

The Midlands Business Journal is a weekly publication that 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
- Decision makers list
- Executive home purchases
- Legal Notices
- Special sections
- Omaha Business Journal Pages
- Plus Much More!

Deadlines

Space commitment and copy deadline is noon on the Thursday the week prior to the Friday publication date. Proofs must be corrected and approved by 10:00 a.m. Monday prior to publication. No proofs provided for copy received after noon on Friday.

Camera-ready copy is due Friday prior to the next Fridays publication date.

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, 2007

	Open	6x	12x	26x	52x	Special Sections
Full	880	790	710	625	540	900
2/3	710	645	590	530	470	735
1/2	540	490	450	395	355	565
1/3	425	380	345	290	255	450
1/4	340	290	260	230	195	375
1/6	230	195	175	145	120	265
1/12	125	110	105	95	85	n/a

- 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