

## PRINT, DIGITAL, AND EVENT CAMPAIGN DISCOUNT

Buy any 2 products and get 15% off total buy;  
Buy any 3 products and get 20% off total buy.

## DISPLAY RATES

Local non-commissionable, black and white advertising rates,  
per insertion. 1x-12x contracts must be used within 6 months.

NON-PROFIT

| Size   | OPEN    | 2-12x   | 13-25x  | 26-38x  | 39-52x  |
|--------|---------|---------|---------|---------|---------|
| Center | \$3,530 | \$3,200 | \$2,505 | \$2,260 | \$2,030 |
| Full   | \$2,075 | \$1,890 | \$1,470 | \$1,320 | \$1,185 |
| 3/4 pg | \$1,605 | \$1,460 | \$1,140 | \$1,025 | \$920   |
| Island | \$1,435 | \$1,295 | \$1,020 | \$915   | \$825   |
| 1/2 pg | \$1,215 | \$1,100 | \$860   | \$770   | \$695   |
| 3/8 pg | \$1,000 | \$910   | \$705   | \$640   | \$570   |
| 1/4 pg | \$655   | \$590   | \$470   | \$415   | \$380   |
| 1/8 pg | \$315   | \$295   | \$235   | \$210   | \$190   |

## COLOR CHARGES

Four Color: \$125 non-commissionable  
Premium Placement: 20% Premium Charge  
All Rates are Quoted in Net Dollars

## DEADLINES

Space reservation 5 p.m., Friday prior to publication. Camera-ready art due, Tuesday 12 noon prior to publication.

## REPRINT SERVICES

Reprints for articles are available for purchase. Options include: PDF only or PDF and framed copy.  
Call 719-634-5905 for more information.

## INSERT RATES

| Size     | 1x      | 4x    | 9x    | 13x   | 26x   |
|----------|---------|-------|-------|-------|-------|
| One pg   | \$580   | \$550 | \$495 | \$440 | \$390 |
| 4-8 pg   | \$680   | \$650 | \$570 | \$515 | \$460 |
| 12-16 pg | \$795   | \$765 | \$675 | \$600 | \$545 |
| 20-24 pg | \$910   | \$880 | \$795 | \$710 | \$655 |
| 28+ pg   | \$1,025 | \$995 | \$910 | \$845 | \$795 |

No bulk rate permit indicia allowed.  
All inserts must be reviewed.  
Other charges may apply.

## SUBMISSION GUIDELINES

The Colorado Springs Business Journal is PC-based.

- We accept:
  - PDF (embed all fonts)
  - EPS (all fonts converted to curves)
- 4-color artwork must be provided as CMYK with an ink limit of 230%

## POLICY

Ads must be supplied in Camera Ready format and adhere to published submission guidelines. Color charges are non-commissionable.

Publisher assumes no responsibility for poor quality artwork or any printed materials furnished by advertiser. Advertising cancelled after reservation deadline will be billed at 50%.

Rates on this card are for run-of-paper position. Guaranteed paid position, if available, will be charged an extra 20% of the cost of the advertisement.

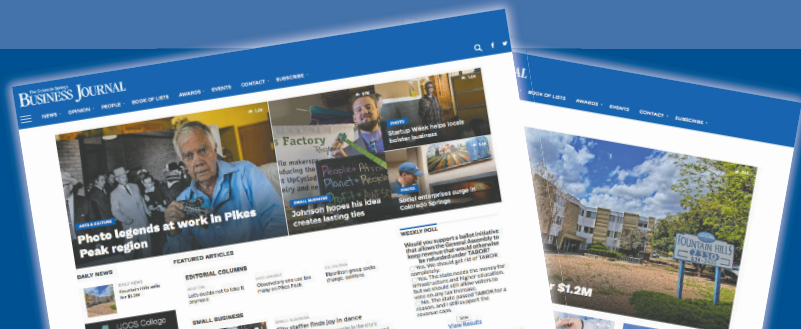
In the event of errors by *The CSBJ* that materially affect the value of the advertisement, *The CSBJ* will reprint the part of the advertisement that was incorrect when notified within one week after publication. *The CSBJ* will be responsible only for the space occupied by the error.

# AD SIZES

Center:..... 20.75" x 13.5"  
 Full:..... 9.75" x 13.5"  
 3/4:..... 7.25" x 13.5"  
 Island:..... 7.25" x 10"  
 1/2V:..... 4.75" x 13.5"  
 1/2H:..... 9.75" x 6.5"  
 3/8V:..... 4.75" x 10"  
 3/8H:..... 7.25" x 6.5"  
 1/4V:..... 4.75" x 6.5"  
 1/4Strip:..... 2.25" x 13.5"  
 1/4Banner:..... 9.75" x 3.25"  
 1/8V:..... 2.25" x 6.5"  
 1/8H:..... 4.75" x 3.25"

# CSBJ

## DIGITAL Advertising Rate Card



### CSBJ Daily Email Blast: 3800 avg. opt-in subscribers, 37% open rate

Stay on top of local business with these editor-selected daily news and Print Edition stories delivered to 3,500+ subscriber's inboxes Monday through Friday. Our email list is 99.98% deliverable and has a 35% average open rate.

### RATES

|                 |                  |                 |                  |
|-----------------|------------------|-----------------|------------------|
| DAILY EMAIL     |                  | NONPROFIT RATE  |                  |
| <b>Per Day:</b> | <b>Per Week:</b> | <b>Per Day:</b> | <b>Per Week:</b> |
| \$150           | \$375            | \$120           | \$300            |

Sizes available:  
 Rectangle (300 x 250 pixels)  
 or Leaderboard (728 x 90 pixels)



### CSBJ.com: 38k Unique monthly visitors, 1:30 avg time on site

CSBJ.com is where Colorado Springs executives go for online business news. CSBJ.com delivers the breaking business news and information on the latest top stories, including politics, banking & finance, health care, law, construction, technology, real estate and more.

### CSBJ.com - RATES & SIZES

Rectangle (300 x 250) pixels or Leaderboard (728 x 90 pixels), Mini-Banner (468 x 60 pixels), or Poll Banner (300 x 50 pixels)\*

|                  |                   |                  |                   |                  |      |                            |
|------------------|-------------------|------------------|-------------------|------------------|------|----------------------------|
| CSBJ.COM         |                   | NONPROFIT RATE   |                   | Mini-Banner      |      | Poll Banner: Print/Digital |
| <b>Per Week:</b> | <b>Per Month:</b> | <b>Per Week:</b> | <b>Per Month:</b> | <b>Per Week:</b> | \$75 | <b>Per Week:</b>           |
| \$225            | \$600             | \$145            | \$450             |                  |      | \$250                      |

\* Poll banner runs Wednesday - Tuesday on a weekly basis online.

### SEO & SEM

Paid Search Display Retargeting, Geo Fencing, Mobile Click to Call, SEO Management. Packages start at \$1,500 monthly.

### Sponsorship Opportunities:

For event sponsorships, please see the CSBJ Sponsorship book for more details.

### CSBJ Digital advertising specifications

| Ad size     | Dimensions | Image Types                       | Max File Size   | Animation                                 |
|-------------|------------|-----------------------------------|---|---|
| Leaderboard | 728 x 90   | GIF/JPG/PNG, Flash, 3rd party tag | GIF/JPG/PNG: 40k<br>Flash: 60k - The button at the top layer of the file should have this code: on (release) { getURL (clickTAG, "_blank"); } | 3 loops or 15 seconds, whichever is less. |
| Rectangle   | 300 x 250  | GIF/JPG/PNG, Flash, 3rd party tag | GIF/JPG/PNG: 40k<br>Flash: 60k - The button at the top layer of the file should have this code: on (release) { getURL (clickTAG, "_blank"); } | 3 loops or 15 seconds, whichever is less. |
| Poll Banner | 300 x 50   | GIF/JPG/PNG, Flash, 3rd Party tag | GIF/JPG/PNG: 40k<br>Flash: 60k - The button at the top layer of the file should have this code: on (release) { getURL (clickTAG, "_blank"); } | 3 loops or 15 seconds, whichever is less. |
| Mini Banner | 468 x 60   | GIF/JPG/PNG, Flash, 3rd Party tag | GIF/JPG/PNG: 40k<br>Flash: 60k - The button at the top layer of the file should have this code: on (release) { getURL (clickTAG, "_blank"); } | 3 loops or 15 seconds, whichever is less. |