

Here is the advertising vehicle
you've been looking for...

Omaha **BOOK of LISTS** 2006

The Book of Lists is a compilation of the
area's top firms in key categories as printed
in the Midlands Business Journal

A Powerful Local Business Reference

- Includes over 50 Top 25 Lists
- Demographic statistics
- Enhances existing data
- Market facts
- Single, comprehensive source for
local information

Valuable Information

- Sales departments – finding new business
- Supplements job searches
- Assists fundraising
- Contact information
- Many more worthwhile uses

Positive Advertising Investment

- Popular resource guide, sent to all
MBJ subscribers
- Multiple readership in subscriber's office
- Long shelf life, usually kept for one
year or longer
- Premium positions available close to
the list of your choice
- Sold year round

Display Advertising Rates

Premium Position Full Page/4-Color

Inside Front, Page 3, 5, Back Cover.....\$2,750

Full Page/4-Color ads.....\$2,200

Additional Advertising Rates

Full Page/b&w.....\$1,550

Half Page/b&w.....\$950

Third Page/b&w.....\$775

Quarter Page/b&w.....\$550

Spot Color is available on inside pages for \$200 per color.

Category position requests are an additional \$100.

All rates are net.

For space reservations contact:

Midlands Business Journal

1324 S. 119th St.
Omaha, NE 68144
(402) 330-1760

Mechanical Specifications

Image Area: 8.5" wide by 11" high

Display Ad Sizes (width listed first)

Ad Size	Inches
Full Page.....	8.75 x 10.75
Half Page.....	8.75 x 5.25
Third Page.....	8.75 x 3.25
Quarter Page.....	8.75 x 2.5
Quarter Page.....	4.25 x 5.25

Printing Method: Offset

Screens: Inside book: 110 Line screen 220 dpi
Cover: 133/150 LINE

No Bleed

Colors: CMYK or Grayscale Only

Preferred Material: Digital files, .pdf .eps .tiff .psd

Fonts: Embed all fonts

**Please request "Preparing Digital Files"
and/or e-mail instructions prior to deadline.**

**Target the market place with the
2006 Omaha Book of Lists!**