

GENERAL RATE CARD #27 | GENERAL ADVERTISING RATES EFFECTIVE: OCTOBER 1, 2009



Grand Rapids
**Business
Journal**

POLICIES

FREQUENCY DISCOUNTS earned by contracting, in advance, for the desired frequency to be run during the contract year. Minimum rate holder for larger units — 1/10 page. Contracts must be completed within one year of first insertion.

COMMISSION DISCOUNT of 15% to any Client/Recognized Agency that supplies a print-ready advertisement. Ads designed/produced by the Publisher not subject to any commission/discount.

PAYMENT by Client/Agency is due and payable within 10 days from date of invoice. Credit terms are available upon approval from Publisher's credit department. A credit application must be completed and submitted one week prior to closing date. Client may submit an approved current and complete Dun & Bradstreet report (not just a rating). One-time advertisers and/or Clients/Agencies awaiting credit approval, cash in advance; all other categories, cash in advance. Cash discount of 5% for annual contracts of twelve or more insertions if paid prior to first insertion deadline.

PRODUCTION CHARGES are in addition to space charges. Any alterations necessary to convert ads to correct size and/or color specifications are subject to charges. Advertising submissions that require consultation services with the Gemini Publications Design & Production Department staff are subject to additional charges, which will be separately itemized on billing invoices. The current rate for consultation by phone, fax, email, or in person is \$75/hour.

PRINT-READY ADVERTISEMENTS are simply ads that meet Grand Rapids Business Journal digital and size specifications and do not require further alteration. Advertisements requiring alterations, such as, editing, image manipulation, reductions or enlargements, conversion, etc., will be billed additional charges at the publisher's current prevailing rate of \$75/hour.

CLIENTS AND AGENCIES ARE HELD LIABLE JOINTLY AND SEVERALLY for all advertising charges. No credit will be extended for advertising orders or space reservations that claim sequential liability.

ACCEPTANCE of all advertisers and copy is subject to approval by Publisher. No space may be purchased for resale. Publisher is not liable for damages if, for any reason, he fails to publish an advertisement. All advertisements are accepted and published by Publisher upon representation that Client/Agency is authorized to publish entire contents and subject matter thereof. Advertising which simulates editorial content must include word "advertisement" above and below. Borders around all advertisements. Publisher not responsible for materials left unclaimed for more than one year from date of insertion. If copy is not furnished as contracted for, Publisher reserves right to repeat last regular ad order and/or charge Client/Agency for minimum space required under the contract. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

SHORT RATE billed at the earned rate to Clients/Agencies who do not complete contract schedules. Credits earned during contract year applied to future billing for space. No cash rebates.

SERVICE CHARGES billed on all receivables over 30 days at the rate of 1% per month. Billings are mailed weekly after each insertion. Service charge rate subject to change.

ADVERTISING DESIGNED and produced by the **Grand Rapids Business Journal** and/or Gemini Publications are exclusively for use in its publications and production charges cover only that use. Any other uses will result in applicable creative agency user fees.

LOCAL DISPLAY ADVERTISING RATES

COVERS

SIZE	52X PLUS	39-51	26-38X	13-25X	1-12X
COVER 2	2620	2820	3020	3430	4030
COVER 3	2410	2600	2780	3150	3710
COVER 4	2930	3160	3380	3830	4510
FOOTER*	1400	1510	1620	1840	2160

COLOR

SIZE	52X PLUS	39-51	26-38X	13-25X	1-12X
2-PAGE SPREAD	3780	4070	4360	4940	5810
1/2 PAGE SPREAD	2650	2860	3060	3470	4080
FULL PAGE	2100	2260	2420	2750	3230
3/5 PAGE	1930	2080	2230	2530	2970
JUNIOR PAGE	1730	1860	2000	2260	2660
1/2 PAGE	1520	1630	1750	1980	2330
1/3 PAGE	1310	1410	1510	1710	2010
1/4 PAGE	1110	1190	1280	1450	1700
1/5 PAGE	890	960	1030	1170	1370
1/6 PAGE	740	790	850	960	1130
1/10 PAGE	480	510	550	620	730

BLACK & WHITE

SIZE	52X PLUS	39-51	26-38X	13-25X	1-12X
2-PAGE SPREAD	3020	3260	3490	3950	4650
1/2 PAGE SPREAD	2130	2290	2450	2780	3270
FULL PAGE	1680	1810	1940	2200	2590
3/5PAGE	1550	1670	1790	2020	2380
JUNIOR PAGE	1390	1490	1600	1810	2130
1/2 PAGE	1220	1310	1400	1590	1870
1/3 PAGE	1090	1130	1210	1370	1610
1/4 PAGE	880	950	1020	1160	1360
1/5 PAGE	720	770	830	940	1100
1/6 PAGE	590	640	680	770	910
1/10 PAGE	380	410	440	500	590
1"	60	64	69	78	92

*The Footer is a color ad placed at the foot of either Page 3 or the Journal Focus opening page. No other ads appear on these pages.

SPECIAL POSITIONS

Regular Rates plus 15%. On space available only. No bleed positions available.

DIGITAL ADVERTISING SPECS

All advertising should be provided in a digital format. The preferred format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format (version 4.0 PDF 1.3 compatible). All fonts and images must be embedded. If possible, use the **PDFX1a specification** to prepare your file. All images embedded in files must be a minimum of **240 ppi** (pixels per inch) or **240 dpi** (dots per inch). Color images must be **CMYK**. Files containing RGB or LAB images will not be accepted.

Color lasers or low quality ink jet prints are not acceptable for color guidance. Advertisements supplied to Grand Rapids Business Journal without an acceptable color proof will be printed to SWOP standards. The printer and/or publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

Send digital files via email (production@geminipub.com), or ship a CDR upon or DVD to the address on the rear of the rate card. Include the advertiser name, publication name (Grand Rapids Business Journal), the date of publication, and the name of your sales representative in the body of your email or letter.

DEADLINES

Closing date for space reservations and materials that require production work by Publisher: Wednesday 5pm, 9 working days prior to issue cover date.

Closing date for print-ready materials and art: Monday 5pm, 6 working days prior to issue cover date.

Cancellations are not accepted after closing date stated above. Publisher reserves the right to repeat latest advertisement, or to charge for the space reserved when no acceptable copy is received by closing date. No liability is assumed as to any instructions received after closing date.

CIRCULATION INFORMATION

Total Print Run	*6,000
Total Weekly Readership	*21,600
Single Copy Price	\$2.00
Subscription rates	One Year = \$59.00
	Two Years = \$79.00
	Three Years = \$99.00

*Circulation figures Subject to Audit.

The **GRAND RAPIDS BUSINESS JOURNAL** is published and mailed weekly — every Monday except holidays — throughout the metropolitan Grand Rapids area, including Kent, Ottawa, and Muskegon Counties. Also on selected area newsstands.

MECHANICAL REQUIREMENTS

Page dimensions. Page trim size is 11 3/8" wide x 17 1/4" high. Live matter area is 10 1/4" wide x 16 1/4" high. Five column format. Column width is 1.9". Inside and outside margin are 5/8".

ADVERTISING UNIT REQUIREMENTS

Minimum depth in inches must be equal to or greater than the number of columns used (footer excluded). Bleed pages are not available. Odd size ads less than full column height must allow at least 3" at top for publication use.



PAGE SIZE UNIT	COLUMN WIDTH	COLUMN HEIGHT	COLUMN INCH TOTAL
1. Two-Page Spread	21.625"	16.125"	160"
2. Full Page	10.25"	16.125"	80"
3. 1/2 Page Spread	21.625"	7.3"	80"
4. 3/5 Page	6.07"	14.8"	48"
5. Junior Page (Island 1/2)	8.16"	11"	44"
6. 1/2 Page	10.25"	7.3"	40"
7. 1/3 Page	6.07"	7.3"	24"
8. 1/4 Page	5.03"	7.3"	20"
9. 1/5 Page	4"	7.3"	16"
10. 1/6 Page	6.07"	3.55"	12"
11. 1/10 Page	4"	3.55"	8"
12. Footer	10.25"	2"	
13. 1 Column Inch	1.9"	1"	1"

PUBLISHING OFFICES: 549 OTTAWA AVENUE NW, GRAND RAPIDS, MI 49503-1444

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