

Iowa City Home Builders Association Newsletter Rates

Rates effective Oct. 1, 2013

6x and 12x advertising agreements include a 1-year subscription to the CBJ.



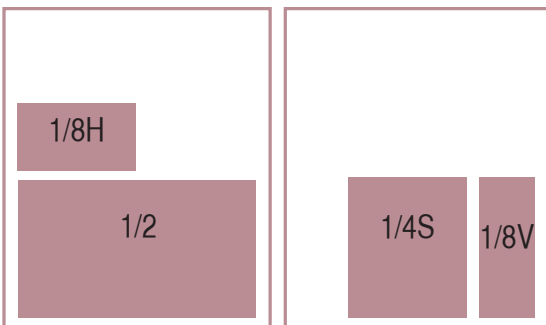
Black & White	1x	6x	12x
1/8-page H	\$198.00	\$158.40	\$138.60
1/8-page V	\$198.00	\$158.40	\$138.60
1/4-page S	\$386.00	\$308.80	\$270.20
1/2-page H	\$783.00	\$626.40	\$548.10

One Color (black + one)	1x	6x	12x
1/8-page H	\$282.00	\$225.60	\$197.40
1/8-page V	\$282.00	\$225.60	\$197.40
1/4-page S	\$470.00	\$376.00	\$329.00
1/2-page H	\$867.00	\$693.60	\$606.90

Full Color	1x	6x	12x
1/8-page H	\$366.00	\$292.80	\$256.20
1/8-page V	\$366.00	\$292.80	\$256.20
1/4-page S	\$554.00	\$443.20	\$387.80
1/2-page H	\$951.00	\$760.80	\$665.70

Rates per insertion No other discounts apply

Mechanicals:	Width	Height
1/8 Page H	5.062"	2.875"
1/8 Page V	2.4"	6.0"
1/4 Page S	5.062"	6.0"
1/2 Page H	10.375"	6.0"



DISTRIBUTION

Corridor Business Journal subscribers & Greater Iowa City Area HBA members the last Monday of each month

PUBLICATION DATES -

Oct. 28, 2013	Apr. 28, 2014
Nov. 25, 2013	May 26, 2014
Dec. 30, 2013	NO ISSUE IN JUNE
Jan. 27, 2014	July 28, 2014
Feb. 24, 2014	Aug. 25, 2014
Mar. 31, 2014	Sept. 29, 2014

ADVERTISING DEADLINES

Ad copy/materials deadline:

Friday at noon, ten days prior to publication date.

Camera ready/electronic file deadline:

Monday at 5 pm, seven days prior to publication date.

PRODUCTION SPECS

All ads must match: ad size specifications listed under mechanicals.

Resolution: images should be at least 200 dpi placed at 100% in the file.

Digital Files: A high-resolution 300 dpi, pdf file is preferred with fonts outlined.

Sending Digital Files: Please email all digital files to cbj.creativedesign@gmail.com.

Color: All color ads should be 4-color process (CMYK). No spot colors.

GENERAL INFORMATION

Unfulfilled Contracts: Unfulfilled contracts, or contracts cancelled by advertiser prior to completion will be short-rated at the highest applicable earned rate on current rate card in effect.

Order Errors: Oral agreements will not be binding on the publisher. Orders containing incorrect rate or conditions will be inserted and charged for in compliance with rates and conditions shown in this rate information. Such errors will be considered clerical only.

Liability for Payment: Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the publisher.

Retention of Materials: Materials will be retained up to one year following use unless return is requested.

Publisher Approval: All advertising must be approved by the publisher. Publisher may require the word "advertisement" to appear in any advertisement. Advertiser and his/her agency will indemnify, defend and hold harmless the publisher from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

Publisher Liability: The liability of the publisher for any error or omission or delay for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement.