

BusinessNorth®

The Region's Source for Business News

Delivering business news and customers since 1992



- Our coverage of nearly three dozen industry sectors gives you a regional perspective on local news — and explains how national and international issues affect your business and investment decisions.
- Our annual Directory of Business and Industry gives you a fact-filled reference guide that will work for you all year.
- In addition to display advertising and our Business Services Guide, we offer advertising on our website and e-newsletter.

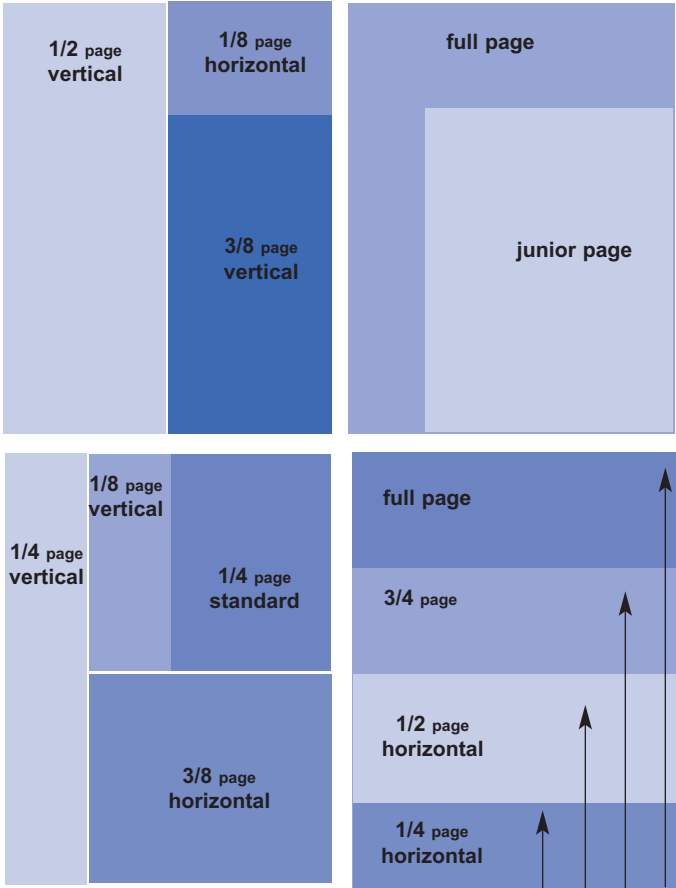
Display Ad Size & Specs

Ad sizes	Wide	High
Double page	21.0"	15.75"
Jr. double	15.9"	11.5"
Full page	10.0"	15.75"
3/4 page	10.0"	11.5"
Jr. page	7.45"	11.5"
1/2 vertical	4.9"	15.75"
1/2 horizontal	10.0"	7.75"
3/8 vertical	4.9"	11.5"
3/8 horizontal	7.45"	7.75"
1/4 vertical	2.4"	15.75"
1/4 horizontal	10.0"	3.8"
1/4 standard	4.9"	7.75"
1/8 vertical	2.4"	7.75"
1/8 horizontal	4.9"	3.8"

- Format:**
- Design for newspaper.
- Submitting ads:**
- E-mail ad copy to ads@businessnorth.com.
 - PDF files are preferred.
 - Images should be 200-300 dpi.
 - Send line art at 600 dpi.
 - Color images/scans must be in CMYK format.
 - Always use plain black rather than 4-color black in black lettering.
 - Fine white lettering against color background should be avoided.

Graphic Design services are available and are billed at \$60/hour.

BusinessNorth is not responsible for ads submitted that do not meet these guidelines.



Ad sizes listed above apply to our regular monthly editions. Sizes in the annual Directory of Business and Industry may vary.

Display Ad Rates

Black & White rates

Rates for each ad in our regular print editions. The more insertions in a year, the more you save on the cost of each ad. **Add a 15 percent premium for an ad in the Directory of Business and Industry.**

	1X	3X	6X	9X	11X
Full	\$1,950	\$1,365	\$1,090	\$1,040	\$940
3/4	1,550	1,100	890	850	770
Junior	1,275	900	725	690	625
1/2	1,020	725	585	555	425
3/8	780	550	445	425	385
1/4	535	375	300	290	265
1/8	280	195	160	150	140

Advertisers must keep their account current to qualify for discounted rates.

Web advertising Weekly e-newsletter

Put your advertising dollars to work online. Our website, businessnorth.com, reaches thousands of business people in the region each month.

Side panel:

220 x 220 pixels (72 dpi, RGB format)

3x minimum:

\$125 per month

Banner:

525 x 125 pixels - Talk to your advertising representative about rates.

Banner ad on our e-newsletter:

525 x 125 pixels

With 3X print ad contract: \$75/month

Without print ad contract: \$100/month

Side panel ad on our e-newsletter:

100 x 100 pixels - \$50 per month

BusinessNorth's website tracks ad views click through rates. See your advertising representative for details.

Discounts are available to print contract advertisers.

Online, E-newsletter and Business Services Guide ads are billed at the total cost of the contract, the first full month the contract begins.

Enhancements

Color:

1/8 to 3/8 page = \$100

1/2 to full page = \$150

Position guarantee fee:

Back cover: 20%

Other placements: 10%

Business Services Guide/Card

Business

Services Guide:

Company name, 15 words of copy, phone, fax, web address and e-mail address

6-month contract:

\$30 per month*

six-month minimum

Total: \$180

11-month contract:

\$25 per month*

11-month minimum

Total: \$275

*** ADD A QR CODE TO**

YOUR BSG LISTING FOR

\$20 MORE EACH MONTH!

Business Card:

3 X 2 display ads - color included. \$95/month for 6-months; \$85/month for 11-month contracts.

Editorial Calendar

January - Annual Directory of Business and Industry

February - Paper, Wood Products; Transportation; Technology

March - Healthcare; Employee Benefits/Workforce Issues; Meetings and Conventions

April - Public Relations/Advertising; Doing Business in Cloquet/Duluth/Hermantown/Superior

May - Construction/Design/Landscaping; Commercial/Residential Real Estate

June - Banking/Financial Services; Tourism/Summer Recreation; Golf

July - Doing Business on the Iron Range; Doing Business on Wisconsin's South Shore

August - Education and Training; Sustainable, Community and Economic Development

September - Accounting; Law; Insurance; Foundations/Nonprofit Organizations

October - Doing Business in Northwestern Wisconsin; Healthcare

Nov/Dec - Technology; Publishing and Printing; Holiday Gift Guide; Tourism/ Winter Recreation