

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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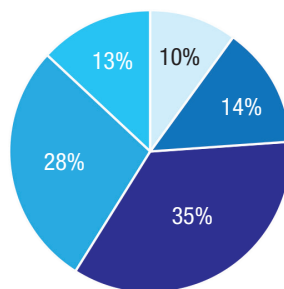
john@springfieldbusinessjournal.com

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:

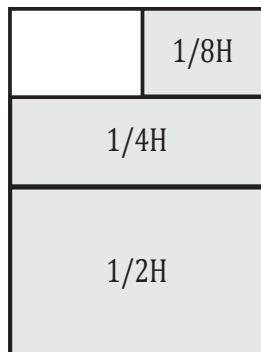
Contacted a company because of an advertisement in the publication 49%
 Discussed an item in the publication with others 71%
 Referred information to a business associate/client 55%
 Saved the entire issue 46%

217.726.6600

DIMENSIONS
Inches (W x H)

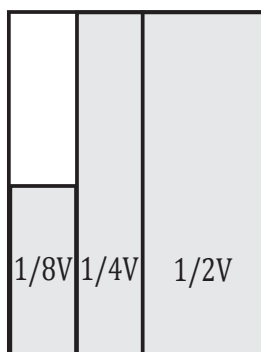
Horizontal Ad Sizes

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"



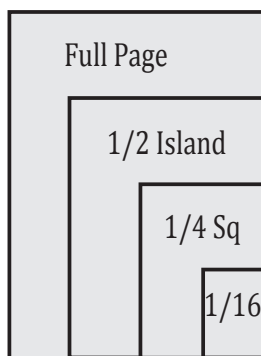
Vertical Ad Sizes

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.

2018 EDITORIAL CALENDAR

Month	Space Reservation	Materials Deadline	Print Date	Special Section	Feature	The Lists
January	Dec. 15	Dec. 20	Dec. 27	Architecture Engineering		Architecture Firms Engineering Firms
February	January 19	January 24	January 31	Commercial Development	Best Places to Work	Commercial Builders Labor Unions Mechanical Contractors Electrical Contractors CREN Members
March	February 16	February 21	February 28	Residential Development	Aspire	Real Estate Firms Home Builders & Remodelers Appraisers
April	March 16	March 21	March 28	Not for Profits/Associations Education		Not-for-profit Agencies Associations Community Organizations Colleges & Universities Independent Private Schools
May	April 13	April 18	April 25	Professional Services	Women of Influence	Staffing Agencies Law Firms Office Equipment & Supplies Advertising Agencies
June	May 11	May 16	May 23	Corporate Review Meeting Planning	Real Estate Review	Major Employers Major Manufacturers Caterers Hotels Networking Groups
July	June 15	June 20	June 27	Small Business - Family and Minority Owned	Forty Under 40	Black Chamber of Commerce
August	July 13	July 18	July 25	Technology		Website Development Telecommunication Equipment Computer Networking
September	August 10	August 15	August 22	Healthcare Fitness Employee Benefits	Legacy Awards Aspire	Hospitals Physicians Groups Fitness Centers Insurance Companies Addiction Treatment Centers
October	Sept. 14	Sept. 19	Sept. 26	Seniors	15 Under Fifteen Real Estate Review	Senior Living Retirement & Care Communities Home Health Care
November	Oct. 12 Oct. 19	Oct. 17 Oct. 24	Oct. 31 Oct. 31	Special Insert Regular Issue	BOOK OF LISTS	
December	Nov. 14	Nov. 19	Nov. 28	Banking Financial Services		Banks Credit Unions Accounting Firms Investment & Wealth Advisors

SBJ 2018 Editorial/Advertising Deadline Planner

JANUARY

S	M	Tu	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Commercial Development / Best Places to Work

FEBRUARY

S	M	Tu	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

Residential Development / Aspire

MARCH

S	M	Tu	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Not for Profits / Assoc / Education

APRIL

S	M	Tu	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Professional Services / Women of Influence

MAY

S	M	Tu	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Corporate Rev. / Meeting Plan. / Real Estate Rev.

JUNE

S	M	Tu	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Sm. Biz / Family/Minority Owned / Forty Under 40

JULY

S	M	Tu	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Technology

AUGUST

S	M	Tu	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Healthcare / Fitness / Employee Benefits
Legacy Awards / Aspire

SEPTEMBER

S	M	Tu	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Seniors / 15 Under Fifteen / Real Estate Rev.

OCTOBER

S	M	Tu	W	Th	F	S
	1	2	3		5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Regular Issue / Book of Lists

NOVEMBER

S	M	Tu	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Banking Financial Services

DECEMBER

S	M	Tu	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Architecture / Engineering
Best Places to Work

 SPACE/EDIT DEADLINE

 FINAL ART DEADLINE

 SBJ ISSUE DATE