

THE #1 RESOURCE DIRECTORY FOR BUSINESS EXECUTIVES, SALES AND MARKETING PROFESSIONALS

Book of Lists

- Position your company as a leader.
- Resource for your products and services.
- Reach customers, suppliers, the marketplace.
- Multiple exposures to present and prospective customers.



ADVERTISING RATES

	Black/White	Color
Cover 2	N/A	\$4,300
Cover 3	N/A	\$3,950
Cover 4	N/A	\$4,700
Full-page*	\$3,120	\$3,750
Half-page	\$2,190	\$2,700
Quarter-page	\$1,750	\$2,120

*Full-page rate is for far-forward or guaranteed placement adjacent a list. Subtract 15% if you desire an ROP full-page ad. Quarter-page and half-page ads are ROP. Discounts up to 20% available to frequency advertisers of the Grand Rapids Business Journal.

SECTION SPONSOR

Two-page spread with full-page color ad adjacent to contents page and company logo placed on the contents page as sponsor. \$4,800.

Sales Deadline:	11/03/06	Ad Sizes:	
Print-ready Materials Deadline:	11/10/06	Full-page with bleed	11.25" x 14.5"
Cancellation Deadline:	10/01/06	(Live matter area - 10" x 12.875")	
Publication Date:	12/30/06	Full-page	10" x 12.875"
Circulation:	6,000	1/2 page H	10" x 6.375"
Format: Tabloid, perfect bound, glossy (finished dimension size 11"x14.5")		1/4 page H	4.875" x 6.375"