

# Who reads CBJ Quarterly?

The *CBJ Quarterly* magazine will deliver a mix of the kind of content readers already expect from *Corridor Business Journal* publications, and much more. Features that have been in annual or biannual publications — such as *Entrepreneur 101* and *CorridorLiving* — will now be available on a quarterly basis. This will be augmented with short items on culture, dining, automobiles and more, as well as longer-form journalism that takes advantage of the size and format of a magazine to offer deeper, more substantive reporting with rich photography.

For six years, the *Corridor Business Journal* has provided readers a weekly dose of the best business news in the Corridor.

In 2010, the *CBJ's* revamped Daily News Update e-mail began keeping an increasing number of the Corridor's leaders up to date about events and happenings on a daily basis. Now, the same team behind those two must-reads will bring you the *CBJ Quarterly*.



**PRINT QUANTITY:** 6,000

## DISTRIBUTION STRATEGY

### Reach Young Affluents Under 40

Income: \$160,000+

Home Value: \$300,000+

### Reach Most Affluent Profile Over 40

Income: \$200,000+

Home Value: \$350,000+

Corridor Business Journal subscribers

## Publication Date

Feb. 21

May 2

Aug. 8

Nov. 14

## Ad Space Deadline

Jan. 3

Mar. 14

Jun. 20

Sept. 26

## Ad Deadline

Jan. 7

Mar. 18

Jun. 24

Sept. 30

# 2011 Rates

Ad Size	1-2x	3x	4x
Inside Covers	\$2,750	\$2,475	\$2,337
Back Cover**	3,000	2,700	2,550
Page 1-3	2,500	2,250	2,125
Page across from Table of Contents	2,400	2,160	2,040
Pages 6-7	2,300	2,070	1,955
Page across from Editors Ltr/column	2,200	1,980	1,870
Page across from Contributors column	2,000	1,800	1,700
Full Page	1,500	1,350	1,275
1/2 Page	875	787	743
1/4 Page	525	472	446

## DISCOUNTS:

15% discount for digital files supplied by a recognized agency (10% for providing camera-ready ad plus 5% for placement = 15% agency discount\*).

**\*If agency does not provide the ad camera-ready then the discount is 5% for placement only.**

15% non-profit discount. No other discounts apply.

10% camera-ready discount.

All ads include full color

## Camera-Ready and Electronic requirements:

If new ad material is not received by deadline, the most current ad will be picked-up. Late ads will not be accepted. A 10% discount applies for all camera-ready ads.

Camera-ready ads must be made to exact size of space reserved. Ads need to be provided for output on a CD or emailed. Digital ads MUST be built in Adobe InDesign, Adobe Illustrator, Adobe Photoshop or the preferred high-resolution 300 dpi PDF file. File must be provided in CMYK color space. Any questions regarding electronic requirements for emailed ads should be directed to your *CBJ* media consultant.

Bleed and Live matter requirements: All Bleed ads MUST have an 1/8" bleed on each and every side that bleeds. KEEP live matter a minimum of 1/2" inside the trim size at top, bottom and both sides. High-resolution PDF files should be emailed to [cbj.creative@cbj.com](mailto:cbj.creative@cbj.com) and copied to your *CBJ* media consultant.

\* A \$300 fee will be assessed for early termination of contract.

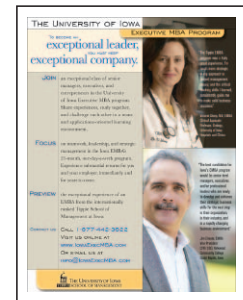
\*\* Includes single sheet insert



FULL PAGE BLEED

Trim: 8.125" w x 10.625" h

Add .125" for bleed  
Keep live matter .5"  
inside the trim size

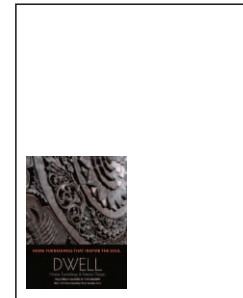


FULL PAGE NON-BLEED

7.187" w x 9.875" h



1/2 PAGE HORIZONTAL  
7.2" w x 4.625" h



1/4 PAGE SQUARE  
3.5" w x 4.625" h

## FOR MORE INFORMATION, CONTACT

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