

FORT WORTH BUSINESS PRESS

— **2016 MEDIA GUIDE** —

In Print. In Pocket. In Person.



DRC Media, Inc. dba **FORT WORTH BUSINESS PRESS** offers Greater Tarrant County multi-platform marketing and communications options IN PRINT with the weekly Fort Worth Business Press newspaper; IN POCKET with FortWorthBusiness.com and FWB E-Newsletters, and IN PERSON with some of Fort Worth's most popular and heritage event-marketing solutions.

At **FORT WORTH BUSINESS PRESS**, our goal is to serve our audiences with digital immediacy, print foresight, and exclusive event marketing opportunities.

In Print

Newspaper



For more than 25 Years, **FORT WORTH BUSINESS PRESS** has been the only business news publication serving Greater Tarrant County.

Special Publications & Special Sections

Special Publications



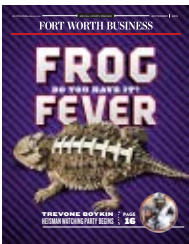
JANUARY

2016 Book of Lists
Fort Worth REC Forecast



MAY

Fort Worth Admin Awards Publication



AUGUST

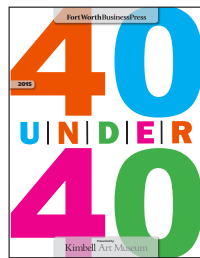
Frog Fever

Special Sections



JANUARY

2016 Spring School Guide



MARCH

40 Under 40
Texas Energy Report



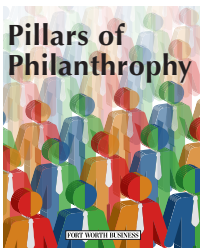
MAY

TOP 100
Banquet & Meeting Guide



JULY

Best Places to Work



JUNE

Top CFO

AUGUST

2016 Fall School Guide
Pillars of Philanthropy
Minority Business Leaders



OCTOBER

Commercial Lease Guide

NOVEMBER

Great Women of Texas

Quarterly Magazine



MARCH • JUNE
SEPTEMBER • DECEMBER
CEO Magazine

In Pocket

Online ~ E-Marketing ~ Mobile



FORT WORTH BUSINESS PRESS digital assets are responsive to all devices so we can reach our influential readers and your customers wherever they go, 24/7.

In Person

Event Marketing



FORT WORTH BUSINESS PRESS special events put your business in front of the Fort Worth business community with thoughtful and dynamic programs.

In Person Events

Date	Event	Attendance	Event Details
Feb. 3		300	<p>In a market with continuous change and challenges, this annual event recognizes excellence in the medical community - excellence practiced by physicians, administrators and volunteers alike. Healthcare Heroes are selected and judged based on nominations from those in the profession and the business community.</p>
March 9	<p style="text-align: center;">FORT WORTH BUSINESS</p> 	400	<p>40 Under 40 is celebrated to recognize brilliance on the rise. 40 honorees each year; all under the age of 40, destined for striking accomplishments in their chosen field, from the corporate sector to maverick entrepreneurialism. They are leaders today and are sure to be part of the next generation that will make Tarrant County a great place to live and work.</p>
May 11	<p style="text-align: center;">Presented by </p> 	300	<p>Fort Worth Business Press exclusive Top 100 Private & Public Companies event brings together the executive teams of the largest companies based in Tarrant County and the Top 25 Public Companies in the metroplex. A series of awards including Top CEO are given at this prestigious event.</p>
June 29	<p style="text-align: center;">Presented by </p> 	200	<p>Fort Worth Business recognizes Chief Financial Officers in Fort Worth and Tarrant County who successfully navigate their company's financial future and are stewards for their organization. Each chosen honoree will be recognized at an awards ceremony in their honor.</p>
Sept. 28	<p style="text-align: center;">FORT WORTH BUSINESS</p> 	300	<p>Fort Worth Business will recognize Tarrant County's top minority leaders in business and the community. Honorees will be chosen based on professional achievements, community contributions, philanthropy and other milestones and awards.</p>
Nov. 9		300	<p>This prestigious event honors outstanding women in Texas who are recognized for their significant accomplishments in business, civic and social contributions. Each woman honored is a trailblazer in their business interests, but it is their dedication to family and the community that makes them stand-out.</p>

Business *for* Breakfast Series



For more than 25 years, **FORT WORTH BUSINESS PRESS** has taken pride in our role as a key source of continuing education and B2B resources for businesses in Greater Tarrant County. FWB continues that responsibility with the **Business for Breakfast Series**.

Each **Business for Breakfast Series** will target a unique vertical or address a key issue facing Fort Worth's business leaders.

Whether a panel discussion, symposium, or keynote speaker, the **FWB Business for Breakfast Series** was created to continue to inform and educate our readers.

Business for Breakfast Series are smaller, more intimate gatherings of approximately 100 business leaders.

February 17	Women's Leadership Summit <i>Replicating the Good Ole Boys Club: Leveraging your network for success</i>
April 13	General Counsel
June 15	Real Estate
August 17	Health Care
October 19	Energy
December 7	Technology

Sponsorship Information

Table of 10 \$500.00
Individual Tickets \$50.00

Presenting Sponsor (Exclusive) for Individual Breakfast Series - \$6,000

- Featured as Title Sponsor in all print and digital promotional marketing (minimum 4 of each)
- Title Sponsorship recognition from the podium by Breakfast Series Emcee
- Speaking opportunity from Title Sponsor representative to welcome Breakfast attendees.
- Full Page, 4-Color Ad in Fort Worth Business in one issue during the month of the sponsored Breakfast Series
- Table of ten (10) at Breakfast Series.

Platinum Sponsor (only 2X Available) - \$3,500

- Featured as Platinum Sponsor in all print promotional marketing (minimum 4 of each)
- Platinum Sponsorship recognition from the podium by Breakfast Series Emcee
- Island, 4-Color Ad in Fort Worth Business in one issue during the month of the sponsored Breakfast Series
- Table of ten (10) at Breakfast Series.
- Platinum Sponsors offer a unique partnership to Business for Breakfast Series to Fort Worth Business.

SOLD OUT

Gold Sponsors (Non-Exclusive) for Individual Breakfast Series - \$2,500

- Featured as Gold Sponsor in all print promotional marketing (minimum 4 of each)
- Gold Sponsorship recognition from the podium by Breakfast Series Emcee
- Half Page, 4-Color Ad in Fort Worth Business in one issue during the month of the sponsored Breakfast Series
- Table of ten (10) at Breakfast Series.

For more information, contact your ad rep at (817) 336-8300
For tickets, contact Lauren Vay at lvay@bizpress.net



FWB Newsmakers Happy Hours

are among the best and most popular networking events in Fort Worth. Your business can be a part of these robust networking events with an exclusive FWB Newsmaker

Happy Hour sponsorship. Attendees are business professionals who have made the news in the past quarter—whether in a feature in FWB Newsmakers, David (Smiley) Irvin’s page, or possibly from a feature story in FORT WORTH BUSINESS or CEO Magazine.



Happy Hour Details

Venue: varies and rotates (Del Frisco's, Ruth's Chris Steakhouse, Mercury Chophouse, similar venues)

Timeline: Once per quarter (March, June, September, December)

Dates: TBD

Happy Hour Times: 5:30-7pm

Cocktails (Beer, Wine and optional Special Venue Host Cocktail)

Passed hors devours – and stationary Cheese, crackers, fruit

Photographer and Editorial on hand

Marketing Plan

As the FWB People Happy Hour sponsor, your company will receive the following...

- Recognition as a sponsor of the “FWB People Networking Happy Hour”
- Identification as a sponsor in pre-event and post-event publicity and on print and digital invitations (minimum of 4 print and online ads)
- Logo inclusion on Easel Boards at the event promoting sponsor participation
- Opportunity to network with business professionals
- 30 invitations to distribute to colleagues, prospective clients and current clients
- Exclusivity by Category (Financial, Commercial Real Estate, etc.) based on a year contract (4 events).

Investment

\$3,500 per event or \$12,000 for all 4

For more information, contact your ad rep at (817) 336-8300
For tickets, contact Lauren Vay at lvay@bizpress.net

2016 Editorial Calendar

DATE	EDITORIAL FOCUS	LIST	SPECIAL SECTIONS	EVENTS	SPECIAL PUBLICATIONS
Jan. 4	NEW YEAR WEEK HIATUS - NO ISSUE				2016 Book of Lists
Jan. 11	2015 ICON of the Year	NO LIST	FWB Cultural District	2016 Book of Lists Launch Party	School Guide Special Section
Jan. 18	Fort Worth Stock Show & Rodeo	Fort Worth Stock Show Exhibitors	Million Dollar Home		
Jan. 25	LAW	Law Firms	FWB DRIVE (Jerry Reynolds)	Newsmakers Happy Hour	Real Estate Forecast 2016 Publication
Feb. 1	Education	Colleges & Universities		HealthCare Heroes	
Feb. 8	Real Estate: Westside	Cosmetic Surgery Physicians	Valentine Food & Wine		HealthCare Heroes Special Section
Feb. 15	Banking	Banks by Deposits	Million Dollar Home	Breakfast Series-Women's Leadership Summit	
Feb. 22	Engineering-Engineering Week	Engineering Firms	FWB DRIVE (Jerry Reynolds)		
Feb. 29	Advertising & Public Relations-Addy Week	Advertising Agencies & PR Firms	FWB Cultural District		
Mar. 7	Healthcare	Hospitals	FWB Food & Wine		
Mar. 14	Real Estate: Downtown	Commercial Real Estate Companies	Million Dollar Home		 Magazine
Mar. 21	Investing & Wealth Management	Investment Firms	FWB DRIVE (Jerry Reynolds)	40 Under 40	Research Texas Special Section
Mar. 28	Earth Week: Clean, Green, Sustainable Energy	Environmental Consulting Firms	FWB Cultural District		40 Under 40/Texas Energy Report Special Section
Apr. 4	Property Tax	Property Tax Consulting Firms		Newsmakers Happy Hour	
Apr. 11	Tourism & Hospitality	Top Fort Worth Hotels	Million Dollar Home	Breakfast Series-General Counsel	
Apr. 18	Insurance	Insurance Cos. / Employee Benefits Cos.	FWB Cultural District	40 Under 40 Reunion	
Apr. 25	Aerospace, Aviation, & Defense	Defense Contractors	FWB DRIVE (Jerry Reynolds)		
May 2	Healthcare-Nurses Week	Nursing Schools in Texas	FWB Food & Wine		Fort Worth Admin Awards Publication
May 9	Real Estate: 7th Street/Culture District	Museums & Art Galleries	FWB DRIVE (Jerry Reynolds)		
May 16	Research in Texas	Texas Research Expenditures/ Hospitals	Million Dollar Home		
May 23	TOP 100	Top Public and Private Companies	FWB Cultural District	TOP 100	TOP 100
May 30	MEMORIAL WEEK HIATUS - NO ISSUE				
Jun. 6	Human Resources	HR Companies & Search Firms	FWB Food & Wine		Banquet & Meeting Guide Special Section
Jun. 13	Automotive	Tarrant Area Auto Dealers	Million Dollar Home	Breakfast Series-Real Estate - June 15	 Magazine
Jun. 20	Transportation & Logistics	Largest Employers (# of Employees)	FWB DRIVE (Jerry Reynolds)	 Magazine Party - June 20	
Jun. 27	Financial / CFO's	Accounting Firms	FWB Cultural District	TOP CFO - June 29	TOP CFO Special Section
Jul. 4	Independence Day				
Jul. 11	Architecture	Architecture Firms	FWB Food & Wine		
Jul. 18	Performing Arts	SBA Lenders	Million Dollar Home		
Jul. 25	Entrepreneurs	Residential Real Estate	FWB DRIVE (Jerry Reynolds)	Entrepreneur Summit - July 29	
Aug. 1	Energy/Real Estate: Southwest Fort Worth	Texas Oil and Gas Companies	FWB Cultural District		
Aug. 8	Technology	Texas IT Schools/Departments	FWB Food & Wine		
Aug. 15	Banking & Finance	Credit Unions	Million Dollar Home	Breakfast Series-Healthcare - Aug. 17	
Aug. 22	Healthcare-Aging & Elder Care	Long-Term Care Facilities	FWB DRIVE (Jerry Reynolds)		
Aug. 29	Banking	Banks in Johnson & Parker Counties			Frog Fever Publication
Sep. 5	Education	Private Schools in Greater Fort Worth	FWB Cultural District		School Guide Special Section
Sep. 12	Philanthropy	Non-Profit Organizations	FWB Food & Wine		Pillars of Philanthropy Special Section
Sep. 19	LAW	Law Firms	Million Dollar Home		
Sep. 26	Real Estate: Southside	Mortgage Companies	FWB DRIVE (Jerry Reynolds)		 Magazine
Oct. 3	Healthcare-Breast Cancer Awareness Pink Wrap	Cancer Hospitals in Texas	FWB Cultural District	Meet the Editors Happy Hour	
Oct. 10	Economic Development	1-Economic Development Groups 2-Chambers	FWB Food & Wine		
Oct. 17	Family-Owned Business	Oldest Businesses in Tarrant County	Million Dollar Home	Breakfast Series - Women's Leadership Summit - Oct. 19	Commercial Lease Guide Special Section
Oct. 24	Construction	Commercial Contractors/Sub-Contractors	FWB DRIVE (Jerry Reynolds)		
Oct. 31	Retail Focus	Tarrant County Retail Sales by City	FWB Cultural District		
Nov. 7	Veterans in the Workplace: Salute to Veterans Wrap	Insurance Companies	FWB Food & Wine	Great Women of Texas	Great Women of Texas Special Section
Nov. 14	Women in Business	Women-Owned Businesses	Million Dollar Home		
Nov. 21	Real Estate: Northside	Performing Arts Venues	FWB DRIVE (Jerry Reynolds)		
Nov. 28	Sales Strategies	Sales Consultants/Wealth Management Firms	FWB Cultural District		
Dec. 5	Accounting	Accounting Firms	FWB Food & Wine	Breakfast Series-Technology - Dec.7	 Magazine
Dec. 12	Education	MBA Programs	Million Dollar Home		
Dec. 19	Year in Review	Top News Stories of 2016	FWB DRIVE (Jerry Reynolds)		20 In Their 20's Special Section
Dec. 26	CHRISTMAS WEEK HIATUS - NO ISSUE				

Placement Deadline: 10 days prior to issue date

Artwork Deadline: 5 days prior to issue date

Demographics

FORT WORTH BUSINESS PRESS readers are the business leaders in Greater Tarrant County. They are owners, partners and managers responsible for making the purchasing decisions for their businesses.

Advertising in **FORT WORTH BUSINESS PRESS** and FortWorthBusiness.com provides your business with direct access to this exclusive market of powerful decision-makers.

Job Function of Readership Breakdown

20% CEO
22% Owner Partner
22% V.P.
17% General Mgr
8% Mid Level



Personal Average Income

\$177K

Plan to Purchase/Use/Change in the next 12 Months

28-29%
Auto Insurance
Internet Provider

38-39%
Accountant/CPA
Printed Business Papers

30-35%
Printer/Copier/Shredder
Dentist

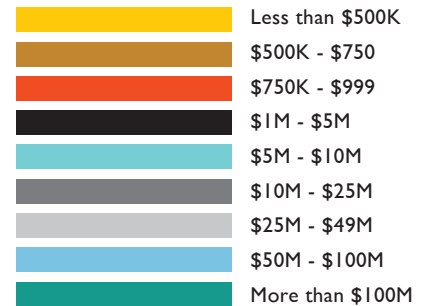
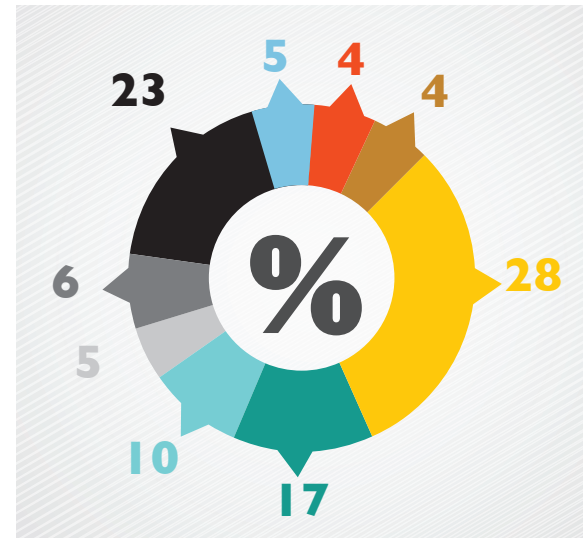
42-43%
Office Supplies
Insurance Agent

FORT WORTH BUSINESS PRESS

84%
Have read
at least 3 of the
last 4 issues

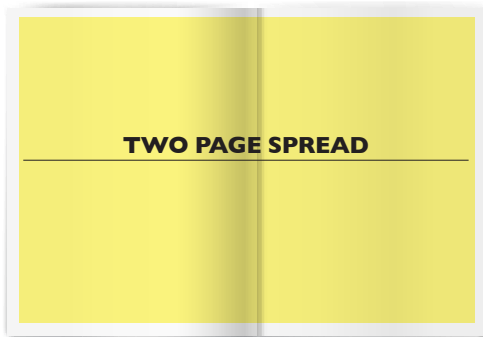


Avg Revenue Business Size



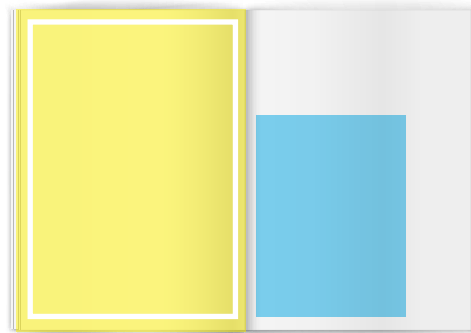
Display Advertising Rates & Specifications

Newspaper



TWO PAGE SPREAD

TWO PAGE SPREAD
20.5" x 12"



FULL PAGE
10" x 12"

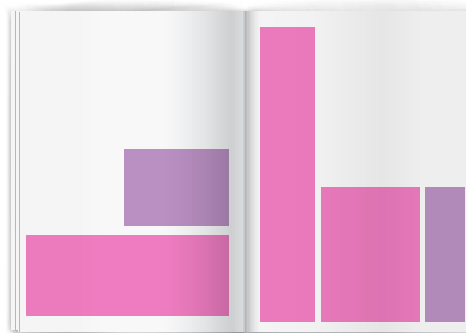
ISLAND
7.9625" x 9.25"

FULL PAGE W/BLEED
LIVE - 10" x 12"
Trim- 10.5" x 12.5"
Bleed- 10.75" x 12.75"



HALF PAGE VERTICAL
4.875" x 12"

HALF PAGE HORIZONTAL
10" x 5.63"



1/8 PAGE HORIZONTAL
4.875" x 2.875"

1/4 PAGE VERTICAL
2.375" x 12"

1/8 PAGE VERTICAL
2.375" x 5.63"

1/4 PAGE HORIZONTAL
10" x 2.875"

1/4 PAGE SQUARE
4.875" x 5.63"



FRONT COVER TILE VERTICAL 1.875" x 3.875"

FRONT COVER TILE HORIZONTAL 5.875" x 1.25"

DISPLAY RATES

INSERTION	1X	13X	26X	52X
2-Page Spread	\$6,595	\$4,995	\$4,790	\$4,040
Back Cover	\$4,495	\$3,475	\$3,179	\$2,645
Full Page <small>Inside Front/Inside Back</small>	\$4,395	\$3,400	\$3,095	\$2,550
Full Page	\$4,295	\$3,325	\$2,890	\$2,405
Island	\$3,495	\$2,845	\$2,320	\$1,930
1/2 Page	\$3,195	\$2,465	\$1,875	\$1,660
1/4 Page	\$1,965	\$1,545	\$1,085	\$905
1/8 Page	\$1,225	\$945	\$605	\$485
Front Cover Tile	\$1,545 per issue (horizontal or vertical)			

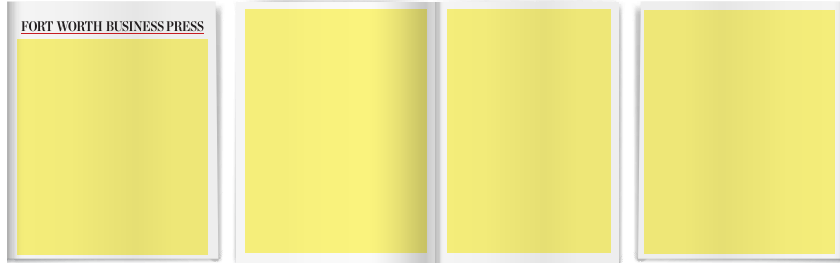
FWB Big Impact Opportunities

Newspaper Advertising Custom Wrap

\$17,250

Includes

- Front Cover
- Below the Masthead
- Full Page
- Inside Front Cover
- Full Page
- Inside Back Cover
- Full Page
- Back Cover

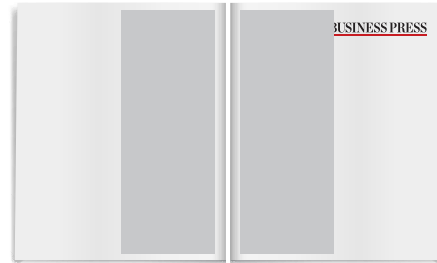


Newspaper Advertising Half Wrap

\$8,850

Includes

- Front Cover
- Half Page
- Inside Front Cover
- Half Page
- Inside Back Cover
- Half Page
- Back Cover
- Half Page



Custom Printed Solutions

PRE-PRINTED INSERTS



FULL PAGE
10" x 14"

Single Sheets,
Small Brochures
Weight: add \$35/m for each ounce more than 1 oz.

- Inserts must be clearly labeled for the Fort Worth Business with the publication date.
- Deadline for delivery to printer is 10 days prior to publication date.
- All other insert pricing upon request.

Small Brochures or Single Sheet (10" X 12" or smaller):	\$3,500
4-Page Tabloid (10" X 12"):	\$7,500
8-Page Tabloid (10" X 12"):	\$9,500
16-Page Magazine (8.5" X 11"):	\$11,500

CUSTOM PUBLISHING

Advertiser provides camera ready, print ready design in Adobe pdf format.

		5000 QTY	10K QTY
4-Page	Tabloid [10.5"x12.5"]	\$17,900	\$20,250
8-Page	Tabloid [10.5"x12.5"] or smaller	\$19,500	\$23,000
16-Page	Magazine [8.5"x11"] or smaller	\$19,800	\$23,900

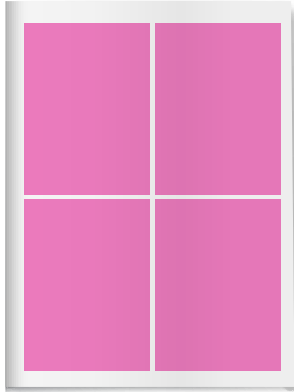
For both options FWB distributes the publication and provides 1,000 copies in publication overrun.

A timeline for each product will be developed. Client not adhering to the timeline may result in moving insert date. All gloss, stapled.

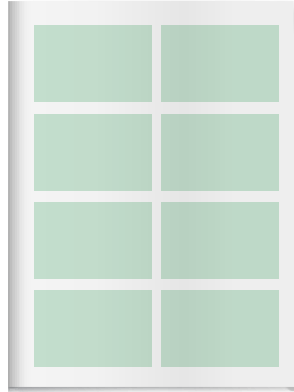
Deliver to:

Midway Press Ltd.,
645 Regal Row
Dallas, TX 75247
(Main) 972.233.8404
(Direct) 972.331.9331
(Fax) 972.233.5430

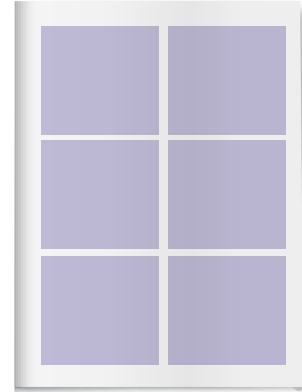
Classified & Legal Ad Rates & Dimensions



1/4 PAGE
4.875" X 5.63"



1/8 PAGE
4.875" X 2.75"



1/6 PAGE
4.875" X 3.75"

	1x	6x	13x	26x	52x
1/4 Page	\$550	\$475	\$425	\$375	\$350
1/6 Page	\$410	\$360	\$330	\$300	\$270
1/8 Page	\$270	\$225	\$215	\$205	\$195

*For special publication placement, please add \$150 to the price point.

Line Ads

\$30 per line

\$250 for 10 lines (about 80 words)

\$10 for mailed paper tear sheets

***Contract advertisers receive 1x classified/legal ad per month!**

The Power of Digital Readership

FORT WORTH BUSINESS PRESS has a loyal audience of readers on our two major digital outlets: FortWorthBusiness.com and FORT WORTH BUSINESS PRESS Daily E-Newsletters. Our website attracts over 104,000 readers monthly and our E-newsletters are sent out twice-a-day (weekdays) and on Sun-day to over 10,000 active recipients. Our E-newsletter open rate and click through rate are consistently higher than the industry average.

140,500

Impressions per month
FortWorthBusiness.com

30%

Open Rate
E-newsletters

13,876

Unique visitors per week
FortWorthBusiness.com

70%

Percent of print readers
that visit
our website weekly

37%

Click Through Rate
E-newsletters

FWB Online

728 X 90 Large Leaderboard 55°

FORT WORTH BUSINESS

News - E-Edition - Subscribe - Advertise - Events - Opinion - Calendar - Contact - CEO - Lists

Breaking News Biden declares: He won't run for president in 2016

300 X 250

Who you gonna call? Ghost Bus Tour visits Fort Worth haunts and history

300 X 250

300 X 250

468 X 60 Small Leaderboard

300 X 600

728 X 90 Large Leaderboard **200 X 90**

FORT WORTH BUSINESS

Sections: Home, News, Lists, Events, Opinion, Calendar, Weather

Services: About Us, Contact Us, Advertise, Privacy Policy, News Locations, Subscription Services, Submission Forms, Site Index, Add Search Toolbar

Search: Search in: News, Sports, Photos, Video, Arts and Culture, Business, Opinion

FortWorthBusiness.com
Phone number: 817-335-8560
Address: 181 Summit Ave., Suite 800
Fort Worth, TX 76102

FortWorthBusiness.com

- 104,000 Unique Visitors Per Month
- 140,000 Impressions Per Month

Display Rates Per Month

	Monthly
728 X 90 Large Leaderboard	\$1,200
468 X 60 Small Leaderboard	\$ 975
300 X 600 Tower	\$1,800
300 X 250 Rectangle	\$ 850
200 X 90 Tab	\$ 550

Special FWB Digital Opportunities

	Monthly
728 X 90 Video Display Ad	\$1,700
300 X 250 Video Display Ad	\$1,200
Native Online Campaigns	\$3,000

FWB E-Newsletters

FORT WORTH BUSINESS PRESS

30%
Open Rate

37%
Click Through Rate

10,000+ FWB readers subscribe to FWB E-Newsletters each week. FWB E-Newsletters offer readers daily first-in-the-morning and first-in-the-afternoon updates of the biggest stories they need to stay informed.



728 X 90

300 X 250

FWBP A.M.
THE STUFF YOU NEED TO KNOW RIGHT NOW

FWBP A.M Top 7

1. Fort Worth proposing 680-acre Northside tax increment finance district
2. Fort Worth prepares to launch \$15.1 million Will Rogers renovation
3. Abbott, Davis to address Texas educators
4. Assault lawsuit against Jerry Jones heads to court
5. American Airlines' DFW-Beijing petition underscores airport's international mission, Price says
6. Construction starts on \$12 million addition, remodeling to Tarrant Area Food Bank
7. Rifle used in deadly 1966 UT rampage up for sale

[Know a local company that made a Smart Move? Tell us about it!](#)

300 X 250

300 X 100

300 X 100

300 X 100

728 X 90

300 X 250

A.M. Fun Five

1. Fall TV: Reviews for all new dramas and comedies
2. This fall's returning shows: Premiere dates
3. I'm the world's biggest 'West Wing' fan!
4. Italian village honoring WWII US pilots - including a Texan
5. 'A Walk Among the Tombstones' works well until it doesn't

Sports
NFL Commissioner Goodall offers apologies but few specifics

Dallas Stars open training camp in Fort Worth

300 X 250

300 X 100

Connor:
Difficult issues for NFL's Goodell

Former football fan:
It's time to reconsider love of game

InMarket:
Hard work, perseverance

50 years after Warren

300 X 100

FWB E-NEWSLETTER RATES

	Monthly
AM	
728x90 (2 available)	\$1,500
300x250	\$1,200
300x100	\$800
PM	
728x90 (2 available)	\$1,500
300x250	\$1,200
300x100	\$800
Sunday	
728x90 (2 available)	\$800
300x250	\$550

Exclusive FWB E-Newsletter Opportunities

Advertiser E-Blast	\$2,500 (twice per month)
Advertiser Sponsored Content	\$3,200 (one per week, four total)

Industry Focus E-Newsletters

728 X 90

| IN PRINT. IN POCKET. IN PERSON.™ |

FORT WORTH BUSINESS

WEEKEND FOOD + WINE

About Us
Fort Worth Business
101 Summit Ave.
Suite 802
Fort Worth 76102
817-336-8330

Tarrant County's leading source of business news. Subscribe today!

Friday on the Green

This monthly concert series held at Magnolia Green, located on Lipscomb between Magnolia and Rosedale, and regularly attracts thousands of neighborhood families and visitors during the warm weather months. Friday on the Green features the region's best live music, tasty food and drinks from Near Southside eateries, and the fun and relaxed atmosphere of a big neighborhood picnic. Groups of families and friends show up with blankets, chairs and pets to enjoy a lineup of three great local bands and food from local businesses or food trucks, beer and wine.

Sponsored Content

430 X 90

FWB Weekend Food & Wine E-Newsletter

Courtney Dabney gets your culinary senses off on the right track each weekend with her Weekend Food & Wine E-Newsletter. Courtney offers readers her take on some of the newest best places to check out, as well as some of the traditional hang outs that have been institutions in Fort Worth for decades.

Distribution: Fridays
Display Opportunities: 728x90, 430x90

RATES

	Monthly
728x90 Top of Page Leaderboard (only 1 available)	\$1500 per month
430x90 First Position: (only 1 available)	\$850 per month
430 X 90 Second Position: (only 1 available)	\$650 per month
Sponsored Content: \$2,000 per month (4 e-newsletters)	

728 X 90

| IN PRINT. IN POCKET. IN PERSON.™ |

FORT WORTH BUSINESS

HEALTH CARE

TODAY'S NEWS

Let's talk **STRESS**: Are you feeling like Jordan Spieth at the Master's?

Sponsored Content

Fort Worth-based Radiology Associates adds two new practices

430 X 90

FWB Healthcare E-Newsletter

The Fort Worth Business Health Care Newsletter will spotlight the people and businesses involved in health care, along with health care issues important to both the medical community and citizens in Fort Worth and North Texas.

Distribution: Tuesdays
Display Opportunities: 728x90, 430x90

General Information

DEADLINES:

Space reservation no later than 10 days prior to date of publication.

CAMERA READY ART:

No later than 5 p.m. Tuesday, six days prior to date of publication. Deadlines will be earlier for special publications and holidays.

Example: issue date, July 11, camera ready art is due Tuesday, July 5.

WORK-UP ADS:

All materials and concepts must be submitted and agreed upon at least 10 days prior to publication date. Completed ads must be approved no later than 5 p.m. Tuesday, six days prior to date of publication.

AGENCY COMMISSION:

A 15 percent commission will be allowed for recognized agencies on display advertising 1/4 page or larger and inserts. Commissions will be allowed on all charges for space and position. No commission will be allowed on charges 60 days past due.

LIABILITY FOR PAYMENT:

Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the publisher.

FREQUENCY DISCOUNTS:

Advertising must be published within one year of first insertion to earn frequency discounts.

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.

PRINT PRODUCTION SPECIFICATIONS

All ads must match technical and size specifications provided. All fonts and graphics used in ads must be included with submissions. A printed copy of ads must accompany electronic files.

ACCEPTABLE FILE FORMATS

- Adobe Acrobat PDF (using version 6.0 or earlier)
- QuarkXPress .QXD file (using Macintosh version 8 or earlier)
- Adobe Illustrator .AI or .EPS (using version CS4 or earlier)
- Adobe Photoshop .PSD file (using version CS4 or earlier)
- Adobe InDesign .INDD file (using version CS4 or earlier)
- High-resolution JPEG, TIFF, OR EPS file

We cannot accept ads created in Adobe PageMaker or Microsoft Word/Publisher/PowerPoint unless they are exported as PDF files with embedded fonts, layers flattened, and required color spacing and resolution.

COLOR SPECIFICATIONS:

Full-color ads must be set as CMYK. Black and white ads must be grayscale.

RESOLUTION SPECIFICATIONS:

All images must be at least 170 dpi (dots per inc)/85 line screen for newsprint. All images for glossy publications (40 under 40 or Great Women of Texas, for example) must be at least 300 dpi. Files less than 170 dpi cannot be accepted. Images from the Internet cannot be used in any instance.

FONT SPECIFICATIONS:

Fonts used in PDFs must be embedded. Fonts in illustrator must be outlined. All printer and screen fonts used in a Quark file must be included with submitted materials. PostScript are preferred.

ONLINE DIGITAL AD SPECIFICATIONS

All ads must match technical and size specifications provided. All images must be submitted in RGB.