

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	12X	8X	6X	1X
Full Page	\$1103	\$1404	\$1705	\$2005
3/4 Page	964	1228	1491	1755
Junior Page	827	1054	1278	1505
1/2 Page	621	790	959	1129
1/4 Page	406	518	628	739
1/8 Page	276	351	425	501
Discount off open rate:	45%	30%	15%	

Premium Page Rates (Net)

POSITION	12X	8X	6X	1X
Inside Front	\$1346	\$1713	\$2081	\$2448
Inside Back	\$1267	\$1613	\$1960	\$2305
Outside Back*	\$1432	\$1822	\$2212	\$2603

*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.