

Iowa City Home Builders Association Builders News Newsletter Rates

Rates effective Jan. 1, 2016

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



DISTRIBUTION

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

Black & White	1x	6x	12x
1/8-page H	\$185	\$165	\$155
1/8-page V	\$185	\$165	\$155
1/4-page S	\$360	\$310	290
1/2-page H	\$690	\$590	\$555

Full Color	1x	6x	12x
1/8-page H	\$275	\$255	\$245
1/8-page V	\$275	\$255	\$245
1/4-page S	\$450	\$400	\$380
1/2-page H	\$780	\$680	\$645

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"



PUBLICATION DATES

Jan. 25, 2016	May 23, 2016	Sept. 26, 2016
Feb. 22, 2016	June 27, 2016	Oct. 24, 2016
March 28, 2016	July 25, 2016	Nov. 28, 2016
April 25, 2016	No Aug. Newsletter	Dec. 19, 2016

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: Email all digital files to cbj.creative@design@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.