

## Covering Business and Government in the Capital City

The Lincoln Business Journal is published twice a month on the 1st and the 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.
- Special sections
- Plus Much More!

## Deadlines

Space commitment and ads requiring any typesetting or artwork are due the Thursday before the paper goes to press.

Proofs must be corrected and approved by noon on the Friday prior to publication.

No proofs provided for copy received after the above deadlines.

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

## Display Advertising Rates

Effective January 1, 2009

	Open	6x	12x
Full	575	525	475
2/3	450	410	370
1/2	375	340	300
1/3	275	250	225
1/4	225	200	180
1/6	155	140	120
1/12	85	75	65

- All rates are on a per insertion basis.
- Any color usage up to 4-c is billed at 20% of the black and white space rate.
- 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 requests 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 (4-color black no accepted)  
Preferred Material: Digital files, PDF, EPS, TIFF, PSD  
Please request printing instructions prior to deadline. The publication is not responsible for ads sent in the incorrect format.

## Mechanical Specifications

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

### Column Widths

- 1 Column: 2.5 inches
- 2 Column: 5 inches
- 3 Column: 7 5/8 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