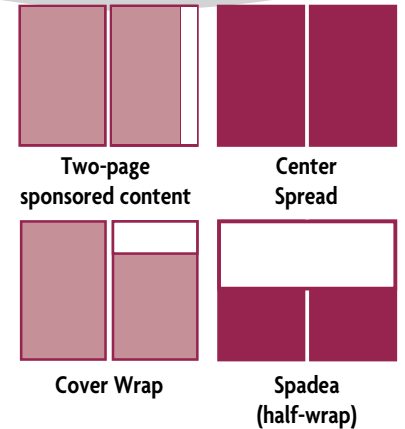


CUSTOM PRINT AD RATES & SPECS

SIZE	RATE	DIMENSIONS
One full column	\$1287	2.7"W x 14"H (with 1/4" outside bleed)
Edge ad	\$901	1.75"W x 14"H (with 1/4" bleed)
Bottom Edge (bleed)	\$901	10.25" x 2.125" (with 1/4" bleed)
One-page sponsored content	\$3296	8.5"W X14" H + Edge ad: 1.75"W x 14"H (with 1/4" bleed)
Two-page sponsored content	\$4635	Full-page bleed (10.25 x 14"H) + 8.5"W X14" H + Edge ad: 1.75"W x 14"H (with 1/4" bleed)
Center spread	\$4635	20.5"W x 14"H (with 1/4" bleed)
Cover wrap	\$7725	20.5"W x 14"H (with 1/4" bleed) 4 pages with 3" area on top of front cover for nameplate
Spadea (half-wrap)	\$3862	4 pages 10.25" W x 8.25" H (with 1/4" bleed)
Corner ad at top of page	\$669	5.5" x 5.5" diagonal (this has to be designed on page)

SPECIAL SECTION AD RATES & SPECS

SIZE	RATE	DIMENSIONS
Full Page	\$2997	8.5" W x 11.25" H
Full Page Bleed		8.5" W x 11.25" H (with 1/4" outside bleed)
Junior Page	\$2163	6.325"W x 8.25"H
1 Col. Vertical	\$1442	2.5" W x 11.25" H
Edge	\$901	1.75" W x 14"H (with 1/4" outside bleed)
1/2 Page Vertical	\$1792	4.175" W x 11.25" H
1/2 Page Horizontal		8.5" W x 5.3"H
1/4 Page Horizontal	\$1045	8.5" W x 2.25" H
1/4 Page Vertical		4.175" W x 5.3" H
1/8 Page Horizontal	\$746	4.175" W x 2.5" H
1/8 Page Vertical		2"W x 5.3"H



FULL PAGE
SIZE: 8.5W X
11.25H

JUNIOR
PAGE:
6.325W
X 8.25H

1 COL.
VERT:
2.5W X
11.25H

EDGE: 1.75W
X 14H
(with 1/4"
bleed)

1/2
PAGE
VERT:
4.175W
X 11.25H

1/2 PAGE
HORIZ: 8.5W
X 5.3H

1/4 PAGE
HORIZ: 8.5W
X 2.25H

1/4 PAGE
VERT: 4.175W
X 5.3H

1/8 PAGE
HORIZ: 4.175W
X 2.5H

1/8 PAGE
VERT: 2W
X 5.3H

PRINT AD RATES

SIZE	RATE
Full Page	\$2997
Junior Page	\$2163
1 Column Vertical	\$1442
Edge	\$901
1/2 Page	\$1792
1/4 Page	\$1045
1/8 Page	\$746

SPECIAL SECTION AD DIMENSIONS

Full Page:	8.5" W x 11.25" H
Full Page Bleed:	8.5" W x 11.25" H (with 1/4" outside bleed)
Junior Page:	6.325"W x 8.25"H
1 Col. Vert.:	2.5" W x 11.25" H
Edge:	1.75" W x 14"H (with 1/4" outside bleed)
1/2 Page Vertical:	4.175" W x 11.25" H
1/2 Page Horizontal:	8.5" W x 5.3"H
1/4 Page Horizontal:	8.5" W x 2.25" H
1/4 Page Vertical:	4.175" W x 5.3" H
1/8 Page Horizontal:	4.175" W x 2.5" H
1/8 Page Vertical:	2"W x 5.3"H

FULL PAGE
SIZE: 8.5W X
11.25H

JUNIOR
PAGE:
6.325W
X 8.25H

1 COL.
VERT:
2.5W X
11.25H

EDGE: 1.75W
X 14H
(with 1/4"
bleed)

1/2
PAGE
VERT:
4.175W
X 11.25H

1/2 PAGE
HORIZ: 8.5W
X 5.3H

1/4 PAGE
HORIZ: 8.5W
X 2.25H

1/4 PAGE
VERT: 4.175W
X 5.3H

1/8 PAGE
HORIZ: 4.175W
X 2.5H

1/8 PAGE
VERT: 2W
X 5.3H

CUSTOM PRINT AD RATES

SIZE	RATE
One full column	\$1287
Edge ad	\$901
Bottom Edge (bleed)	\$901
One page sponsored content	\$3296
Two-page sponsored content	\$4635
Center spread	\$4635
Cover wrap	\$7725
Spadea (half-wrap)	\$3862
Corner ad at top of page	\$669



One full column

Edge ad

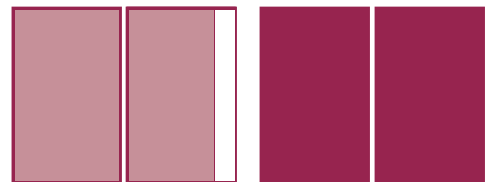


Bottom Edge

One page
sponsored content

CUSTOM AD DIMENSIONS

One full column:	2.7"W x 14"H (with 1/4" outside bleed)
Edge ad:	1.75"W x 14"H (with 1/4" bleed)
Bottom Edge (bleed):	10.25" x 2.125" (with 1/4" bleed)
One page sponsored content:	8.5"W X14" H + Edge ad: 1.75"W x 14"H (with 1/4" bleed)
Two-page sponsored content:	Full-page bleed (10.25 x 14"H) + 8.5"W X14" H + Edge ad: 1.75"W x 14"H (with 1/4" bleed)
Center Spread:	20.5"W x 14"H (with 1/4" bleed)
Cover wrap:	20.5"W x 14"H (with 1/4" bleed) 4 pages with 3" area on top of front cover for nameplate
Spadea (half cover wrap):	4 pages 10.25" W x 8.25" H (with 1/4" bleed)
Corner ad at top of page:	5.5" x 5.5" diagonal (this has to be designed on page)



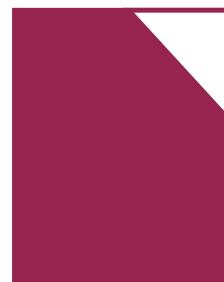
Two-page
sponsored content

Center
Spread



Cover Wrap

Spadea
(half-wrap)



Corner ad at
top of page



CIRCULATION:

8,400

READERSHIP:

25,200

AVAILABLE FOR SALE

BusinessWest can be found at the following:

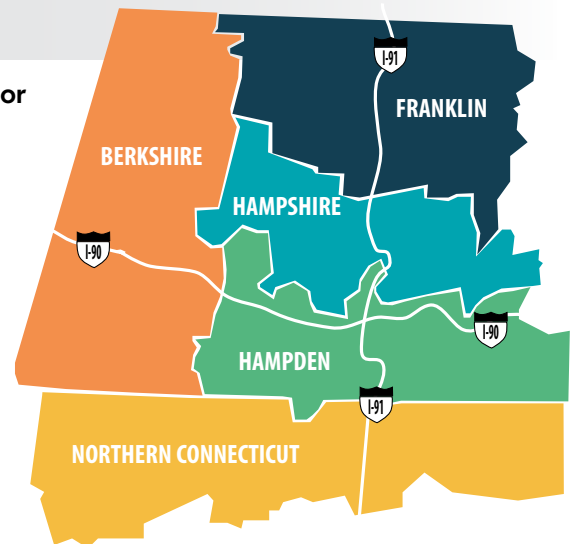
- **BusinessWest**
1441 Main Street, 6th floor,
Springfield
- **Barnes & Noble**
7 Holyoke Street, Holyoke
- **Barnes & Noble**
555 Hubbard Ave., Pittsfield
- **Barnes & Noble**
Enfield Commons,
25 Hazard Ave, Enfield
- **Hastings**
45 S Pleasant Street, Amherst
- **The Odyssey Bookshop**
9 College Street, South Hadley

Delivering to the four counties of Western Mass.

Business owners, presidents, CEOs, senior managers, and professionals along the I-91 corridor from Greenfield through Springfield and into Northern Conn., as well as along I-90 from the Quaboag region through the Berkshires subscribe to *BusinessWest*.

GEOGRAPHIC BREAKDOWN

- BERKSHIRE COUNTY
- HAMPDEN COUNTY
- HAMPSHIRE COUNTY
- FRANKLIN COUNTY
- NORTHERN CT



CHAMBER PARTNERSHIP

Subscriptions to *BusinessWest* are gifted to members as part of their membership benefit packages.

Participating Chambers:

- 1Berkshire
- Amherst Area Chamber
- Bradley Regional Chamber of Commerce
- East of the River/ERC5 (East Longmeadow, Hampden, Longmeadow, Ludlow, Wilbraham)
- Greater Chicopee Chamber
- Greater Easthampton Chamber
- Franklin County Chamber
- Greater Holyoke Chamber
- Greater Northampton Chamber
- Greater Westfield Chamber
- Quaboag Hills Chamber
- South Hadley & Granby Chamber
- Springfield Regional Chamber
- West of the River Chamber (Agawam and West Springfield)

TARGETED DISTRIBUTION

- 27 26 biweekly issues per year plus an annual Book of Lists
- 168K average household income
- 91% decision makers involved in company purchases
- 92% of our readers are decision makers
- 71% do business within a 55 mile radius of their business

BUSINESS & COMMUNITY DISTRIBUTION

BusinessWest is distributed at many business and community events throughout the year.

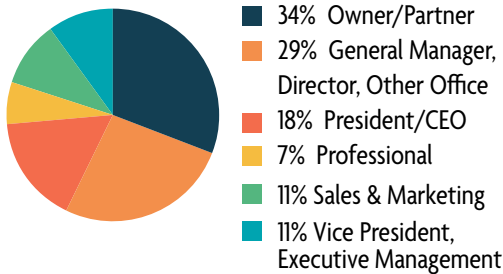
Reach your target audience.

and trusted business tool, which puts them directly in front of their targeted audiences.

BusinessWest is the region's premiere business publication bringing local business news, trends, and information to nearly 24,200 readers every other week. The Western Mass. business community widely regards **BusinessWest** as an invaluable

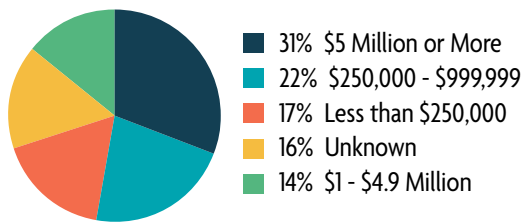
DECISION MAKERS

92% of our readers are Business Owners, Presidents, CEOs, and Senior Managers



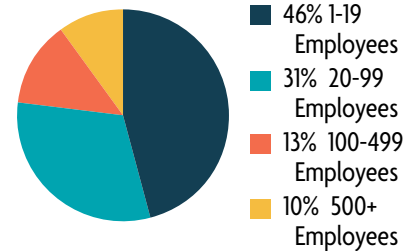
COMPANY SIZE

By sales volume:



COMPANY SIZE

By number of employees:



168K

average household income

91%

decision makers involved in company purchases

92%

Business Owners, Presidents, CEOs, and Senior Managers

71%

do business within a 55 mile radius of their business

99%

of our readers pass their issues along to three or more people

READER PROFILE

46%

Male

54%

Female

55 yrs.

Median age

92%

Hold an executive level position

91%

Involved in company purchases

79%

Bachelor's or Master's degree

SOCIAL MEDIA PROFILE

40%

Male

60%

Female

42%

Completed High School

38%

Completed College

21%

Completed Grad School

80%

Home Owners

21%

Home Renters

54%

Married

46%

Single

ONLINE STATS

31%

Online/Publication Audience Duplication

30,000

Monthly Uniques

45,000

Monthly Page Views

READER HABITS

90% Find BusinessWest a timely and credible resource

84% Read 3 out of the last 4 issues

68% Read 4 out of the last 4 issues

87% Have been loyal readers for 4 or more years

89% Have taken action as a direct result of a published ARTICLE

76% Have taken action as a result of an ADVERTISEMENT

TYPE OF BUSINESS

- Accounting
- Advertising/Marketing/PR
- Banking/Finance/Investing
- Business/Economic Development
- Construction/Design/Engineering
- Communications/Publishing
- Education
- Financial/Investment Broker
- Government
- Health Insurance
- Healthcare/Medical Services
- Hospitality/Catering/Tourism
- Insurance
- Law/Legal Services
- Manufacturing
- Non-profit
- Real Estate
- Retail/Restaurants
- Technology Products/IT Services
- Wholesale Trade

CONTACT US: 413.781.8600

WWW.BUSINESSWEST.COM

BusinessWest

CONNECT FACE-TO-FACE WITH THE REGION'S BUSINESS LEADERS.

BusinessWest offers several sponsorship opportunities to engage with our targeted demographics. Each sponsorship opportunity is reserved on a first-come basis.



DIFFERENCE MAKERS

Each year *BusinessWest* honors people who are shaping the future of Western Mass. by affecting positive change, making our region a better place to live and work. *BusinessWest's* Difference Makers event, staged in March, recognizes and honors these extraordinary individuals.

Announcement Issue: February 19; **Event Date:** April 2024



40 UNDER FORTY

BusinessWest recognizes the success and contributions of 40 outstanding young professionals under the age of 40 for their business accomplishments as well as philanthropic involvement and community service. This program not only recognizes young talent, it elevates expectations and perceptions of the region and serves as an instrument for economic development in Western Mass. The gala, held in June, to honor the chosen '40' draws more than 650 people!

Announcement Issue: April 12 **Event Date:** June 2024



HEALTHCARE HEROES

We honor those who are making a significant impact and reaching extraordinary new heights in the health and wellness community sector, which is large, diverse, and dominated by heroes of all kinds. They're on the front lines, in the administrative office, the research lab, the neighborhood clinic, the family dentist's office, the college health and science building, the region's hospitals, and physician offices. They're making real contributions to the quality of life in our communities. Healthcare Heroes takes place in October.

Announcement Issue: September 2; **Event Date:** October 2024



WOMEN OF IMPACT

BusinessWest created the Women of Impact awards to honor women who have the authority and power to move the needle in their business; are respected for accomplishments within their industries; give back to the community; and are sought out as respected advisors and mentors within their field of influence. The Women of Impact awards takes place in December.

Announcement Issue: October 14; **Event Date:** December 2024

