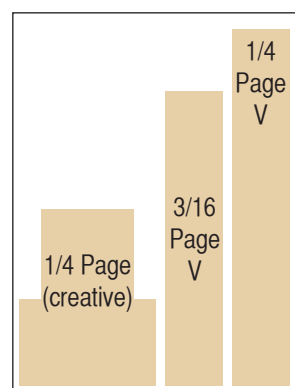
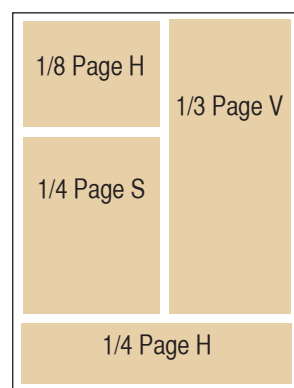
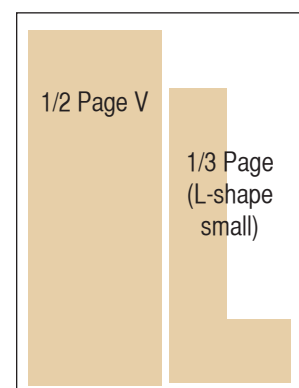
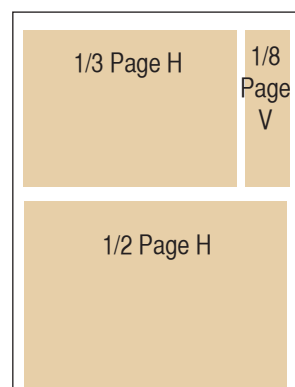
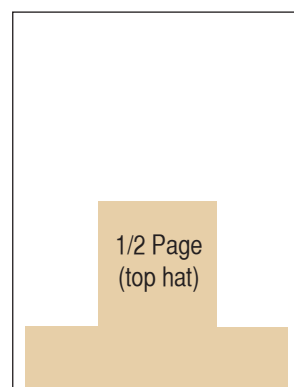
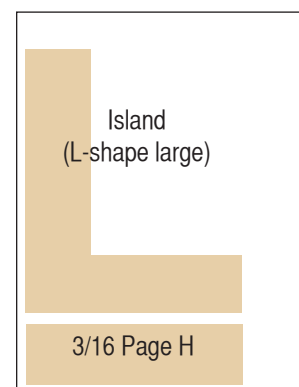
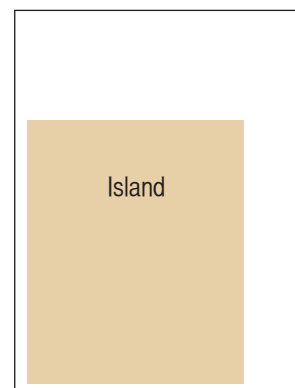
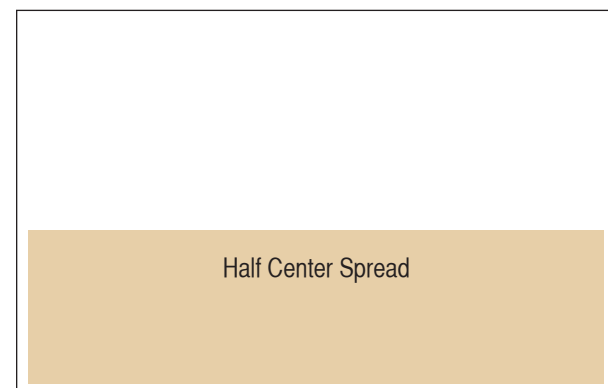
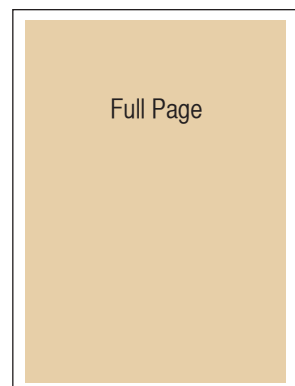
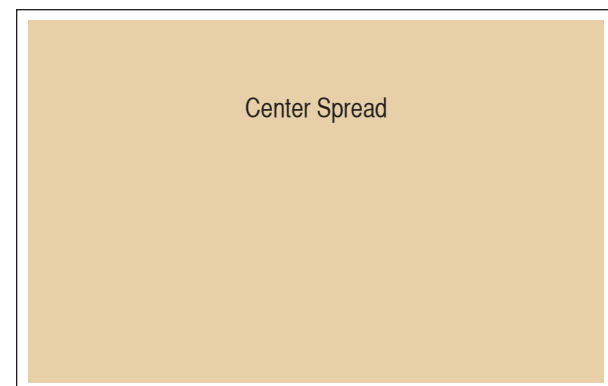


### SPECIFICATIONS



### PRODUCTION SPECS

**ALL ADS MUST MATCH AD SIZE:** specifications listed under mechanicals.  
**RESOLUTION:** Newspaper images should be at least 300 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](mailto:cbj.creativedesign@gmail.com).  
**COLOR:** Newspaper ads with more than one color must be made from 4-color process (CMYK).  
**PROOF:** Must be provided with all ads.

### GENERAL INFORMATION

**FREQUENCY DISCOUNTS:** Advertising must be inserted within one year of first insertion to earn frequency discounts. To qualify for a 52-time rate, insertion must run 52 consecutive issues. Frequency discounts will be given in advance only on contracts specifying units of space.  
**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.  
**COMMISSION AND DISCOUNT:** A 15% commission will be allowed for recognized agencies on display advertising 1/8 page or larger. Commissions will be allowed on all charges for space, color and position premiums. No commissions will be allowed on charges 60 days past due.  
**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.

Rates are subject to change quarterly.

### DISPLAY RATES

BLACK AND WHITE	1X - 3X	4X - 6X	7X - 12X	13X - 19X	20X - 25X	26X - 38X	39X - 52X
Center Spread	\$3,819	\$2,291	\$2,100	\$1,910	\$1,719	\$1,528	\$1,337
Half Center Spread	3,230	1,938	1,777	1,615	1,454	1,292	1,131
Back Cover	2,689	1,613	1,479	1,345	1,210	1,076	941
Full Page	2,150	1,290	1,183	1,075	968	860	910
Island (L-shape large)	1,727	1,199	1,113	1,027	941	854	846
Island	1,305	1,109	1,044	979	914	848	783
1/2 Page (Top Hat)	1,243	1,056	994	932	870	808	764
1/2 Page	1,181	1,004	945	886	827	768	746
1/3 Page (L-shape small)	1,041	890	832	777	736	695	625
1/3 Page	902	777	720	668	645	622	542
1/4 Page (creative ad unit)	756	652	603	563	540	521	455
1/4 Page	611	528	487	458	435	421	368
3/16 Page	466	401	382	348	333	321	279
1/8 Page	315	272	257	239	227	217	189

GROSS RATE RATES ARE PER INSERTION

MECHANICALS	WIDTH	HEIGHT
Center Spread	21.75"	12.5"
Half Center Spread	21.75"	6"
Back & Full Page	10.375"	12.5"
Island (L-shape large)	7.72"	9.138"
Island	7.72"	9.138"
1/2 Page (top hat)	10.375"	6"
1/2 Page H	10.375"	6"
1/2 Page V	5.062"	12.25"
1/3 Page (L-shape small)	5.062"	9.138"
1/3 Page V	5.062"	9.138"
1/3 Page H"	7.72"	6"
1/4 Page (Creative ad Unit)	5.062"	6"
1/4 Page S	5.062"	6"
1/4 Page H	10.375"	2.875"
1/4 Page V	2.4"	12.25"
3/16 Page H	7.72"	2.875"
3/16 Page V	2.4"	9.138"
1/8 Page H	5.062"	2.875"
1/8 Page V	2.4"	6"

### DISCOUNTS

**15% AGENCY DISCOUNT** (10% for providing camera-ready ad plus 5% for placement. If agency does not provide ad camera-ready the discount is 5% for placement only.)  
**15% NON-PROFIT DISCOUNT**  
**10% CAMERA-READY DISCOUNT**  
**25% PICK-UP DISCOUNT** on additional ads run within the same focus issue. Copy may change. No other discounts apply to pick-up ad.

### COLOR (each ad per frequency)

**Two-Color (black plus one)** \$100  
**Full Color (CMYK)** \$175

### 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.

### ADVERTISING CANCELLATIONS

Ads cancelled after deadline are charged 25% of the space investment.



### FIRST TIME ADVERTISER PROGRAM\*

You pay for the first 4 ads and the last 2 ads are FREE

BLACK AND WHITE	
Center Spread	\$2,291
Half Center Spread	1,938
Back Cover	1,613
Full Page	1,290
Island (L-shape large)	1,199
Island	1,109
1/2 Page H (Top Hat)	1,056
1/2 Page	1,004
1/3 Page V (L-shape small)	890
1/3 Page	777
1/4 Page S (creative ad unit)	652
1/4 Page	528
3/16 Page	401
1/8 Page	272

GROSS RATE

\*Advertiser has not run within the last 13-months  
\*Ads must run within a 3 month period.

#### DISCOUNTS

**15% AGENCY DISCOUNT** (10% for providing camera-ready ad plus 5% for placement. If agency does not provide ad camera-ready the discount is 5% for placement only.)

**15% NON-PROFIT DISCOUNT**

**10% CAMERA-READY DISCOUNT**

**25% PICK-UP DISCOUNT** on additional ads run within the same focus issue. Copy may change. No other discounts apply to pick-up ad.

**COLOR** (each ad per frequency)

First Ad is **FREE FULL COLOR**

Two-Color (black plus one) **\$100**

Full Color (CMYK) **\$175**

### FRONT PAGE LABELS

PER LABEL	1X - 3X	4X - 6X	7X - 12X	13+
	\$845	\$775	\$705	\$635

MECHANICALS	WIDTH	HEIGHT
	3"	3"
White semi-gloss or plain yellow bond		
1-4 PMS colors (process color not available)		

#### DEADLINE

15 business days prior to publication

\*Limit one per focus issue



### PRINT & DELIVER

The CBJ provides design, printing, shipping and distribution of single sheet and 4-page inserts into the CBJ.

Contact your media consultant for details and a custom quote.

### INSERTS

FOR INSERTING	1X - 3X	4X - 6X	7X - 12X	13+
Single Sheet	\$230	\$205	\$195	\$160
4-8 Pages	265	260	225	205
12-16 Pages	445	415	375	325
20-24 Pages	625	570	525	445
28+ Pages	805	725	675	565

#### DEADLINE

10 days prior to publication date

#### PRODUCTION REQUIREMENTS

Full run only

Minimum size 4" x 7.25", maximum 11" x 11"

We do not accept brokered space

No indicia on inserts

#### DELIVERY

Inserts must arrive 7 days prior to publication date.

Must arrive Monday - Friday, 8 a.m. - 4 p.m.

Inserts arriving late or damaged may be subject to additional charges.

#### SHIPPING ADDRESS

Woodward Printing

11 Means Drive

Platteville, WI 53818

Phone: 800-348-5515

### REAL ESTATE

REAL ESTATE (RESIDENTIAL & COMMERCIAL)	1 WEEK	2 WEEKS	3 WEEKS	4 WEEKS
1 Block V (1.9"w x 3.7"h)	\$32	\$60	\$86	\$96
1 Block H (4.0"w x 1.75"h)	32	60	86	96
2 Blocks S (4.0"w x 3.72"h)	52	98	140	156
3 Blocks V (4.0"w x 5.7"h)	72	136	194	216
3 Blocks H (6.125"w x 3.72"h)	72	136	194	216

NO DISCOUNTS

**COLOR** (each ad per frequency)

Two-color (black plus one) **\$20**

Full color (CMYK) **\$45**

#### PRODUCTION REQUIREMENTS

All photo's & copy provided by real estate firm or agent

No open houses (encourage including website to direct to open house listings)

No late ads

#### CHANGES ALLOWED

Pricing change

If property sells copy can be replaced if within deadline. Otherwise a SOLD banner will be placed across the ad

#### DEADLINES

**AD COPY/MATERIALS:** Friday at noon 10 days prior to publication date

**CAMERA-READY:** Monday at 5 p.m. 7 days prior to publication date

#### AD SPECS

A high-resolution 300 dpi pdf file is preferred with fonts outlined.

**EMAIL FILES TO:** cbj.creativedesign@gmail.com and carbon copy  
CBJ media consultant

### EMPLOYMENT

Employment	1 week	2 weeks	3 weeks	4 weeks
1 Block V (1.9"w x 3.7"h)	\$120	\$228	\$324	\$360
1 Block H (4.0"w x 1.75"h)	120	228	324	360
2 Blocks S (4.0"w x 3.72"h)	216	410	583	648
3 Blocks V (4.0"w x 5.7"h)	270	513	729	810
3 Blocks H (6.125"w x 3.72"h)	270	513	729	810

NO DISCOUNTS

**COLOR** (each ad per frequency)

Two-color (black plus one) **\$30**

Full color (CMYK) **\$50**

#### DEADLINES

**AD COPY/MATERIALS:** Friday at noon 10 days prior to publication date

**CAMERA-READY:** Monday at 5 p.m. 7 days prior to publication date

#### AD SPECS

A high-resolution 300 dpi pdf file is preferred with fonts outlined.

**EMAIL FILES TO:** cbj.creativedesign@gmail.com and carbon copy  
CBJ media consultant

