

Advertising Information

Circulation: 12,000 (mailed and newsstand).

Publication: Published Monthly.

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: Rates available upon request.

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

Requirements: Adobe Acrobat PDF (with font and images embedded) files ONLY. Please E-mail PDFs to: graphics@businesswest.com or burn files to Macintosh compatible CD-Rom. Please include name of advertiser and month of insertion in subject line of E-mail and in name of actual electronic ad file. For ad design requests, please E-mail graphics/images as Grayscale or CMYK, TIFF or EPS format at 100lpi, 200dpi minimum. Contact the production or sales department for further details.

Mechanical Specifications:

Page size: 11 in. x 15 in.

Image size: 10³/₈ in. x 14 in.

Printing: Web offset column width: 2³/₈ in.

Display Rates (Net)

SIZE	13X	8X	6X	1X
Full Page	\$1170	\$1489	\$1809	\$2127
3/4 Page	1023	1303	1582	1862
Junior Page	878	1119	1355	1597
1/2 Page	659	838	1018	1198
1/4 Page	431	550	666	784
1/8 Page	293	373	451	531
Discount off open rate:	45%	30%	15%	

Premium Page Rates (Net)

POSITION	13X	8X	6X	1X
Inside Front	\$1428	\$1817	\$2207	\$2597
Inside Back	\$1344	\$1711	\$2080	\$2445
Outside Back*	\$1519	\$1933	\$2346	\$2761

*Four color required for all Outside Back advertisements.

Advertising Unit Dimensions

PAGE UNIT	WIDTH	HEIGHT
Full Page	10.2 in.	14 in.
3/4 Page Vertical	7.5 in.	13.5 in.
Junior Page	7.5 in.	10 in.
1/2 Page Horizontal	10.2 in.	6.625 in.
1/2 Page Vertical	5 in.	13.5 in.
1/4 Page Horizontal	10.2 in.	3.25 in.
1/4 Page Vertical	5 in.	6.625 in.
1/8 Page Horizontal	5 in.	3.25 in.
1/8 Page Vertical	2.375 in.	6.625 in.