

Covering Business and Government in the Capital City

The Lincoln Business Journal is published bi-monthly on the 1st and 15th of each month, and delivers your message to the people you want to reach

- Interviews with CEOs, government officials and entrepreneurs.
- In-depth coverage of business events and happenings.
- New corporation listings
- Special sections
- Plus Much More!

Deadlines

First Deadline

Space commitment and ads requiring any typesetting or artwork are due the third Tuesday at noon. Camera ready copy is due the third Thursday

Fifteenth Deadline

Space commitment and ads requiring any typesetting or artwork are due the third Tuesday at noon. Camera ready copy is due the first Thursday

Payment must be made at the time ad is submitted or the proof is approved prior to the ad publication date unless credit has been approved.

Display Advertising Rates

Effective January 1, 2006

	Open	6x	12x
Full	575	525	475
2/3	450	410	340
1/2	375	340	300
1/3	275	250	225
1/4	225	200	180
1/6	115	140	120
1/12	85	75	65

- All rates are on a per insertion basis.
- Spot color available at \$100 per color. Full color charge is \$200.
- Art charges are billable to customer at our cost. Two proofs are provided at no charge, additional proofs will be charged at \$10 each.
- Position request are an additional \$100 when granted and only available on ads a quarter page or larger.
- Any ad over 10.5" tall will be charged at the 12.5" rate.
- Inserts accepted.
- **All rates are net.**

Offset Printing, 240 dpi, No Bleed
 CMYK or Greyscale
 Preferred Material: Digital files, PDF, EPS, TIFF, PSD
 Please request e-mail instructions prior to deadline

Mechanical Specifications

Advertising follows 4 Column Tab Format
 Image Area 10 1/4 x 12 1/2

Column Widths

1 Column: 2.5 inches 3 Column: 7 5/8 inches
 2 Column: 5 inches 4 Column: 10.25 inches

Display ad sizes (width listed first)

Ad Size	Inches
Full Page	10.25 x 12.5
Two Thirds Page	10.25 x 8.25
Half Page	10.25 x 6.25 7 5/8 x 8.25 5 x 12.5
One Third Page	10.25 x 4 7 5/8 x 5.25 5 x 8
One Quarter Page	10.25 x 3 7 5/8 x 4 5 x 6 2.5 x 12.5
One Sixth Page	10.25 x 2 7 5/8 x 2.75 5 x 4 2.5 x 8
One Twelfth Page	5 x 2 2.5 x 4