

ABOUT US

SPRINGFIELD BUSINESS JOURNAL is a monthly business-to-business publication serving central Illinois since 1996. The primary market area includes Springfield, Jacksonville and the surrounding communities. Each issue of the Business Journal includes an industry-specific special section and related listings of major firms active in all areas of commerce. These lists are compiled in our annual directory, *Book of Lists*. In addition, the Business Journal sponsors four community business programs: Best Places to Work, Women of Influence, Forty Under 40, and 15 Under Fifteen.

DISTRIBUTION

The SPRINGFIELD BUSINESS JOURNAL is sold at an annual mail subscription rate of \$35.00, with corporate rates available. The total press run is approximately 5,000 copies. The Business Journal is mailed directly to businesses in Springfield, Jacksonville and surrounding areas. It is also available at newsstands throughout Springfield.

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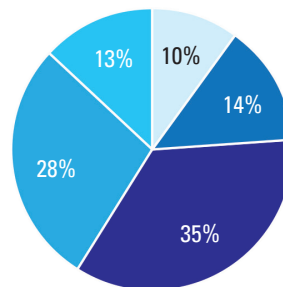
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OUR READERS

Average net circulation **4,474**

Average estimated readers
per edition during the
audit period **4**

READERS EACH ISSUE 17,896



TIME SPENT WITH EACH ISSUE

Less than 15 minutes 10%
 15-29 minutes 14%
 30-44 minutes 35%
 45-59 minutes 28%
 One hour or more 13%

OUR READERS ARE...

Business leaders **83%**
 Owner/CEO/President 43%
 Other management 40%

Influencing purchasing decisions of the company **88%**

Well educated
 Vocational training 5%
 Some college 15%
 4 year degree 35%
 Grad school 43%
 Doctoral degree 2%

Earning above the area median household income **88%**

\$50,000-\$99,999 26%
 \$100,000-\$199,999 35%
 \$200,000 and above 27%

OUR READERS HAVE:

Contacted a company because of an advertisement in the publication 49%
 Discussed an item in the publication with others 71%
 Referred information to a business associate/client 55%
 Saved the entire issue 46%

217.726.6600

DIMENSIONS

Inches (W x H)

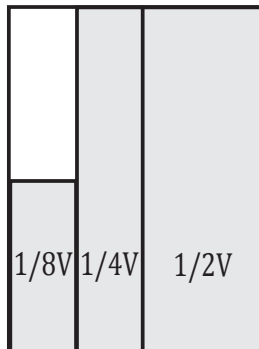
Horizontal Ad Sizes

1/2H.....w 9.9" x h 6.8"
 1/4 H.....w 9.8" x h 3.3"
 1/8 H.....w 4.9" x h 3.3"



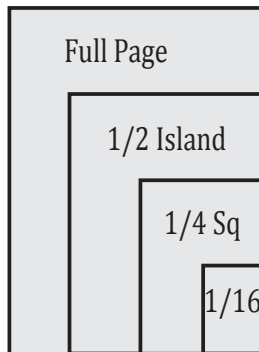
Vertical Ad Sizes

1/2 V.....w 4.9" x h 13.8"
 1/4 V.....w 2.3" x h 13.8"
 1/8 V.....w 2.3" x h 6.8"



Square Ad Sizes

1/16.....w 2.3" x h 3.3"
 1/4 S.....w 4.9" x h 6.8"
 Island.....w 7.4" x h 10.3"
 Full Page.....w 9.9" x h 13.8"



INSERTS:

SPRINGFIELD BUSINESS JOURNAL can place inserts provided by the advertiser into any issue with one week advance notice of the deadline. A postcard size is \$400 and anything larger, up to an 8-1/2 x 11, is \$500. Multiple page inserts are also available with prices quoted on an individual basis due to weight and mailing restrictions. Design assistance is also available for custom inserts, contact your sales rep for pricing. Must be approved by publisher.

DISPLAY RATES

DISPLAY RATES:

size & frequency

	12x	6x	3x	Open Rate
Full page	\$970	1,125	1,275	1,375
1/2 island	\$770	950	1,025	1,075
1/2	\$600	750	800	875
1/4	\$450	500	550	600
1/8	\$300	350	400	450
1/16	\$200	235	270	305

Rates include full color charge. Rates are per insertion. All rates are net. Rates are subject to change unless a written contract is in effect.

GUARANTEED POSITION CHARGES

To reserve special placement for any size ROP advertisement, add 20% to the above rates.

BUSINESS CARD ADVERTISING:

Get exposure at a lower rate!

12x \$59.95 **6x \$79.95**

Size: 3.2" wide by 2.2" tall

You must run consecutively to receive the discounted rates above.

NOT-FOR-PROFITS:

501(c)3 health and human service organizations with a budget under \$10M or for business sponsorships only.

1/4 Page.....	\$300
1/2 Page.....	\$495
Full Page.....	\$650

PRODUCTION:

PDF, EPS, JPG or TIFF high resolution (300 dpi or more) file formats accepted. PDF files must be written and saved with the following specifications:

- Acrobat XI compatibility (or lower).
- All fonts embedded.
- All colors converted to CMYK or grayscale (no spot, LAB or RGB colors).
- Please do not include "Printers Marks" on your ad (this includes crop marks).
- Please do check "Use Document Bleed Settings" (bleed is 1/8" on all four sides) when writing a PDF for ads with a full page bleed.
- PDFs with RGB images or low-resolution images will be returned to the client for resubmission. Central Illinois Communications, LLC will not be responsible for correcting camera ready ad submissions. It is the client's responsibility to submit a useable file for publication.