

IN PRINT • ONLINE • IN PERSON

wbjournal.com



35,000

Unique visitors each month

Worcester Business Journal



30,000

Print edition readers

Daily Reports



6,000

email subscribers

Connecting to the
**Business
Decision Makers**

MetroWest495 Biz



6,000

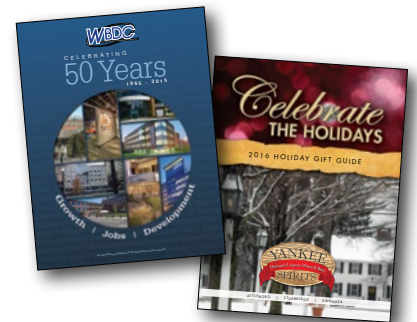
email subscribers

WBJ Events



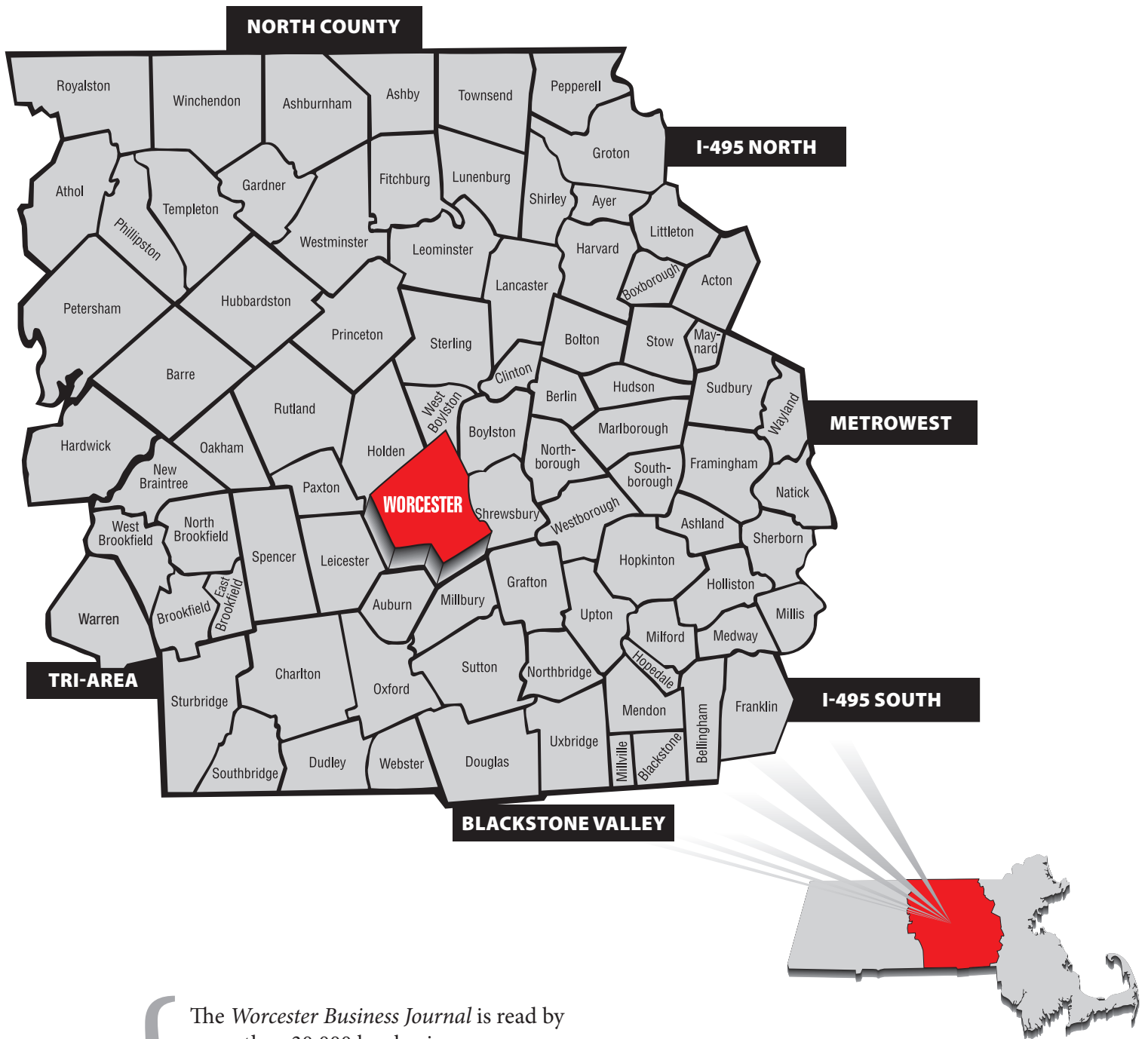
Face-to-face networking

Custom Publishing



Anniversary pubs, content marketing
and promotional materials

WBJ Worcester Business Journal



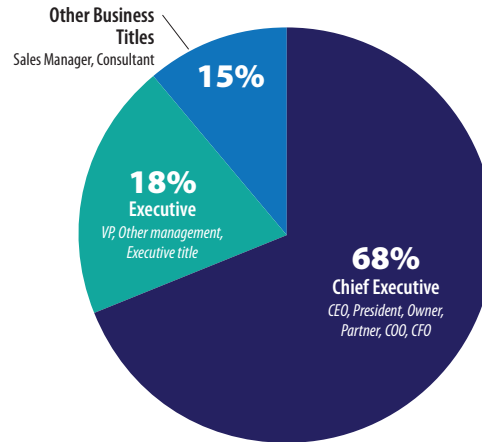
The *Worcester Business Journal* is read by more than 30,000 key business owners and decision makers in the Central Massachusetts/MetroWest region. The mailing list consists of presidents, CEOs and senior managers.

Decision Makers

We've attracted an audience of business decision-makers. More than 75% of Worcester Business Journal readers are senior executives in their organization and influence purchasing decisions. This makes our readers an ideal target market for business-to-business products and services.

30,000

Print edition readers



68% Chief Executive
CEO, President, Owner, Partner, COO, CFO

18% Executive
VP, Other management, Executive title

15% Other Business Titles
Sales Manager, Consultant

Loyal Readership

- 52%** have been reading WBJ 5+ years
- 27%** have been reading WBJ 3-5 years
- 17%** have been reading WBJ 1-2 years
- 4%** have been reading WBJ less than 1 year

Income

Household Income

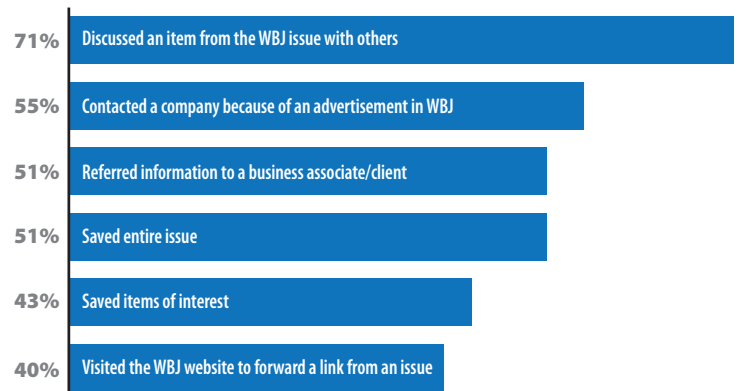
- 75% make \$100,000 or more
- 33% make \$200,000 or more

Median household income:
\$146K

Reader Profile

	Male	Female	Age
Print Readers	65%	35%	50
Online Readers	58%	42%	51.4

Action taken after reading WBJ in print



(Source: 2014 WBJ Reader Survey, CVC)

■ **Why targeted media?**

Buying a media targeted to your specific demographic needs allows you to reach more of the market important to you, with less waste. Targeting means more muscle for your marketing dollars, and it's more cost effective with superior ROI.

■ **Why the Worcester Business Journal?**

The Worcester Business Journal represents the most effective and most efficient way to put your message in front of senior level decision-makers in the Central Massachusetts/ MetroWest area. Mailed bi-weekly to 11,500 CEOs and senior managers, the Worcester Business Journal has an average of 2.5 readers per copy, for a total readership of approximately 30,000 executives and professionals every other week.

■ **Why is frequency important?**

Studies on the effectiveness of advertising consistently show that repetition is the key element in marketing success. It produces brand awareness, name recognition and heightened visibility which creates long term and bottom line results.

■ **Why should I choose print media?**

Ongoing print advertising creates long term recognition and elicits favorable responses among regular readers. It tends to lend itself as a resource for readily available information.

■ **Why combine advertising with direct sales?**

Within a business-to-business market place, the John Morrill study shows when a decision-maker is targeted with direct advertising, the sales-closing ratio can be increased by up to 33 percent.

■ **What is image advertising?**

Image advertising creates long-term goodwill, brand awareness and on-going visibility – all important elements for increased market share.

■ **How do I get impact?**

Research shows page-dominant ads have significantly more success in influencing brand recognition and buying attitudes. Incremental increases in ad size mean exponential increases in effectiveness. Color further increases impact.

2017 EDITORIAL CALENDAR

Issue Date	Ad Closing	Editorial Focus	Lists	Event Sponsorship Opportunities
January 9 January 23	December 29 January 12	Best of Business Awards Commercial Real Estate	Advertising/PR firms Commercial leases & sales	BOB Awards
February 6 February 20	January 26 February 9	Banking & Finance Business Leader of the Year	Banks Venture Capital Deals	BLOY Awards
March 6 March 20	February 23 March 9	Health Care Meetings Guide & Golf Directory	Hospitals Hotels, Meeting Facilities, Tourist Attractions, Golf Courses, Golf Tournaments	Forum: The Opioid Crisis
April 3 April 10 April 17	March 23 March 16 April 6	Manufacturing <i>Business Profiles & Milestones*</i> Green Business	Manufacturers Green Buildings, Commercial Contractors	Manufacturing Summit & Excellence Awards
May 1 May 15 May 29	April 20 May 4 May 18	Colleges & Universities Family Business Awards Central Mass. Top 100 Employers	Colleges & Universities Independent caterers Central Mass. 100	Family Business Awards
June 12 June 26	June 1 June 15	Technology Entrepreneurs & Innovation	Technology/IT services firms Incubators	
July 10 July 24	June 15 July 13	<i>Book of Lists*</i> Law	Law firms	
August 7 August 21	July 27 August 10	Biotechnology 40 Under Forty	Biomedical companies Highest-paid nonprofit chief executives	40 Under Forty Awards
September 4 September 18 September 25	August 24 September 7 August 31	Small Business Banking & Finance <i>Giving Guide*</i>	SBA Lenders Credit unions Private Foundations, Top 100 Nonprofits	Massachusetts Energy Forum
October 2 October 16 October 30	September 21 October 5 October 19	Energy (<i>STUFF: Manufacturing Guide insert</i>) Regional Focus: MetroWest Outstanding Women in Business	Clean energy companies Largest MetroWest employers Woman-owned businesses	Health Care Forum OWIB Awards
November 6 November 13 November 27	October 26 November 2 November 15	<i>Doing Business in Central Mass.*</i> Innovative Workplaces Health Care	Top breweries Physician groups	
December 11 December 25	November 30 December 14	Central Mass. Power Players <i>Economic Forecast*</i>	Highest paid CEOs	Economic Forecast

★ Special annual publication

EDITORIAL *submissions*

Want to see your business featured in the Worcester Business Journal or online at WBJournal.com? Here's how:

Are you local?

The Worcester Business Journal covers Central Massachusetts, which we define as the communities surrounding Worcester east to Natick, south to the Connecticut border, north to the New Hampshire border and west to Hardwick. We are devoted to providing relevant business news to executives within this region. For this reason, we cannot include news from firms who do not have operations in our coverage area. If you have questions about whether we can cover your company, e-mail editorial@wbjournal.com.

Got a story idea?

The Worcester Business Journal in general does not do profiles of businesses within our editorial pages without a strong news hook. That means if you want us to write about your business, you need a compelling reason why your story would be of interest to our readers (business leaders throughout Central Massachusetts). Here are some examples of compelling news stories:

- Your business is undertaking a significant expansion.
- Your business is part of a larger economic trend.

The important thing to remember is our readers are from a cross-section of the Central Massachusetts economy. Every story we run in our publication must be of interest to those readers.

If you meet the criteria above, please e-mail editorial@wbjournal.com with your story pitch or call the editor, Brad Kane, directly at 508-755-8004, ext. 256.

Got an opinion?

The Worcester Business Journal is always looking for opinion pieces and letters to the editor from members of the local business community. Here are some examples of ways to get your name on our opinion pages:

- You have an opinion about a state or federal law/regulation that is impacting your business.
- You have an opinion about a local town or city issue that is impacting your business.
- You have an opinion after reading one of our articles.

You can submit letters or op-eds for publication by e-mailing editorial@wbjournal.com. Letters should be no more than 400 words. Op-eds should be no more than 600 words. The WBJ reserves the right to edit letters and op-eds for length, clarity, style and libelous or offensive material.

Has your company done some good in the local community?

Great! We love to share this news with our readers through our Photo Finish and On The Move pages. If your employees have volunteered at a local nonprofit, or if your company contributed funding to a worthwhile cause, snap a photo and e-mail it to us. All photos must be submitted electronically to editorial@wbjournal.com and must have a resolution of at least 300 dpi. Accepted formats are JPEG, GIF or TIF. Hard copy images will not be used and will not be returned to the sender.

Got a new job?

We run personnel announcements (new hires and promotions) in our On The Move feature in our print publication, and at www.WBJournal.com. Personnel announcements should include the following information:

- Name, title and office location
- A brief description of job responsibilities
- Previous work history
- Residence

Got a business event?

To have your event listed in the paper and at www.WBJournal.com, please go to www.WBJournal.com/calendar and click on the "Post an Event" link. All calendar items must be held within Central Massachusetts and must be business-related. Events that meet these qualifications will appear online within three business days.

Do you belong on a list?

The Worcester Business Journal publishes lists in every print edition and compiles all of our lists in the Book of Lists each July. We run lists based on various industry categories (banks, manufacturers, etc.). You can check out our lists [HERE](#) to see if we have a list for your industry. If you belong on one of our lists, email us at editorial@wbjournal.com.

Do you deserve recognition?

We run a variety of award programs throughout the year, including 40 Under Forty, Women in Business and Business Leader of the Year. Click [HERE](#) for more information.

Got social media?

You can keep tabs on the Worcester Business Journal by following us on Facebook, Twitter and LinkedIn. Here are the links:

- www.twitter.com/wbjournal
- www.facebook.com/wbjournal
- www.linkedin.com/company/worcester-business-journal

Got a question?

We want to hear from you. Call WBJ Editor Brad Kane at 508-755-8004, ext. 256.



Rates

The following rates are effective January 1, 2017. Worcester Business Journal is published 28 times a year. Frequency discounts are based on the total number of insertions run in a 12-month period. All rates are net.

Rates Include Full Process Color	OPEN	8x	12x	15x	18x	22x	28x
AD SIZES							
Full Page	\$4,140	\$3,730	\$3,415	\$3,105	\$2,795	\$2,565	\$2,360
3/4 Page	\$3,635	\$3,275	\$3,000	\$2,730	\$2,455	\$2,260	\$2,070
2/3 Page	\$3,165	\$2,850	\$2,610	\$2,370	\$2,135	\$1,960	\$1,800
1/2 Page	\$2,430	\$2,185	\$2,005	\$1,820	\$1,635	\$1,500	\$1,390
3/8 Page	\$1,885	\$1,700	\$1,555	\$1,420	\$1,275	\$1,175	\$1,075
1/4 Page	\$1,340	\$1,210	\$1,105	\$1,005	\$905	\$830	\$760
1/6 Page	—	—	\$780	\$710	\$640	\$595	\$545

PREMIUM POSITIONS

- Covers 2 & 3 Add 15% to earned rate
- Cover 4 Add 20% to earned rate
- Other Guaranteed Positions Add 10%
 - The List (Full page opposite the List)
 - The List (1/4 page, horizontal banner)
 - Page 3 (1/4 page, horizontal banner)
 - Shop Talk (1/4 page, horizontal banner)

PRINT SPONSORSHIP OPPORTUNITIES

ISSUE	ISSUE DATE
Book of Lists	July 10, 2017
Doing Business in Central Mass	November 6, 2017
Economic Forecast	December 25, 2017

Closing Dates

The Worcester Business Journal is published every other Monday. **For regular issues, the deadline for reserving advertising space is 12 days prior to issue date. All ads must be received 7 days prior to issue date.** Special issue and supplement deadlines vary — please see the editorial calendar.

Contract and Advertising Requirements

A contract year begins with the date of the first insertion. Advertising ordered at a frequency discount must be accompanied by a signed program / contract. If ad frequency is not earned during the contract year, all ads will be billed at the open rate (short rate) or the closest "earned" rate. All verbal orders are considered binding unless cancelled in writing prior to the closing date for the reservation of the advertisement's placement.

Cancellations of signed programs must be made in writing; a thirty-day notice is required for ROP advertising.

Advertising copy from the most recently approved insertion will run if copy is not received by an issue's specified deadline.

If there is not a previous insertion, the client is liable for the cost of the unused contracted space; such space will be reallocated at the discretion of the publisher.

Advertisements are published with complete authorization from the agency or advertiser. The advertiser and/or the agency will indemnify and save the publisher harm from all losses or suits (including libel, plagiarism, copyright infringement, defamation, and violation of privacy rights), resulting from said advertisements and their content.

All advertising accepted is subject to publisher's approval regarding content and appearance.

Terms and Conditions

All advertisers/agencies are subject to normal credit approval prior to credit being granted. All first time advertisers/agencies must provide a credit card in addition to a credit application. The credit card will be automatically charged for any invoices that are unpaid after 60 days. All invoices are due and payable within 30 days from date of invoice. Past due accounts are subject to cancellation. All collection costs, including reasonably attorney fees, are the responsibility of the advertiser/agency.

- Accounts not paid within 30 days are subject to a late payment finance charge computed at 1 1/2% per month (18% APR). A \$25.00 fee is charged for any returned check.
- Payment for advertising may be made with Visa™, MasterCard™, Discover™ or American Express™.
- Any collections fees incurred by us to collect on any unpaid amounts are collectible from the advertiser in full.
- The quality of reproduction is contingent upon the quality of materials furnished.
- Worcester Business Journal is not responsible for reproduction or positioning if material is received after closing date.
- Worcester Business Journal is not liable for any errors in typesetting by publisher following proof approval. In the event of any error, the publication shall be liable for only that portion of the ad which may be in error. Written notice of any error must be given within 10 days of publication.
- Materials received after closing date will not be guaranteed a proof prior to press date.

2017 WRAPPER RATES

Rates and Technical Specifications

Effective January 1, 2017

COVER WRAP

The Power of Ownership

Dominate your chosen issue of Worcester Business Journal with a four-page, four-color advertising message which wraps around the entire newspaper. The cover wrap assures your company huge benefits in branding, awareness and response. Over 30,000 Worcester Business Journal readers will see your message!

Priced at \$13,000 (net), this includes complete ad design, full production and your choice of 28 annual issues.* While content is initiated by the client, Worcester Business Journal reserves the right to determine the acceptability of the message.

Suggested Messages:

- Name change
- Mergers & Acquisitions
- Anniversary
- Company historic dates
- Branch/Showroom Opening
- Philanthropic endeavors
- New Policy/Laws

Your Message Includes:

- Complete creative
- Four, full page 4-color pages printed on 60lb bright white stock
- 9,500 Worcester Business Journal distribution
- 500 over-runs (wrap only) for company use
- 10,000 total press run
- Postal delivery

TOTAL INVESTMENT: \$13,000 (net)

Technical Specifications

Sizes and formats:

The trim size of the wrapper is 10" x 12.5"

The image area on the front cover is 9" x 7.5". The image area on the inside front, inside back and back cover is 9" x 11.5". Please use the templates to the right to design your pages.

If you want a bleed, please use these measurements:
10.5" x 13" (.25" bleed on all sides)

Deadlines:

Materials deadline is 14 business days prior to publication date.

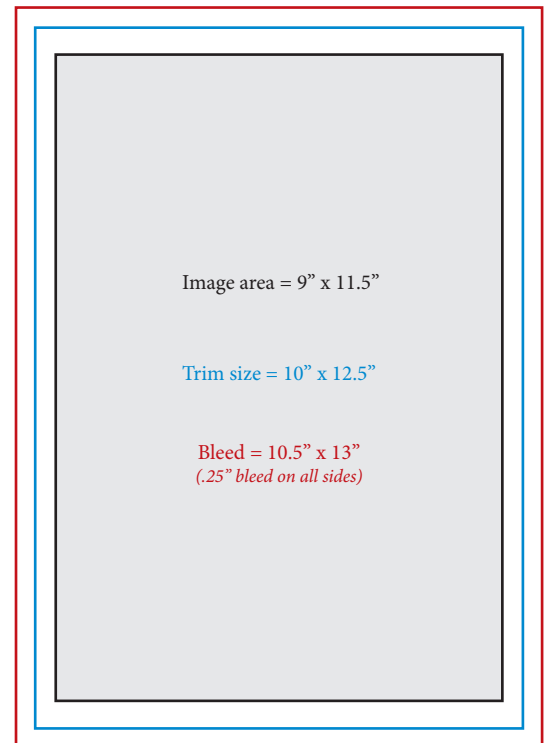
Sending us your files:

Send your files to ads@wbjournal.com and copy your account manager.

IMPORTANT: Identify your wrapper in the subject of your email.

(subject: run date/company name/WBJournal accounts manager)

Please contact Mark Murray at mmurray@wbjournal.com or 508.755.8004 ext. 227 for more information



Advertiser (I understand that the cover wrap is non-cancelable)

Date

Worcester Business Journal Account Manager

Date

*Excludes the Annual Book of Lists issue. Although content initiated by the client, Worcester Business Journal reserves the right to determine the acceptability of the message. Due to US Postal regulations, the front cover will remain relatively open and uncomplicated in its design. Only one cover wrap can run in any given month.

917,000

Number of total annual page views

15,000

Average monthly mobile site page views

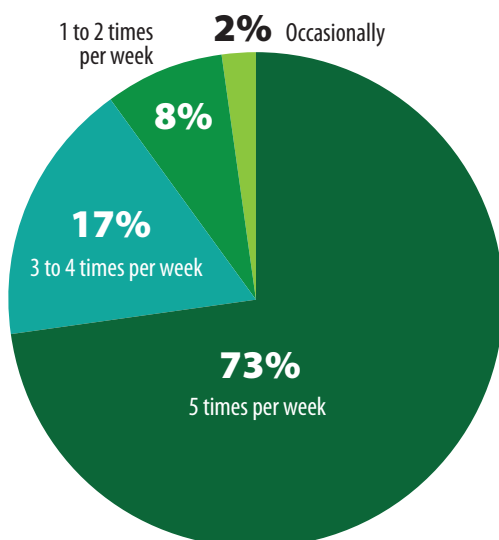
6,000

Number of subscribers to the
WBJ Daily Report

6,000

Number of subscribers to the
MetroWest495 Biz

How often do you open and read daily e-mails from the WBJ?



(Source: 2014 WBJ Reader Survey, CVC)

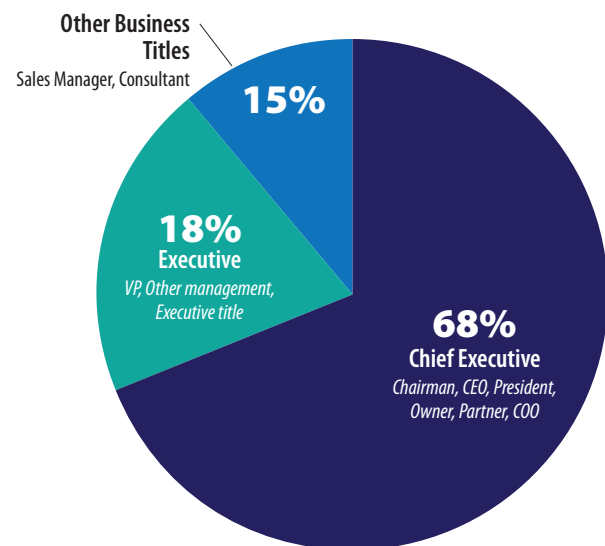
35,000

Number of unique visitors per month



That's 2x the sold out event capacity at the DCU Center!

An audience of decision makers



\$146K

Median household income

WBJournal.com visitors come from all over Massachusetts!

Top 5 Towns

- | | |
|---------------------------|----------------------|
| 1 Worcester | 4 Framingham |
| 2 Boston/Cambridge | 5 Marlborough |
| 3 Shrewsbury | |

ONLINE RATES and Technical Specifications

Effective January 1, 2017

Assure your message delivers an impactful "Share of Voice" in your next campaign

Now you can reach important business decision-makers with a frequency that will assure visibility and impact by planning your electronic campaign around the "Share of Voice" you want to achieve on *wbjournal.com*.

With an estimated 350,000 page impressions a month and growing, we recommend buying *wbjournal.com* in a strategic "Share of Voice" manner where you know the rotation of your ad campaign will achieve the desired impact.

By selecting a 10%, 15% or 20% "Share of Voice" marketing plan, you'll take advantage of lower rates while positioning your business for optimal impact.

Online Rates

Share of Voice*	Monthly impressions	1-3 months (per month)	4-6 months (per month)	7-12 months (per month)
10% →	35,000	\$1,225	\$1,120	\$1,050
15% →	52,500	\$1,840	\$1,680	\$1,575
20% →	70,000	\$2,450	\$2,240	\$2,100

*Based on an estimated average of 350,000 impressions a month

Technical Specifications

Sizes and formats:

SIZES: All three ad sizes must be supplied
leaderboard: 728x90 pixels
rectangle: 300x250 pixels
half page: 300x600 pixels

FILE SIZE: under 150kb for all ad sizes

FORMAT: JPG, GIF, or PNG

RICH MEDIA: Ads may include animation but may not include audio on load.

Third-party ad servers:

Third-party ad servers including Atlas, DoubleClick and many others are supported. Please provide the codes to us five business days before the start date to ensure proper implementation.

Deadlines:

Ads are due five business days before the date they are scheduled to run. For existing campaigns, creative can be swapped monthly. New creative is due five business days prior to its start.

Sending us your files:

Send your files to ads@wbjournal.com and copy your account manager. Please specify a URL for each ad size in your email.

Please contact Kira Beaudoin at kbeaudoin@wbjournal.com or **508.755.8004 ext. 271** if you have any questions about how to set up your file.

The screenshot shows the WBJ website interface with several ad placements highlighted in blue boxes. At the top right is a 'leaderboard' ad. On the right side, there is a 'rectangle' ad. On the left side, there is a 'half page' ad. At the bottom right, there is another 'rectangle' ad. The website content includes a 'leaderboard' section at the top, a 'rectangle' on the right side, a 'half page' on the left side, and another 'rectangle' at the bottom right. The website content includes news articles, a 'leaderboard' section at the bottom, and navigation menus.

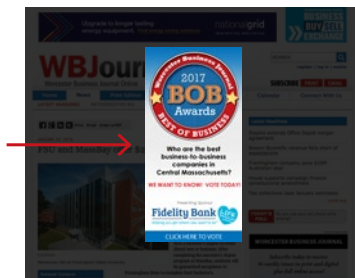
We bill based on our ad server reporting. If your policy is to use your third party ad server reporting, arrangements need to be made in advance of the start of your campaign.

PREMIUM ONLINE ADVERTISING OPPORTUNITIES

Wallpaper



Lightbox



Shoutbox



<p>Description This dominant advertising space fills in the large white areas to the left and right of the web site content on desktop and laptops. It is not viewable on mobile or tablets.</p>	<p>A 300x600 pixel ad appears when the viewer opens the page. The background content and other banner ads are grayed out, so that the viewer sees only the Lightbox ad.</p>	<p>The shoutbox remains fixed at the bottom right corner of the page as you scroll down. User must click on the optional close button to make it disappear.</p>
<p>Placement Homepage and all section fronts in main navigation bar as well as editorial content-based section fronts in sub navigation (<i>home, news, print edition, multimedia, our events, calendar, connect with us, today's headlines, region and industry browse by pages</i>).</p>	<p>News article pages.</p>	<p>News article pages.</p>
<p>Premium features</p> <p>STRATEGIC PLACEMENT: Placed on primary WBJournal.com navigation pages</p> <p>PAGE DOMINANT: High visibility. Ad scrolls with page content and is always visible.</p> <p>EXCLUSIVE: Only one wallpaper advertiser during a given time period.</p> <p>TIMING: Sold by the week, minimum buy is 2 weeks</p>	<p>STRATEGIC PLACEMENT: Placed on the pages that help advertisers reach the full WBJournal.com audience. (Includes all devices except smartphones)</p> <p>PAGE DOMINANT: High visibility. Page content is dimmed until ad closes.</p> <p>EXCLUSIVE: Only one premium position advertiser on article pages at one time.</p> <p>TIMING: Sold by the week, minimum buy is 2 weeks</p>	<p>STRATEGIC PLACEMENT: Placed on the pages that help advertisers reach the full WBJournal.com audience. (Includes all devices except smartphones)</p> <p>PAGE DOMINANT: High visibility. Scrolls with page content and remains visible until user opts to close it.</p> <p>EXCLUSIVE: Only one premium position advertiser on article pages at one time.</p> <p>TIMING: Sold by the week, minimum buy is 2 weeks</p>
<p>Impressions* 2,000 - 3,500 per week 12,000 - 16,000 per month</p> <p><i>*(Note: Impression estimate is based on current traffic trends, pricing is based on exclusive ad position rather than CPM)</i></p>	<p>Weekly (Sunday-Saturday): 7,000 - 13,000 Impressions/will reach approx. 90% of all non-mobile users</p> <p>Monthly: 25,000 - 40,000 Impressions/will reach approx. 90% of all non-mobile users</p> <p><i>(Note: Pricing is based on position rather than CPM)</i></p>	<p>Weekly (Sunday-Saturday): 7,000 - 13,000 Impressions/will reach approx. 90% of all non-mobile users</p> <p>Monthly: 25,000 - 40,000 Impressions/will reach approx. 90% of all non-mobile users</p> <p><i>(Note: Pricing is based on position rather than CPM)</i></p>
<p>Duration of views Remains on page—cannot be closed.</p>	<p>Stays open till closed by user. Once closed it will not appear again during that user's session. The same user can be shown the ad once every 7 days.</p>	<p>Stays open till closed by user. Once closed it will not appear again during that user's session. The same user can be shown the ad once every 7 days.</p>
<p>Viewed on Desktop only (not mobile or tablet)</p>	<p>Desktop and tablet (not mobile)</p>	<p>Desktop and tablet (not mobile)</p>
<p>Animation Yes. Limit of 3 animation loops.</p>	<p>Yes. Limit of 3 animation loops.</p>	<p>Yes. Limit of 3 animation loops.</p>
<p>Size Must provide multiple sizes to accommodate various screen resolutions: 1920x1050; 1600x1050; 1440x900; 1366x768; 1280x800</p>	<p>300x600</p>	<p>300x250</p>
<p>Investment \$900 per week; \$3,200 per month</p>	<p>\$1,000 per week; \$3,500 month</p>	<p>\$800 per week, \$2,900 per month</p>

WBJ DAILY REPORT

Rates and Technical Specifications

Effective January 1, 2017

Each weekday our award winning reporting and news staff canvases the market for important regional business stories and breaking news and delivers it to you at noon with the DAILY REPORT. Whether it's market trends, the latest merger news, a new leadership position filled, or an update on state government, the DAILY REPORT has become the must read business source for over 6,000 leading executives throughout Central Massachusetts.

Plus, the Daily Report is created using responsive design, making them easier to read and increasing advertiser visibility on tablets or smartphones.

Online Rates

	Open	3-6 months (per month)	7-12 months (per month)
		30% off	40% off
Leaderboard	\$1,000	\$730	\$595
Half Page	\$1,295	\$910	\$775
Med Rectangle 1	\$945	\$660	\$565
Med Rectangle 2	\$945	\$660	\$565
Med Billboard	\$1,200	\$865	\$735

Technical Specifications

Sizes and formats:

SIZES: A 320x100 pixel banner must be sent with all ad sizes for use in the smartphone version of the Daily Report.

leaderboard: 728x90 pixels

rectangle: 300x250 pixels

half page: 300x600 pixels

medium billboard: 600x150 pixels

FILE SIZE: under 150kb for all ad sizes

FORMAT: JPG, GIF, or PNG

RICH MEDIA: Ads may include animation but may not include audio on load. Be aware that not all email browsers support animation and may only display the first frame.

Third-party ad servers:

Third-party ad servers including Atlas, DoubleClick and many others are supported. Please provide the codes to us five business days before the start date to ensure proper implementation.

Deadlines:

Ads are due five business days before the date they are scheduled to run. For existing campaigns, creative can be swapped monthly. New creative is due five business days prior to its start.

Sending us your files:

Send your files to ads@wbjournal.com and copy your account manager. Please specify a URL for each ad size in your email.

Please contact Kira Beaudoin at kbeaudoin@wbjournal.com or **508.755.8004 ext. 271** if you have any questions about how to set up your file.

APPROXIMATE TEMPLATES, DESIGN IS NOT FINAL

leaderboard

Worcester Business Journal

DAILY REPORT

PHOTO

half page

Reliant Medical Group appoints new CEO
 The Reliant Medical Group has named Dr. Tarek Elsawy as the organization's new president and CEO, the medical group announced Monday.

rectangle 1

rectangle 2

Worcester tax debate continues
 The annual debate over the city's tax classification is set to be taken back up Tuesday, with the Worcester Regional Chamber of Commerce and some city councilors continuing to push Worcester towards a single tax rate.

medium billboard

leaderboard

Worcester Business Journal

DAILY REPORT

Reliant Medical Group appoints new CEO
 The Reliant Medical Group has named Dr. Tarek Elsawy as the organization's new president and CEO, the medical group announced Monday.

half page

Worcester tax debate continues
 The annual debate over the city's tax classification is set to be taken back up Tuesday.

rectangle 1

rectangle 2

Natick company brings secure texting to hospitals
 Interbit Data, of Natick, has created a program that it says will allow for speedier

medium billboard

↑ **Large screens**
(desktop, laptop, tablet)

← **Small screens**
(smartphones)



Effective January 1, 2017

The **Metrowest 495BIZ e-Newsletter** is sent out every Thursday morning to nearly 6,000 subscribers recapping of the week's top business stories from the busy Metrowest market as well as listing a calendar of upcoming business events of interest.

The e-newsletter gives marketers the opportunity to access these highly sought after business-to-business decision makers with the focus on a tight, geographical area that is bustling with business activity and innovation. Plus, the Metrowest 495BIZ e-newsletter is created using responsive design, making it easier to read and increasing advertiser visibility on tablets or smartphones.

Make plans now to advertise - space is limited.

Ad Rates

■ **12 month program:** \$915/month

■ **6 month program:** \$1,075/month

Advertisers will rotate ad positions each week within the e-newsletter.

Technical Specifications

Sizes and formats:

SIZES: There are a total of 5 ad positions – (1) Leaderboard banner, (1) Half Page position, (2) Medium Rectangle positions and (1) Medium Billboard. Please provide creative for the four different sizes. A 320 x 100 pixel banner must be sent with all ad sizes for use in the mobile version of the Metrowest 495BIZ e-Newsletter.

leaderboard: 728x90 pixels

half page: 300x600 pixels

rectangle: 300x250 pixels

medium billboard: 600x150 pixels

mobile banner: 320x100 pixels

FILE SIZE: under 150kb for all ad sizes

FORMAT: JPG, GIF, PNG, or a static or animated GIF (no flash). Resolution must be at 72 pixels/inch.

RICH MEDIA: Ads may include animation but may not include audio on load. Be aware that not all email browsers support animation and may only display the first frame.

Deadlines:

Ads are due the Tuesday the week before they are scheduled to run.

Sending us your files:

Send your files to ads@wbjournal.com and copy your account manager. Please specify a URL for each ad size in your email.

IMPORTANT: Identify your ad in the subject of your email.


(subject: daily/run date/company name/WBJournal accounts manager)

Please contact Kira Beaudoin at kbeaudoin@wbjournal.com or **508.755.8004 ext. 271** if you have any questions about how to set up your file.

APPROXIMATE TEMPLATES, DESIGN IS NOT FINAL

leaderboard

METROWEST
495BIZ



Reliant Medical Group appoints new CEO
The Reliant Medical Group has named Dr. Tarek Elsayw as the organization's new president and CEO, the medical group announced Monday.

half page

Worcester tax debate continues
The annual debate over the city's tax classification is set to be taken back up Tuesday, with the Worcester Regional Chamber of Commerce and some city councilors continuing to push Worcester towards a single tax rate.

rectangle 1

rectangle 2

Natick company brings secure texting to hospitals
Interbit Data, of Natick, has created a program that it says will allow for speedier interactions through secure texting while still protecting patient information.

medium billboard

leaderboard

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rectangle 1

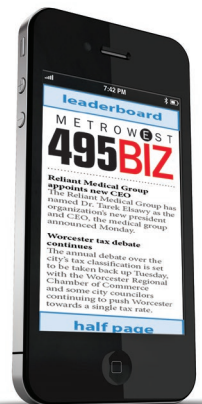
rectangle 2

Take WBJ's Economic Forecast survey
Help Worcester Business Journal discover the upcoming trends for the respondents will

medium billboard

↑
Large screens
(desktop, laptop, tablet)

←
Small screens
(smartphones)



CENTRAL MASSACHUSETTS HEALTH

E-NEWSLETTER Rates and Technical Specifications

Effective January 1, 2017

The **Central Mass. HEALTH CARE e-Newsletter** is sent out every Wednesday afternoon to nearly 6,000 targeted subscribers. The newsletter delivers a combination of timely news, a Q & A interview with a local health care leader, plus stories and stats on trends across our region's health care landscape. We'll also provide links to top statewide and national health care stories of interest to our business audience.

If you're a top executive in the region, a health care leader or a business owner/senior manager and you're in charge of keeping up with the latest changes affecting your company and its employees, then our Health Care e-newsweekly will be a must read for you.

Plus, the Central Mass. HEALTH CARE e-Newsletter is created using responsive design, making it easier to read and increasing advertiser visibility on tablets or smartphones.

Make plans now to advertise - space is limited.

Ad Rates

■ **12 month program:** \$915/month

■ **6 month program:** \$1,075/month

Advertisers will rotate ad positions each week within the e-newsletter.

Technical Specifications

Sizes and formats:

SIZES: There are a total of 5 ad positions – (1) Leaderboard banner, (1) Half Page position, (2) Medium Rectangle positions and (1) Medium Billboard. Please provide creative for the four different sizes. A 320 x 100 pixel banner must be sent with all ad sizes for use in the mobile version of the Central Mass. HEALTH CARE e-Newsletter.

leaderboard: 728x90 pixels

half page: 300x600 pixels

rectangle: 300x250 pixels

medium billboard: 600x150 pixels

mobile banner: 320x100 pixels

FILE SIZE: under 150kb for all ad sizes

FORMAT: JPG, GIF, PNG, or a static or animated GIF (no flash). Resolution must be at 72 pixels/inch.

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APPROXIMATE TEMPLATES, DESIGN IS NOT FINAL

leaderboard

Worcester Business Journal
**Central Mass
HEALTH CARE**



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Worcester Business Journal
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HEALTH CARE**

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rectangle 2

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medium billboard

↑ **Large screens**
(desktop, laptop, tablet)

← **Small screens**
(smartphones)



Central Mass MANUFACTURING

E-NEWSLETTER

Rates and Technical Specifications

Effective May 30, 2017

The **Central Mass MANUFACTURING** e-newsletter is sent every Tuesday morning to nearly 6,000 executive subscribers. This targeted weekly email newsletter delivers timely industry news, interviews with local manufacturing leaders plus industry trends, statistics, important calendar items and more.

If you're a top executive in the manufacturing sector or a business owner or senior manager that needs to keep your finger on the pulse of the region's manufacturing scene, then our new weekly Manufacturing e-newsletter is meant for you!

Modeled on our popular WBJ e-news and the weekly HEALTH Care e-newsletter, **Central Mass MANUFACTURING** covers the important industry stories and serves to inform and educate readers, over time, about hundreds of area manufacturers they may not be following. This increased weekly coverage by the area's top business reporters will surely make this a must read for industry leaders and regional executives. Plus, the Central Mass MANUFACTURING e-newsletter is created using responsive design, making it easier to read and increasing advertiser visibility on tablets or smartphones.

Make plans now to advertise - space is limited.

Ad Rates

- **12 month program:** \$915/month
- **6 month program:** \$1,075/month

Advertisers will rotate ad positions each week within the e-newsletter.

Technical Specifications

Sizes and formats:

SIZES: There are a total of 5 ad positions – (1) Leaderboard banner, (1) Half Page position, (2) Medium Rectangle positions and (1) Medium Billboard. Please provide creative for the four different sizes. A 320 x 100 pixel banner must be sent with all ad sizes for use in the mobile version of the Central Mass. MANUFACTURING e-Newsletter.

leaderboard: 728x90 pixels

half page: 300x600 pixels

rectangle: 300x250 pixels

medium billboard: 600x150 pixels

mobile banner: 320x100 pixels

FILE SIZE: under 150kb for all ad sizes

FORMAT: JPG, GIF, PNG, or a static or animated GIF (no flash). Resolution must be at 72 pixels/inch.

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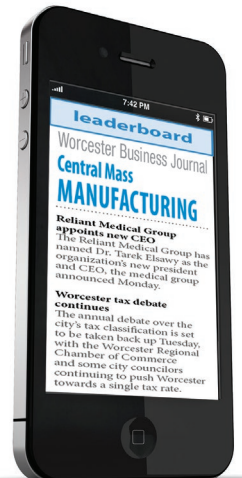
APPROXIMATE TEMPLATES, DESIGN IS NOT FINAL

The diagram shows a vertical layout of an e-newsletter page. At the top is a blue header with the text 'leaderboard'. Below this is the main content area, which includes the 'Worcester Business Journal Central Mass MANUFACTURING' title. The content area is divided into several sections: a 'PHOTO' section with a placeholder for an image, a 'half page' section, two 'rectangle' sections (rectangle 1 and rectangle 2), a 'medium billboard' section, and a 'Worcester tax debate continues' section. The 'medium billboard' section is a large blue box at the bottom of the content area.

The diagram shows a desktop screen displaying the e-newsletter layout. The layout is the same as the one shown in the previous diagram, but the 'medium billboard' section is now a smaller blue box at the bottom of the page. The 'leaderboard' section is at the top, followed by the title, the 'PHOTO' section, the 'half page' section, the two 'rectangle' sections, and the 'Worcester tax debate continues' section.

↑ **Large screens**
(desktop, laptop, tablet)

← **Small screens**
(smartphones)



Ad Creation/Ideas

Our experienced staff of designers will be happy to create and develop ads for your business to run in our publications free of charge. We will work closely with you to create attractive, eye-catching ads that will complement your business, and help you get the most out of your advertising program with the Worcester Business Journal.

Note: Ads built by the Worcester Business Journal that clients would like to run in other publications will have an additional charge of \$50 for our time to recreate the file to the exact size, save as a .pdf file and email to you or other publications.

Camera Ready Ads

We will be glad to accept your camera-ready ad via email. "High Quality" or "Press Quality" PDFs are preferred. If we have to manipulate the file in any way (re-sizing, replacing fonts or graphics, linking files, color correction, re-copying, fixing knock-outs, CMYK conversion, type changes, etc.), a \$50 an hour fee will be charged (minimum charge: \$25).

Ads sent via email must be smaller than 10MB. Please email ads to ads@wbjournal.com.

- Identify your ad in the subject of your email. (Subject: company name/publication/issue date)

LARGE PDF FILE?

Upload your ad to our FTP site using this information:

server: 0350672.netsolhost.com

user name: worcester_ads • **password:** wor_3st3R

Please place the files on the FTP and notify your Account Manager at 508-755-8004.

FILE CREATION SPECS

1. Size: see on right
2. File type: PDF is preferred
3. Resolution:
 - grayscale halftones (ie. photographs) = 200 dpi
 - linescreen = 100 bitmap images/line art = 1200 dpi;
 - color halftones = 200 dpi

- ALL COLOR ADS: Must be sent as a CMYK mix. (not RGB or spot)
- B&W ADS: Make sure ALL images are grayscale.
- EMBED ALL FONTS.

Printing Process: Web Offset. Expect 10-20% press gain.

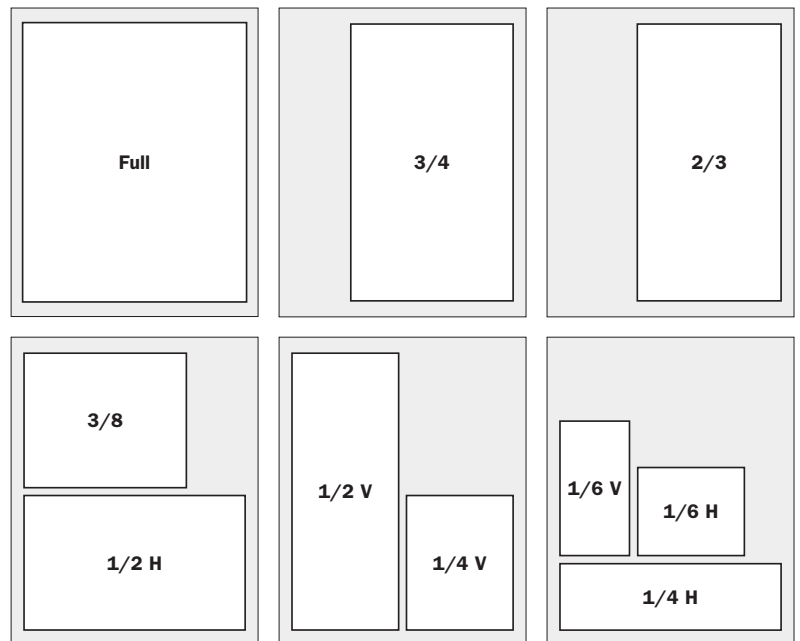
Line Screen: Black & white halftones should be 100 line screen. Four color should be no higher than 110.

Glossy, four color covers (special issues) should be 133.

Dimensions: Image area: 9" x 11.25" (Trim size: 10" x 12.5")

ISSUE AD SIZES

Full page	9" x 11.25"
3/4 page	6.625" x 11.25"
2/3 page	5.875" x 11.25"
1/2 page horizontal	9" x 5.5"
1/2 page vertical	4.3" x 11.25"
3/8 page	6.625" x 5.5"
1/4 page horizontal	9" x 2.75"
1/4 page vertical	4.3" x 5.5"
1/6 page horizontal	4.3" x 3.625"
1/6 page vertical	2.875" x 5.5"



SPECIAL PUBLICATION AD SIZES (8" x 10.5" format)*

Full page	7" x 10"
2/3 page	4 5/8" x 10"
1/2 page vert.	4 5/8" x 7 3/8"
1/2 page horiz.	7" x 4 7/8"
1/3 page vert.	2 1/4" x 10"
1/3 page horiz.	4 5/8" x 4 7/8"

* Special rates apply for 8" x 10.5" publications.

Contact your Account Manager for details.

