

Display Advertising Rates

| Size | Open Rate | 6x Rate | 12x Rate | 24x Rate | 24x Prepaid |
|-----------|-----------|---------|----------|----------|-------------|
| Full | \$600 | \$540 | \$480 | \$420 | \$8400 |
| 1/2Page | \$350 | \$315 | \$280 | \$245 | \$5000 |
| 1/4page | \$200 | \$180 | \$160 | \$140 | \$2800 |
| 1/8 Page | \$120 | \$108 | \$96 | \$84 | \$1800 |
| 1/16 Page | \$80 | \$72 | \$64 | \$56 | \$1200 |

Prepayment discounts: Save an additional 5% on 6x contract / 10% on 12x Contract * Placement upcharge is 15% of earned rate

Advertiser _____

Bill to _____

Address _____

Mailing address _____

City/State/Zip _____

City/State/Zip _____

Phone (____) _____ Fax (____) _____

Phone (____) _____ Fax (____) _____

Contact name _____

Contact name _____

Ad size _____ Specs _____ col. x _____ inches

Special placement (Add15%) _____

Insertion rate \$ _____ # of ads _____

NOTES _____

Total contract amt \$ _____

Prepay amount \$ _____

Email _____

■ Advertising contracted for must be specified as either Business Times Run of Press (BTROP) or Focus Special Section Advertising (Focus) on contract. Combined contracts are not allowed unless approved by the publisher although earned rates in the Focus sections may apply.

■ Submitted ads must be complete and print ready quality (300 dpi) otherwise design fees will apply if changes or adjustments by the publisher are required. All full color ads must be CMYK. It is recommended that black used in the ad (particularly in small type) be 100% black and not four color process black.

■ Photos must be a MINIMUM of 300 dpi and no smaller than 2" x 3".

■ Photos and ad files accepted are .jpg, .pdf, .tif and .eps.

■ Basic design of advertisements is included in the contracted price and includes the initial design of ad proof as long as the materials provided by the advertiser meet specifications, otherwise, design fees of \$25.00 per hour will apply—billed in 1/2-hour increments. Minor proof adjustments will be provided at no charge at the publisher's discretion and major adjustments may be subject to the publisher's \$25.00 per hour rate.

■ Advertiser is responsible for getting all materials or completed advertisements to the *Business Times* in a timely fashion so as to meet deadlines. The deadline for finalized ads is 5pm on Thursday the week before publication; for ads that need to be built, materials must be in by 5pm Tuesday the week before publication. Advertisers will be provided an editorial/publication calendar with their contract to assist them in adhering to the deadline schedule. The *Business Times* will additionally alert advertisers for upcoming editions in a timely manner after the proceeding publication is printed and in distribution. The *Business Times* will not guarantee publication of ad materials or completed ads received after the deadline has passed. In this occurrence, the *Business Times* reserves the right to publish a previously run ad from the advertiser, the latest proof available for the current ad or no ad at all, depending on the circumstances and the advertiser will be billed per the contract.

■ The publisher retains the right to not publish any ad for any reason it deems inappropriate for publication.

■ New advertisers that have not established credit with the Business Times will be required to pay the first month's advertising with their contract, and the first 6 months of the contract billed in advance. New, credit-approved advertiser contracts that go past due 60 days will be automatically cancelled and charged a 25% cancellation fee on both the unpaid balance and the remaining, cancelled ads. Cancelled contracts may also be subject to collection fees.

■ Billing terms are due on receipt and invoiced on the first day of the month for any ads the advertiser is running for that month. Ad accounts that go past due 90 days will be automatically cancelled and charged a 25% cancellation fee on both the outstanding debt and the remaining, cancelled ads. Cancelled contracts may also be subject to collection fees.

■ Advertiser may cancel this contract at any time with a 30 day, written notice. Upon cancellation, advertiser will be invoiced for all ads run at its retroactive, earned rate based on the cancellation date and billed a 25% fee on the remaining cancelled ads. Advertiser will be given full credit for all monies paid toward the final invoice.

■ Prepaid advertising is non-cancellable and will not be refunded under any circumstances, although the advertiser may opt (and publisher reserves the right) to pull all remaining, scheduled advertising.

■ Non-profits and governmental agencies receive the 12 time rate on all ads contracted. If a longer contract is desired, the Business Times and non-profit/government entity will negotiate a special rate. Political advertisers will receive the 24 time rate and must be paid in advance with contract.

We have reviewed the policy information and agree to the terms.

Advertiser's Initials Business Times Rep

| JAN 1 | JAN 2 | FEB 1 | FEB 2 | MAR 1 | MAR 2 | APR 1 | APR 2 | MAY 1 | MAY 2 | JUN 1 | JUN 2 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP |
| FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS |

| JUL 1 | JUL 2 | AUG 1 | AUG 2 | SEP 1 | SEP 2 | OCT 1 | OCT 2 | NOV 1 | NOV 2 | DEC 1 | DEC 2 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP | BT ROP |
| FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS | FOCUS |