

# Display Advertising Rates



## EXECUTIVE SUMMARY

### To fulfill business, financial and consumer information needs in central Illinois.

SPRINGFIELD BUSINESS JOURNAL is a monthly business-to-business publication serving central Illinois. The primary market includes Springfield, Jacksonville and surrounding areas. The tabloid-sized newspaper is locally owned and published by SPRINGFIELD PUBLISHERS, INC.

The publication contains locally breaking business news, editorial commentary, and offers readers local features in the following areas: *The Rookery* (news briefs); *After Hours/Personality Profiles* (interviews of local business people); *Business Lunch* (local restaurant review); *Monthly Drive* (vehicle test-drive); *Giving Back* (business contributions to charitable organizations); *Employee Wellness* (business health programs); *Going Green* (business environmental issues); *City Codes* (business safety); *Business Briefs/Fast Tracks* (individuals and businesses receiving promotions, awards and recognition); Listings of *New Businesses*, *Legal Filings*, *Golf Outings*, *Womens Calendar* and *Regular Meetings*.

The publication also includes nationally syndicated writers: Bruce Williams, *Smart Money* (financial planning and investments); Bob Rosner, *Workplace 911* (personnel); and Reid Goldsborough, *Personal Computing* (technology).

SPRINGFIELD BUSINESS JOURNAL is designed to fill the information needs of the business person and consumer alike. Edited for the reader, the tabloid format allows for attractive display of both news and advertising messages.

## ADMINISTRATION

Website: [www.springfieldbusinessjournal.com](http://www.springfieldbusinessjournal.com)

Email: [info@springfieldbusinessjournal.com](mailto:info@springfieldbusinessjournal.com)

Facebook: [www.facebook.com/sbjmonthly](http://www.facebook.com/sbjmonthly)

Twitter: [www.twitter.com/sbjmonthly](http://www.twitter.com/sbjmonthly)

Telephone • Fax  
217.726.6600 • 217.726.8300

Address  
P.O. Box 9798, Springfield IL 62791  
1118 W. Laurel Street, Springfield IL 62704

Brant W. Mackey, publisher and editor  
[brant@springfieldbusinessjournal.com](mailto:brant@springfieldbusinessjournal.com)

John Schilsky, business manager  
[john@springfieldbusinessjournal.com](mailto:john@springfieldbusinessjournal.com)

Josh Britton, advertising director  
[josh@springfieldbusinessjournal.com](mailto:josh@springfieldbusinessjournal.com)

Shawn M. Berry, office manager & photographer  
[shawn@springfieldbusinessjournal.com](mailto:shawn@springfieldbusinessjournal.com)

Springfield Publishers Inc., Board of Directors  
Brant Mackey, John Schilsky

## RATES

DISPLAY RATES: size & frequency	12X	6X	3X	1X
Center Spread	1200	1400	1600	1750
Full Page	795	950	1100	1200
1/2 Island	595	775	850	900
1/2	475	625	675	750
1/4	350	400	450	500
1/8	225	275	325	
1/16	125	160		

Advertising rates are based on camera ready copy. SPRINGFIELD BUSINESS JOURNAL can assist with your marketing plan in creating, designing and typesetting advertisements. Standard hourly production charges of \$75 per hour apply. Photography is available as well for an additional charge of \$40 per picture (discounts available for multiple pictures). Discounts are available for pre-payment: 5% for 3X or 6X; 10% for 12X. Anchored or specific placements and/or coupons can be accommodated for an additional 20%.

### COLOR:

One Color.....\$75  
Four-Color Process.....\$175

### COVERS:

Covers are printed on a four-color gloss sheet format  
Back Cover.....\$1700  
Inside Front Cover.....\$1500  
Inside Back Cover.....\$1200

### INSERTS:

SPRINGFIELD BUSINESS JOURNAL can place inserts provided by the advertiser into any issue with one week advance notice of the deadline. A postcard size is \$400 and anything larger, up to an 8-1/2 x 11, is \$500. Multiple page inserts are also available with prices quoted on an individual basis due to weight and mailing restrictions.

### ADVERTORIALS:

Full Page.....\$1750  
Four Page.....\$3000  
Eight Page.....\$4000

### NOT-FOR-PROFITS:

501(c)3 health and human service organizations with a budget under \$10M or for business sponsorships only  
1/4 Page.....\$300  
1/2 Page.....\$495  
Full Page.....\$650

## SPECIFICATIONS

### DIMENSIONS:

Width x Height (inches)

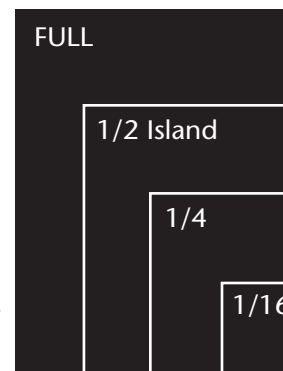
#### Square Sizes

Full Page.....10-1/8" x 14"  
(10.125 x 14)

1/2 Island.....7-9/16" x 10-7/16"  
(7.56 x 10.44)

1/4.....5" x 6-15/16"  
(5 x 6.94)

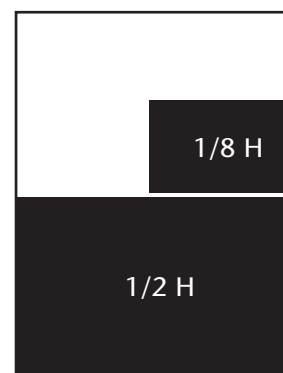
1/16.....2-7/16" x 3-3/8"  
(2.44 x 3.375)



#### Horizontal Sizes

1/2 H.....10-1/8" x 6-15/16"  
(10.125 x 6.94)

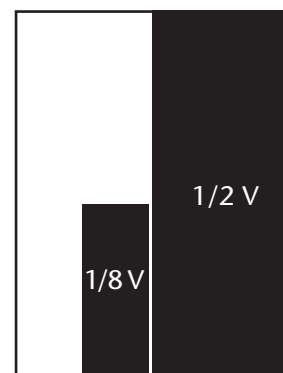
1/8 H.....5" x 3-3/8"  
(5 x 3.375)



#### Vertical Sizes

1/2 V.....5" x 14"  
(5 x 14)

1/8 V.....2-7/16" x 6-15/16"  
(2.44 x 6.94)



## PRODUCTION

Ads should be submitted as PDF, EPS, JPG or TIFF files at a 85 line screen. Please include all images and fonts used in the advertisement. Color and Grayscale images should be at 200 dpi and Line Art should be at 600 dpi. Please use PostScript (Type1) fonts and not TrueType fonts. We can accept advertisements on 100MB Zip, CD or they can be emailed to [info@springfieldbusinessjournal.com](mailto:info@springfieldbusinessjournal.com). Ads submitted in QuarkXPress will require an additional cost. For more information, email [info@springfieldbusinessjournal.com](mailto:info@springfieldbusinessjournal.com) or call: 217-726-6600.

## DISTRIBUTION

The Business Journal is sold at an annual mail subscription rate of \$29.95, with corporate rates available. The total press run is approximately 6,000 copies. SPRINGFIELD BUSINESS JOURNAL is mailed directly to businesses in Springfield, Jacksonville and surrounding areas. It is also available at over a dozen newsstands throughout Springfield. Readership is 24,000. Subscriptions are available by calling 217-726-6600, by email at [info@springfieldbusinessjournal.com](mailto:info@springfieldbusinessjournal.com) or visiting the website at [www.springfieldbusinessjournal.com](http://www.springfieldbusinessjournal.com)

## EDITORIAL CALENDAR

Month	Deadline	Special Bonus Sections
January	Dec. 20	"Best Places to Work" Architecture & Engineering
February	Jan. 18	New Construction & Commercial Development
March	Feb. 14	Residential Real Estate & Home Builders
April	Mar. 21	Education Golf
May	Apr. 18	"Women of Influence" Marketing & Media
June	May 23	The Corporate Review Economic Outlook
July	June 20	"Forty Under 40" Professional Services
August	July 18	Healthcare Employee Benefits
September	Aug. 22	"15 Under Fifteen" Meeting Planning Associations
October	Sept. 21	Not-For-Profits Automotive Guide
November	Oct. 26	BOOK OF LISTS*
December	Nov. 23	Banking & Accounting

\*Note: Refer to complete editorial calendar for individual lists to appear in each issue.

