



Marketing Solutions



Learn about all the viable advertising options available to you when you partner with the Corridor Business Journal.

CONNECTING BUSINESSES AND CUSTOMERS

CBJ EDITORIAL CALENDAR 2018

2018	FOCUS TOPIC	LISTS
Jan. 1	The Year Ahead in Business	Top 25 Employers
Jan. 8	Emerging Technologies	IT Companies
Jan. 15	Recruiting Trends	Executive Recruiting Companies
Jan. 22	2018 Economic Forecast	Accounting Firms
Jan. 29	Entrepreneurship	Payroll Services Providers
Feb. 5	SERIES LAUNCH: Working for a Living	Janitorial Services Companies
Feb. 12	Homebuilding & Residential Development	Homebuilders
Feb. 19	Health Care Breakthroughs	Health Care Facilities
Feb. 26	Nonprofits	Foundations
March 5	Buying & Selling Businesses	Business Brokers
March 12	Tech Innovations SERIES PT II	Website Developers
March 19	Getting Away: Business & Personal Travel	Top Tourist Attractions & Travel Agencies
March 26	Farming & Food	Corridor Food Processing Companies
April 2	International Business	Distribution & Logistics Companies
April 9	Greenest Companies SERIES PT III	Greenest Buildings
April 16	Women of Influence	Women of Influence
April 23	Going Up: Building Projects in the Corridor	Architecture Firms
April 30	The Corridor's Next Generation	Office Equipment/Supply Companies
May 7	New Modes of Marketing	Marketing Ad/PR Firms, Promo Products Co.
May 14	Manufacturing & Automation	Manufacturing Companies
May 21	Managing Your Wealth	Investment Advisors
May 28	Iowa Lifestyles	Golf Course & Landscape Management Firms
June 4	Fastest Growing Companies	Fastest Companies
June 11	Women-Owned Businesses	Women-Led Organizations
June 18	Commercial Real Estate Update	Commercial Property Mgt. Companies
June 25	Summer STEM	Engineering Firms

WORKING FOR A LIVING:
Minimum wage, affordability and the fight to attract and retain workers.

CBJ EDITORIAL CALENDAR 2018

2018	FOCUS TOPIC	LISTS
July 2	Mid-Year Economic Review	Real Estate Firms
July 9	Best of the Corridor I	Best of the Corridor I
July 16	Best of the Corridor II	Best of the Corridor II
July 23	Energy & Efficiency	Recycling/Waste Management Firms
July 30	Infrastructure Upgrades	General Contractors
Aug. 6	Business Succession	Oldest Businesses
Aug. 13	The Style Issue: Fashion & Branding	Fitness Centers
Aug. 20	Hospitality & Restaurants	Breweries, Distilleries & Wineries
Aug. 27	Coolest Places to Work	Coolest Places to Work
Sept. 3	SERIES LAUNCH: The Death of Privacy	Safety & Security Companies
Sept. 10	Continuing Ed in Business	MBA Programs
Sept. 17	Cybersecurity	Law Firms
Sept. 24	Immigrant-Owned Businesses	Coworking Spaces
Oct. 1	Insuring Your Business	Insurance Agencies & Companies
Oct. 8	Advanced Manufacturing SERIES PT. II	Business Parks
Oct. 15	Financial Institutions	Banks/Credit Unions
Oct. 22	Forty Under 40	40 Under 40
Oct. 29	Small Towns in the Corridor	Economic Dev. Orgs/Chambers/CVBs/Downtown Associations
Nov. 5	Veterans in Business	Commercial Printers
Nov. 12	C-Suite Awards	C-Suite Award Winners
Nov. 19	Startup Stories SERIES PT. III	Startups of 2018
Nov. 26	Improving Service & Sales	Banquet Facilities
Dec. 3	Here to There: Transport & Logistics	Trucking Companies
Dec. 10	Funding & Finance	Venture Capital Funds
Dec. 17	Building Your Workforce	Temp/Staffing Agencies
Dec. 24	Smarter Giving	Most Influential
Dec. 31	Newsmakers	Top Deals/Projects of 2018

THE DEATH OF PRIVACY:
How tech has changed the privacy equation for workers and employers.

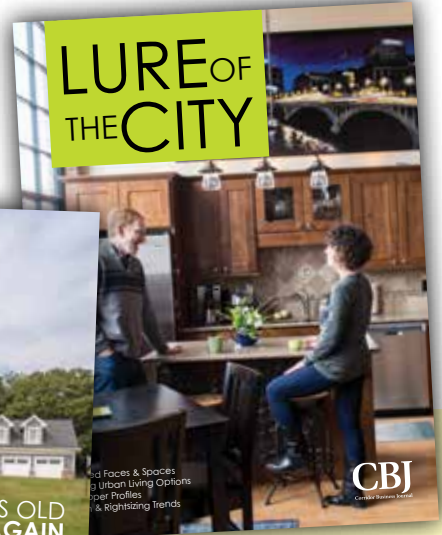
CBJ MAGAZINES

LURE

The CBJ's popular Lure magazine series will expand in 2018, exploring what makes the Corridor such a tempting place to live. Articles accompanied by lush photography will feature lifestyle stories of Corridor residents and their distinctive homes, new construction developments in the Corridor, home remodeling projects, home improvement ideas, decorating trends, gardening ideas, and more.

PUBLISHES: MARCH 5 JUNE 4
 AD DEADLINE: JAN. 19 APRIL 20

PUBLISHES: SEPT. 10 DEC. 3
 AD DEADLINE: JULY 27 OCT. 19



SPECIAL ADVERTISING SUPPLEMENT



Corridor Business Journal
 2345 London Road, Suite 100
 North Liberty, IA 52317
 319.465.NEWS
 www.corridorbusiness.com

PHOTO: THE SHAW NEWS TEAM
 PHOTO COURTESY

CORRIDOR BUSINESS JOURNAL

WELL-POSITIONED FOR GROWTH

Beginning with the donation of the district's very first Apple III classroom computer in 1982, the Iowa City Community School District Foundation has achieved great programs and healthy support with over 100 donors, totaling approximately \$10,000 individual gifts from more than 10,000 community donors. Approximately 1000 families used the Foundation's financial aid one of its first meetings to work upon taking the Iowa City year in 2010. The previous position as Treasurer reported from with the aid Foundation support can play an exciting student educational opportunities and experience.

"I know the support they could provide to a district," he said. "I know that you could help to build it."

Mr. Mackey was named as Fiscal Officer of the CBJSD Foundation's role is to build upon the classroom experience provided through the district's budget.

"District programs provide all of the cost necessary the students need an even greater level and every effort, but we also know there's a difference between providing what's required and the opportunity for those kids to have their own beyond," he said. "I'll make the difference for Foundation from our accounting to handling fund from Mackey."

Mr. Mackey, on Iowa City district, said that in 1981, the school board "commissioned a group of concerned parents and community members to study ways to add funds to the school district budget to more ensure budget use and sharehold that were seen as a threat to the quality of education in Iowa City."

The resulting study called for a foundation as "the only realistic means to consistently raise additional funding for the needs in the school district's budget," Mr. Mackey said.

"While the Foundation's early program included support for textbooks and other materials, fund-raising and administrative classroom programs," the initial focus of the Foundation was computer technology," he continued. "Successes the technology designed to help kids advance up to the state at the highest of education, with ability to lead."

The Foundation raised funds specifically for such support, providing financial assistance for every child that the school open for the new parent from school to school for three work sessions. That's continued with the CBJSD Foundation program.

Launched in 2015, EveryClassroom raised \$1.7 million to pay back a current educational technology in the every district classroom with the CBJSD Foundation's financial support. This is a significant transformation of the district's financial support program that are an important to today's students.

Completed in a school-year budget of nearly \$25 million, the \$10,000 the Foundation provided for year in grants and program funding that are more significant. The line is to have the additional support.

"That's when the Foundation comes in," Mr. Mackey said. "They provide an opportunity for the kids to go above and beyond what they learn in the classroom."

Let's take a look at some of the more notable, and a few of the other included, Foundation programs.

The Foundation's newest initiative, Support a School, sustains a community relationship that goes beyond financial aid, as donors contribute their time to the same approved school.

Year	Employees	Top Executives	Corridor Geography Covered	Location
2005	5	JOHN LOHMAN	CORRIDOR	1
2015	18	JOHN CHRYSLER & ANDREA RHODAS	CORRIDOR	7

CELEBRATIONS

Every business has its milestones along the road to success. An anniversary, a new location opening, or commemorating the anniversary or retirement of a founder. Tell your story highlighting your accomplishments, acknowledge and thank customers who've supported you along the way and introduce your customers to the people behind your success.

PUBLISHES: MARCH 5 AUG. 6
 AD DEADLINE: FEB. 23 JULY 27

CORRIDOR NATIVE

Corridor Native is a new glossy CBJ magazine that features great things that come out of Eastern Iowa. Some may be familiar and others may just surprise you. From market vendors and mom-and-pop shops to large-scale manufacturing, the Corridor has an impact on all walks of life.

PUBLISHES: APRIL 2 OCT. 1
 AD DEADLINE: FEB. 9 AUG. 10



CBJ MAGAZINES



WOMEN OF INFLUENCE POWERED BY WOMEN

Globally, more women are in the labor force than ever before. Women drive 70%-80% of all consumer purchasing, through a combination of their buying power and influence. Showcase your business in these CBJ issues focused on women in the Corridor.

PUBLISHES: APRIL 16 JUNE 11
AD DEADLINE: APRIL 6 JUNE 1

ALL STARS

Finding talent is a challenge that has a significant impact on the region's business sectors. Who better to share the story and passion about working in these industries than employees. Profiles of thirteen (13) ALL STARS will be featured, including videotaped interviews in the digital publication.

PUBLISHES: MAY 14
AD DEADLINE: MARCH 5



LARGEST PRIVATELY-HELD

The magazine lists the region's largest companies ranked by revenue. Profiles of the executives along with notable facts showcasing the important economic role private companies play in the region.

PUBLISHES: MAY 21
AD DEADLINE: MARCH 23



CBJ EVENTS

Economic Forecast Luncheon – January 17

The event features a keynote speaker and panel of local business leaders who provide insight into where the economy is heading and the biggest opportunities and challenges they see facing their industries and the region.

Event Attendance: 582

- 11:30 am - 1:15 pm
- Tickets: \$55 (register by Jan. 10)

Health Care Summit – February 9

The event features a keynote speaker on health insurance developments and panel of local health leaders to discuss the economic impact of health care and best company practices. **Event Attendance: 281**

- 7:30 am - 1:30 pm
- Tickets: \$50 (register by Feb. 2)

Future of Technology – March 6

This new Future of Technology event will uncover and showcase the region's most innovative companies and products. The program will feature a Technology CEO panel discussion as well as brief presentations about their groundbreaking ideas. You will walk away with a better appreciation of the innovative companies, products and people that the Cedar Rapids/Iowa City Corridor has in its midst.

- 11:30 am - 1:15 pm
- Tickets: \$40 (register by Feb. 27)

Women of Influence – April 12

The Women of Influence award is given to women who have made a difference in the Corridor and are representative role models as leaders in their fields and communities. Honorees are chosen by the previous year's winners. **Event Attendance: 278**

- Nomination deadline: Jan. 31
- Nomination form: www.corridorbusiness.com/events
- 5:00 - 8:00 pm
- Tickets: \$55 (register by April 5)

90 Ideas in 90 Minutes – April 25

It only lasts 90 minutes, but attendees will walk away with the collective knowledge of nine of the Corridor's top executives. These leaders will share 10 of their most successful programs and initiatives that can be applied to any business. **Event Attendance: 227**

- 7:30 - 9:30 am
- Tickets: \$35 (register by April 18)

Largest Privately-Held Companies – May 9

The CBJ will host a complimentary reception celebrating the fundamental role privately held companies play in our region. At the reception the company rankings will be unveiled. **Event Attendance: 120**

- 5:00 – 7:00 pm
- Tickets: by invitation only

Fastest Growing Companies – May 30

This event honors the region's 25 most dynamic companies that have made significant contributions to the strength of the local economy. Nominated companies are ranked by revenue growth over a two-year period, both dollar and percentage increases are taken into consideration. The CEO from the #1 company will share his or her story. **Event Attendance: 428**

- Nomination deadline: April 16
- Nomination form: www.corridorbusiness.com/events
- 5:30 - 8:00 pm
- Tickets: \$55 (register by May 23)



CBJ EVENTS

Commercial Real Estate – June 13

Held on the 10th anniversary of the flood of 2008, this event invites a panel of local business leaders to discuss the progress and ongoing development projects in the Corridor. **Event Attendance: 277**

- 11:30 am - 1:15 pm
- Tickets: \$50 (register by June 6)

Mid-Year Economic Review – June 27

The event examines how things have changed since the Economic Forecast luncheon and looks ahead to the final six months of the year. **Event Attendance: 238**

- 11:30 am - 1:15 pm
- Tickets: \$50 (register by June 20)

Cooldest Places to Work – August 23

This event honors the top 24 local companies that have created the most engaging and rewarding work environments. Self-nominated companies in Kirkwood's seven-county region are selected based on a Worker Satisfaction Survey. The CEO from the #1 Coolest Place to Work will share his or her story. **Event Attendance: 347**

- Nomination deadline: March 30
- Nomination form: www.skywalkgroup.com/blog
- 5:30 - 8:00 pm
- Tickets: \$55 (register by Aug. 16)

Cyber Security – September 5

The event will provide an overview of the most up-to-date security risks and information to help you protect and prepare your organization. **Event Attendance: 147**

- 7:30-9:30 am
- Tickets: \$40 (register by Sept. 5)

Manufacturing Conference – September 28

The conference will address next generation engagement strategies and apprenticeships, technology in manufacturing, safety best practices, employee retention and more. **Event Attendance: 213**

- 7:30 am - 1:30 pm
- Tickets: \$95, includes reception (register by Sept. 21)

Forty under 40 – October 18

This event recognizes forty leaders under the age of 40 who are making a difference in the Corridor. Honorees are chosen by a panel of the previous year's Forty under 40 class. **Event Attendance: 425**

- Nomination deadline: July 19
- Nomination form: www.corridorbusiness.com/events
- 5:30 - 8:30 pm
- Tickets: \$55 (register by Oct. 11)

C-Suite Awards – November 7

This event recognizes CEOs, COOs, CFOs, CIOs, and CMOs who have made an outstanding contribution to their company's performance over the past year.

Event Attendance: 183

- Nomination deadline: Sept. 18
- Nomination form: www.corridorbusiness.com/events
- 11:30 am - 1:15 pm
- Tickets: \$45 (register by Oct. 31)

Workforce Awards – December 6

The Workforce Awards recognize companies that are ahead of the curve in creating and maintaining their workforce talent edge. The awards presentation will be followed by an honoree panel discussion.

Event Attendance: 145

- Nomination deadline: Sept. 5
- Nomination form: www.corridorbusiness.com/events
- 7:30 - 10:00 am
- Tickets: \$45 (register by Nov. 29)



CONNECT WITH US Since 2004 the CBJ has been proud to serve business news to a targeted audience of community leaders and top professionals.

CBJ DIVISION



Contact Kris Lacina
CBJ Media Consultant
kris@corridorbusiness.com
319.665.6397 x 305



Contact Kelly Meyer
CBJ Media Consultant
kelly@corridorbusiness.com
319.665.6397 x 303

MAGAZINE DIVISION



Contact Judith Cobb
Magazine Media Consultant
judith@corridorbusiness.com
319.665.6397 x 318

EVENTS DIVISION



Contact Ashley Levitt
Event Marketing Coordinator
ashley@corridorbusiness.com
319.665.6397 x 311



Contact Rhonda Roskos
Event Media Consultant (sponsorships)
rhonda@corridorbusiness.com
319.665.6397 x 313

MEMBER BENEFITS

Become a VIP Member of the Corridor Business Journal - for less than \$2 a day

- Weekly Print & Digital Edition of the CBJ
- 5 Bonus Digital Editions to use as a premium for your own PR initiatives
- Unlimited Access to CBJ Archives since 2015
- CBJ Magazines
- 5 FREE Tickets to CBJ Events
- VIP seating at all CBJ Events
- 10 FREE Premium Movers & Shakers
- 15 FREE PDFs of CBJ stories
- 20 FREE CBJ Lists in Excel Format



Join Today – Membership Matters

Jean Suckow
jean@corridorbusiness.com
319.665.6397, ext. 302

PRINT & DIGITAL DISPLAY RATES

BLACK AND WHITE	1-3X	4-6X	7-12X	13-19X	20-25X	26-38X	39-52X
Center Spread	\$4,530	\$2,815	\$2,604	\$2,390	\$2,160	\$1,945	\$1,730
Half Center Spread	\$3,855	\$2,405	\$2,226	\$2,045	\$1,845	\$1,665	\$1,485
Back Page	\$3,235	\$2,025	\$1,875	\$1,725	\$1,555	\$1,405	\$1,255
Full Page	\$2,615	\$1,645	\$1,524	\$1,405	\$1,270	\$1,205	\$1,150
Island	\$1,635	\$1,410	\$1,344	\$1,265	\$1,180	\$1,105	\$1,030
1/2 Page	\$1,465	\$1,265	\$1,200	\$1,130	\$1,050	\$985	\$960
1/3 Page	\$1,120	\$980	\$915	\$855	\$815	\$790	\$700
1/4 Page	\$765	\$670	\$624	\$590	\$560	\$535	\$475
3/16 Page	\$585	\$510	\$490	\$455	\$420	\$410	\$360
1/8 Page	\$400	\$355	\$336	\$315	\$285	\$275	\$245

INCLUDES HYPERLINK ON DIGITAL ADS GROSS RATE RATES ARE PER INSERTION

Advertising includes a 1-year membership to the CBJ starting with the 4-6X contracts and above.



MECHANICALS	WIDTH	HEIGHT
Center Spread	21.75"	12.5"
Half Center Spread	21.75"	6"
Back & Full Page	10.375"	12.5"
Island	7.72"	9.138"
1/2 Page H	10.375"	6"
1/2 Page V	5.062"	12.25"
1/3 Page V	5.062"	9.138"
1/3 Page H	7.72"	6"
1/4 Page S	5.062"	6"
1/4 Page H	10.375"	2.875"
1/4 Page V	2.4"	12.25"
3/16 Page H	7.72"	2.875"
3/16 Page V	2.4"	9.138"
1/8 Page H	5.062"	2.875"
1/8 Page V	2.4"	6"

DISCOUNTS

- 15% AGENCY DISCOUNT (10% for camera-ready ad, plus 5% for placement. If agency does not provide ad camera-ready the discount is 5% for placement only.)
- 15% NON-PROFIT DISCOUNT
- 10% CAMERA-READY DISCOUNT
- 10% CROSS MARKETING DISCOUNT
- 25% PICK-UP DISCOUNT on additional ads run within the same focus issue. Copy may change. No other discounts apply to pick-up ad.

COLOR (each ad per frequency)
 Two-Color (black plus one).....\$125
 Full Color (CMYK)\$200

ADVERTISING DEADLINES

- AD COPY/MATERIALS DEADLINE:**
Friday at noon, ten days prior to publication date.
- CAMERA READY/ELECTRONIC FILE DEADLINE:**
Monday at 5 pm, seven days prior to publication date.

ADVERTISING CANCELLATIONS

Ads cancelled after deadline are charged 25% of the space investment.

CBJ LISTS

PREMIUM RATES (PER AD)

Includes full-color

	13x	26x	51x
1-year	\$520	\$470	\$410

DISCOUNTS APPLY

AD REQUIREMENTS: Full-color process, CMYK, no spot colors, 300 dpi, high-resolution pdf.

AD MECHANICALS: 2" wide x 11.5" tall

SARAH ZIMMERMAN
Partner, BerganKDV

1. What does your new role as with BerganKDV entail?
My recent promotion to partner is an important milestone in my career. However, my day-to-day interactions with clients and staff have not changed appreciably. I continue to be directly involved in leading great teams around our core projects for my role as partner. I consider it an honor and privilege to be a part of the team that has built our firm.

2. Your focus at BerganKDV has been in the construction and real estate development sectors - what's your take on the state of the Corridor market?
We will continue to see positive addition to the Corridor. Local agencies continue to improve the public, electric, education and the surrounding areas. North County and Corridor growth remains steady as well as the rest of the Corridor. City and County just moved into a newly renovated office space in Corridor One square. Real construction is also in full force, including renovations and much needed improvements to our infrastructure.

3. What would most people be surprised to learn about you?
I'm married to a principal at another CBJ firm in town. In town, being a single mom, "real" mother-in-law along with two kids, activities seems unmanageable, but we have found a work-life balance that works for us. We are able to flexible work schedules, grandparents, each other's love and understanding, and a little bit of luck.

4. What do you know now that you wish you had known earlier in your career?
I wish I had known that I could be successful in my own business. Get out there and try to make new relationships and strengthen existing ones. Take on opportunities. While technical skills are necessary to our line of business, our passion is helping people. The more time you take to go to those people that are satisfied you that taking you work there means.

5. What profession other than your own would you like to "change"?
It would be a low-key between teaching and running a successful B&B shop for the coffee's being doing. I wish before I discovered that was my dream with the swing shift, but I never to teach, I'd prefer to be a professor. Study is a continuous learning class.

SHOP LOCAL!
ALL THINGS OFFICE
1495 Boyson Road, Hiawatha StoreyKenworthy 319-364-4191

CBJ 5Q PREMIUM RATES (PER AD)

Includes full-color

	26x	52x
1-year	\$595	\$525

DISCOUNTS APPLY

AD REQUIREMENTS: Full-color process, CMYK, no spot colors, 300 dpi, high-resolution pdf.

AD MECHANICALS: 10.375" wide x 2.875" tall

FIRST TIME ADVERTISER PROGRAM*

You pay for the first 4 ads and the last 2 ads are FREE

COLOR (each ad per frequency)
Two-Color (black plus one).....\$125
Full Color (CMYK)\$200

BLACK AND WHITE	COST W/2-FREE
Center Spread	\$2,604
Half Center Spread	\$2,226
Back Page	\$1,875
Full Page	\$1,524
Island	\$1,344
1/2 Page	\$1,200
1/3 Page	\$915
1/4 Page	\$624
3/16 Page	\$399
1/8 Page	\$336

OR

AD COST PER WEEK
\$1,736
\$1,484
\$1,250
\$1,016
\$896
\$800
\$610
\$416
\$266
\$224

TOTAL INVESTMENT
\$10,416
\$8,904
\$7,500
\$6,096
\$5,376
\$4,800
\$3,660
\$2,496
\$1,596
\$1,344

DISCOUNTS APPLY - GROSS RATE

5 Oct 17 2016 Corridor Business Journal

CBJ LIST

Janitorial Services Companies

(Ranked by number of our employees)

Rank	Company Name	Contact Information	Year Began	Number of Employees	Number of Locations	Service Area
1	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
2	Maize Commercial Cleaning	1000 E. 15th St., Des Moines, IA 50316	1988	100	100	Commercial and residential cleaning throughout Iowa
3	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
4	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
5	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
6	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
7	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
8	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
9	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
10	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
11	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
12	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
13	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
14	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
15	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa
16	Elite Cleaning Services	2715 E. 15th St., Des Moines, IA 50316	2012	100	100	Commercial and residential cleaning throughout Iowa

43,000+ ATMs nationwide
DTW 339-1000
or 800-397-2700
WWW.UICCU.ORG

upcoming lists | 1024 Party Under 40 | 1025 Commercial Process | 1107 Security System Companies | 1014 Banks/Credit Unions
To update your listing please contact Jean.Jean@corridorbusiness.com

Business INSIGHTS

Most people come to a news site to learn and be entertained. Sponsored content puts the readers' interests first and seeks to be useful, entertaining and authentic. Think about the questions people most frequently ask you and then share your answer through your contributor column.

Position yourself and your company as a thought leader in your industry with a Business INSIGHTS campaign.

CBJ READER SNAPSHOT...

56% male / 44% female

<40	24%
40-59	56%
>60	20%

Earning \$50-249k	86%
>\$250k	9%

Owner/Partner/ CEO/President	
C-Suite, VP	64%

4-Year college degree	40%
Advanced degree	27%

Top interests include education, workforce development, career consulting, financial & investment services, technology, real estate and travel.

NOW
AVAILABLE
ON CBJ
WEBSITE

INVESTMENT

Rates are per insertion, no discounts

PRINT OR DIGITAL ONLY			PRINT/DIGITAL PACKAGE		
1x	4x	12x	1x	4x	12x
\$1,250	\$1,100	\$875	\$1,875	\$1,650	\$1,300



CONTENT

COLUMN: 500 words, edited by CBJ news department.
FORMAT: Word document
HEADSHOT: jpg, 300 dpi

CBJ AD SPECIFICATIONS

HALF PAGE AD:
10.375" wide x 6" tall, 300 dpi,
fonts outlined, CMYK/process,
no spot colors, pdf

DEADLINES:

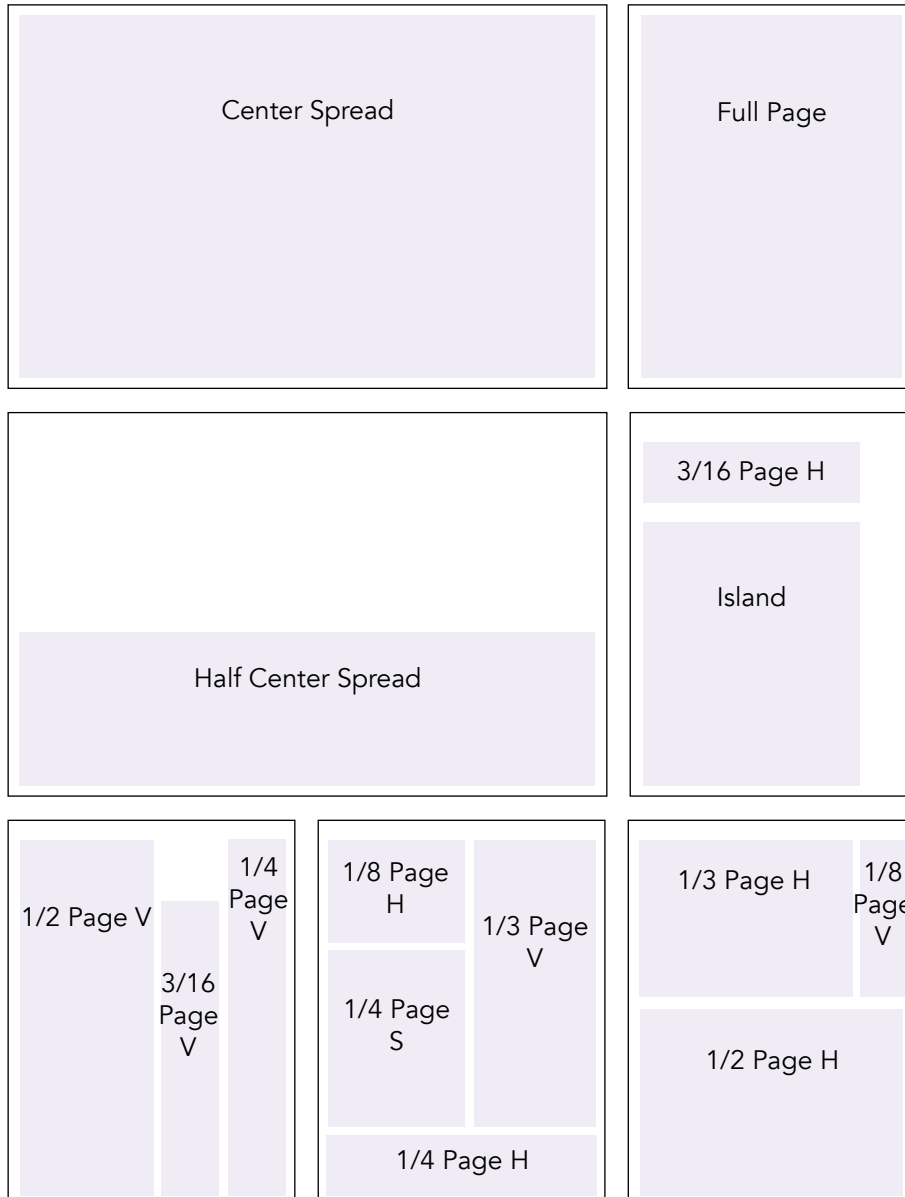
Friday at noon, ten days
prior to publication date.

For more information contact:

Kris Lacina
kris@corridorbusiness.com

Kelly Meyer
kelly@corridorbusiness.com

SPECIFICATIONS



PRODUCTION SPECS

ALL ADS MUST MATCH AD SIZE: specifications listed under mechanicals.
RESOLUTION: Newspaper images should be at least 300 dpi.
DIGITAL FILES: A high-resolution 300 dpi pdf file is preferred with fonts outlined.
EMAIL ADS: cbj.creativedesign@gmail.com
COLOR: Ads with more than one color must be made from 4-color process (CMYK), no spot colors.

GENERAL INFORMATION

FREQUENCY DISCOUNTS: Advertising must be inserted within one year of first insertion to earn frequency discounts. To qualify for a 52-time rate, insertion must run 52 consecutive issues. Frequency discounts will be given in advance only on contracts specifying units of space.
UNFULFILLED CONTRACTS: Unfulfilled contracts, or contracts cancelled by advertiser prior to completion will be short-rated at the highest applicable earned rate on current rate card in effect.
ORDER ERRORS: Oral agreements will not be binding on the publisher. Orders containing incorrect rate or conditions will be inserted and charged for in compliance with rates and conditions shown in this rate information. Such errors will be considered clerical only.
LIABILITY FOR PAYMENT: Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the publisher.
COMMISSION AND DISCOUNT: A 15% commission will be allowed for recognized agencies on display advertising 1/8 page or larger. Commissions will be allowed on all charges for space, color and position premiums. No commissions will be allowed on charges 60 days past due.
RETENTION OF MATERIALS: Materials will be retained up to one year following use unless return is requested.
PUBLISHER APPROVAL: All advertising must be approved by the publisher. Publisher may require the word "advertisement" to appear in any advertisement. Advertiser and his/her agency will indemnify, defend and hold harmless the publisher from any claim and all loss, expense or liability arising out of the publication of any advertising copy.
PUBLISHER LIABILITY: The liability of the publisher for any error or omission or delay for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement.

Rates are subject to change quarterly.