

## Print & Online Media Kit

Display Ad Rates, Sizes & Specifications • Business Marketplace & Classified Ads • Local Area Business News Sponsorships  
Great Tastes • Pre-printed Inserts • Resource Directory • Online Banner Advertising & Specifications • Book of Lists



### Quick Facts on our coverage

Counties in our Tri-State Region	21
Population in 2005	586,853*
Population Growth Since 2000	1.4%*
Households	246,721*
Chambers of Commerce	45
Chamber Members	10,066
Non-farming businesses w/paid emp.	13,513*

\*U.S. Census Bureau



### BIG READERS, very little effort

Advertising that is targeted gets the most out of your marketing dollars. Readers of the Joplin Business Journal are business owners, top executives, managers and decision makers. When you advertise in the Joplin Business Journal, you have confidence that the right people, influential business leaders in your own backyard, are seeing your message. As a weekly publication, we have the ability to help build your business and brand name through repeated exposure.

# rates and specifications

Rate Card #4 • Effective April 1, 2008

## DISPLAY ADVERTISING RATES (Rates are per insertion)

AD SIZE	1x-6x	7x-12x	13x-25x	26x-51x	52x+
DOUBLE TRUCK	\$3137	\$2132	\$2101	\$1505	\$1160
FULL PAGE	\$1765	\$1235	\$1183	\$953	\$706
3/4 PAGE	\$1524	\$1067	\$991	\$808	\$609
ISLAND	\$1430	\$1001	\$930	\$758	\$572
1/2 PAGE	\$1178	\$860	\$766	\$601	\$472
3/8 PAGE	\$977	\$713	\$635	\$517	\$401
1/4 PAGE	\$718	\$531	\$466	\$388	\$309
1/8 PAGE	\$441	\$335	\$309	\$255	\$189

### COLOR AND PREMIUM PLACEMENT CHARGES

Black plus one color:	\$158	\$158	\$158	\$158	\$158
Process four color:	\$334	\$334	\$334	\$334	\$334
Inside Back Cover:	\$1818	\$1818	\$1818	\$1818	\$1818
Inside Front Cover:	\$1923	\$1923	\$1923	\$1923	\$1923
Back Cover:	\$2157	\$2157	\$2157	\$2157	\$2157
Guaranteed Position:	20%	20%	20%	20%	20%

## BOOK OF LISTS RATES (Rates based on Display Advertising Contract)

PLACEMENT	1x-6x	7x-12x	13x-25x	26x-51x	52x
FULL PAGE	\$1977	\$1359	\$1300	\$1048	\$776
1/2 PAGE	\$1320	\$946	\$842	\$661	\$519
1/4 PAGE	\$803	\$585	\$513	\$427	\$339

### OTHER CHARGES

Black plus one color:	\$158
Process four color:	\$334
Inside Back Cover	\$2096
Inside Front Cover	\$2221
Back Cover	\$2443

### PREMIUM LOCATION COLOR CHARGES

Any Cover Location Black plus one color:	\$293
Any Cover Location Black plus two color:	\$410
Any Cover Location four color process:	\$587

### PREMIUM LOCATION CHARGES

Our Annual Book of Lists is the premier marketing publication in the region. Featuring top ranking companies in a multitude of fields, from banking and agriculture to transportation and staffing. Readers refer over and over to these independently researched and verified lists.

A 5% discount is given for prepayment made before closing date.

## DISPLAY AD SIZES

	WIDTH	HEIGHT
DOUBLE TRUCK	21.375" x	12.5"
FULL PAGE	10" x	12.5"
3/4 PAGE HRZ.	10" x	9.25"
3/4 PAGE VERT.	7.5" x	12.5"
ISLAND	7.5" x	10"
1/2 PAGE HRZ.	10" x	6.125"
1/2 PAGE VERT.	4.875" x	12.5"
3/8 PAGE	7.5" x	6.125"
1/4 PAGE SQR.	4.875" x	6.125"
1/4 PAGE HRZ.	10" x	3"
1/4 PAGE VERT	2.375" x	12.5"
1/8 PAGE HRZ.	4.875" x	3"
1/8 PAGE VERT.	2.375" x	6.125"

## PRE-PRINTED INSERTS

	Open	6x	13x
2-4 pages	.28	.23	.21
5-8 pages	.30	.26	.22
9-12 pages	.34	.29	.25
13-16 pages	.36	.32	.27
17-24 pages	.40	.34	.29

For catalogs or inserts over 24 pages, please call your local sales representative. Prices above are per insert. \$100 dollar minimum. Add 25% for individual state circulation.

## ONLINE BANNER ADVERTISING SIZES, RATES & SPECS

Ad Product	Ad Dimensions	Max File Size	Animation	File Formats	3rd Party Served	Rates
Leaderboard	728 x 90	50K	3 loops/30 sec.	.gif, .jpg, rich media	Yes	Open Rate: \$410 3x (monthly): \$288
Skyscraper	160 x 600	50K	3 loops/30 sec.	.gif, .jpg, rich media	Yes	Open Rate: \$587 3x (monthly): \$410
Executive Banner	160 x 260	30K	3 loops/30 sec.	.gif, .jpg	Yes	Open Rate: \$252 3x (monthly): \$176
Executive Banner	160 x 200	25K	3 loops/30 sec.	.gif, .jpg	Yes	Open Rate: \$194 3x (monthly): \$134
Executive Banner	160 x 160	25K	3 loops/30 sec.	.gif, .jpg	Yes	Open Rate: \$158 3x (monthly): \$111
Executive Banner	160 x 130	20K	3 loops/30 sec.	.gif, .jpg	Yes	Open Rate: \$129 3x (monthly): \$94
Executive Banner	160 x 100	10K	3 loops/30 sec.	.gif, .jpg	Yes	Open Rate: \$100 3x (monthly): \$71
Executive Banner	160 x 40	10K	3 loops/30 sec.	.gif, .jpg	Yes	Open Rate: \$47 3x (monthly): \$41

Certain file formats and rich media formats are subject to testing on our site and may not be accepted. Deceptive creative tactics such as online advertising created to simulate a system message is prohibited.

## BUSINESS MARKETPLACE & CLASSIFIED RATES

PLACEMENT	DIMENSIONS (wxh)	Open	13X	18X	26X	52X
A-SINGLE	2.375" x 2.875"	\$113	\$73	\$65	\$58	\$52
B-DOUBLE HZ	4.875" x 2.875"	\$216	\$141	\$124	\$114	\$99
C-DOUBLE VT	2.375" x 5.875"	\$216	\$141	\$124	\$114	\$99
D-TRIPLE HZ	7.5" x 2.875"	\$320	\$207	\$184	\$168	\$146
E-TRIPLE VT	2.375" x 9.125"	\$320	\$207	\$184	\$168	\$146
F-QUAD HZ	10" x 2.875"	\$410	\$268	\$235	\$216	\$188
G-QUAD SQ	4.875" x 5.875"	\$410	\$268	\$235	\$216	\$188
H-TEXT VT	4.875" x 9.125"	\$581	\$379	\$334	\$306	\$265

**COLOR CHARGES:** A = \$24 B, C = \$47 D, E = \$71 F, G = \$94 H = \$141

**Available Classified Categories:** Career Opportunities, Employment/recruitment of top or middle managers, Office Space, Commercial Real Estate, Luxury Homes, Lake Properties, Vacation Homes, Residential Real Estate, Business Opportunities, Investment Opportunities, Business For Sale, Internet Technology Services, Business Products or Services, Requests for Proposals/Legal Services or DBA's.

Payment must accompany all classifieds advertising with contracts 13x or less. Payment is by cash, check, ACH (Automated Clearing House), Visa, Mastercard or American Express. Credit card agreements accepted with first week up front.

## RESOURCE DIRECTORY

Single Line Entry (Print and Online).....\$476 per year  
(includes company name, phone number and address. Displayed in print and online at [joplinbusinessjournal.com](http://joplinbusinessjournal.com))

Each Additional Line (Print) .....\$308 per year  
(add a contact, name or website address)

Add Online 50 word Company Description .....\$140 per year

Display Ads .....\$1,674 per col. inch per year  
(includes a microsite\* where you can feature three pictures and a 250 word company profile on [joplinbusinessjournal.com](http://joplinbusinessjournal.com))

Each Additional column inch (Print) .....\$1,338 per year

Add Full Color (Print).....\$336 per year

## BUSINESS CONNECTION

Businesses/Professional Service business card ad. (3.5" x 2")

Open	13x	18x	26x	52x
\$129	\$84	\$74	\$68	\$58

Full color is only \$22 per box per issue.

## GREAT TASTES

Great Tastes requires a 12 month commitment and includes a 4.5" x 2.5" full color ad in every fourth issue plus a spotlight column on your restaurant or catering business two times per year.

\$211 per ad (x13)

## COMMUNITY BUSINESS NEWS SPONSORSHIPS

Sponsorship ads can be placed Online and/or in the weekly print edition of the Joplin Business Journal each week. Print ads are placed on Community Business News pages by State. Online ads are set on pages of the community and category of your choice. (Community Business News Online is available to everyone) \*Full color included when available\*

	1 month (4x)			3 months (13x)			6 months (26x)			1 year (52x)		
	Print	Internet	Package	Print	Internet	Package	Print	Internet	Package	Print	Internet	Package
Print	\$376			\$1001			\$1274			\$1924		
Internet	(\$94/week)	\$188		(\$77/wk)	\$507		(\$49/wk)	\$650		(\$37/wk)	\$988	
Package		(\$47/week)	\$472		(\$39/wk)	\$1261		(\$25/wk)	\$1612		(\$19/wk)	\$2444
2.372 x 1.5"			(\$118/wk)			(\$97/wk)			(\$62/wk)			(\$47/wk)
Print	\$480			\$1287			\$1612			\$2496		
Internet	(\$120/week)	\$240		(\$99/wk)	\$637		(\$62/wk)	\$806		(\$48/wk)	\$1300	
Package		(\$60/week)	\$600		(\$49/wk)	\$1599		(\$31/wk)	\$2002		(\$25/wk)	\$3120
2.372 x 2"			(\$150/wk)			(\$123/wk)			(\$77/wk)			(\$60/wk)
Print	\$684			\$1833			\$2340			\$3536		
Internet	(\$171/week)	\$344		(\$141/wk)	\$923		(\$90/wk)	\$1170		(\$68/wk)	\$1768	
Package		(\$86/week)	\$860		(\$71/wk)	\$2301		(\$45/wk)	\$2912		(\$34/wk)	\$4472
2.372 x 3"			(\$215/wk)			(\$177/wk)			(\$112/wk)			(\$86/wk)
Print	\$872			\$2314			\$2964			\$4368		
Internet	(\$218/week)	\$440		(\$178/wk)	\$1170		(\$114/wk)	\$1482		(\$84/wk)	\$2236	
Package		(\$110/week)	\$1092		(\$90/wk)	\$2899		(\$57/wk)	\$3718		(\$43/wk)	\$5460
2.372 x 4"			(\$273/wk)			(\$223/wk)			(\$143/wk)			(\$105/wk)

\*No agency discounts. Four (4) weeks pre-payment required for new advertisers. Ads are payable and billable monthly (billed on the last Friday of each month). Credit Card agreements accepted, and billed on a monthly basis. Limit one ad change per month, \$15 charge for any additional ad changes.

# production specs and information

## DISPLAY AD SPECIFICATIONS

Preferred format is Adobe Acrobat PDF. Digital ad materials must be provided in PDF, QuarkXPress 5.0 or later, Adobe Illustrator 9 or later or as an Illustrator, or Photoshop EPS (type must be converted to paths or outlines and graphics must be included). Postscript fonts are preferred. Fonts must be embedded when providing ad in PDF format. Save all images as EPS or TIFF only. All 4-color artwork must be saved in CMYK format. 4-color PDF's must be composite CMYK documents. All scanned halftone images should be sized at a resolution of at least 300 dpi (for 100 line screen output) at 100% of the size they are used in the file. Line art images such as logos require an image resolution 600 dpi. The Joplin Business Journal will not be responsible for the reproduction of graphic elements that do not meet these requirements.

We accept materials via CD, DVD and email. We also have an FTP site available for you to upload data directly to our servers. A publication quality proof is required for 4-color ads. Materials are due by 5 p.m. (central time) Thursday, eleven (11) days prior to publication date. A laser copy must accompany disk. A fax copy of the ad(s) must accompany emailed ads. The email address for submitting ad materials is [ads@joplinbusinessjournal.com](mailto:ads@joplinbusinessjournal.com). Contact your account executive for additional information regarding electronic ad submission.

## SHIPPING INSTRUCTIONS

All orders, correspondence and advertising materials must be sent to:

Joplin Business Journal	888.536.2525 (toll free)
420 North Range Line Road, Suite 16	417.623.9901 (local)
PO Box 670	417.782.3269 (fax)
Joplin, MO. 64802-0670	

## FREQUENCY AGREEMENTS

Frequency levels are determined by combining the total number of insertions in the Joplin Business Journal. Special publications that are not subject to discounts will however, count toward frequency discounts on standard publications. Contract begins with date of first insertion and must be fulfilled within a 52-week period. Pre-printed inserts may be included as part of your frequency contract. Contracts guarantee the frequency rate earned and ad sizes may vary during contract period. Refer to the column under the frequency for rate of desired size. Contracts may be upgraded to a higher frequency any time during the contract year. Advertisers will earn lower rates for all ads placed after the contract frequency upgrade and prior to space deadline.

## FIXED POSITIONING

Fixed positioning is available at an additional twenty percent (20%) of gross black and white space cost. All fixed positioning, including back cover, inside front cover, and center spread, is offered on an as-available basis.

## CREDIT & PAYMENT

All advertisements must be prepaid unless credit has been established with the Joplin Business Journal prior to deadline. A credit application must be submitted to our credit department by all advertisers, including agencies. Payment is accepted by check, Visa, Mastercard or American Express. All advertising transactions with the Joplin Business Journal are subject to the publication's advertising terms and conditions, a copy of which is available on our website at [www.joplinbusinessjournal.com](http://www.joplinbusinessjournal.com) and, if applicable, in your advertising agreement. All ads for the Business Connection and the Resource Directory are not commissionable, and payment in full is required prior to publication.

## AGENCY COMMISSIONS

Recognized Advertising Agencies will be given a 15% commission on space only. Electronic ads not meeting production requirements may cause forfeiture of agency commission. Agency commission will be reversed if account reaches 60 days past invoice date and no more advertising will be allowed to run until the Joplin Business Journal has received payment for the past due account(s).

## NON-AGENCY ADVERTISERS

For non-agency advertisers, the space cost includes original production plus two changes or alterations. After that, all graphic work requested by advertiser will be charged at \$45 per hour. If photography is necessary, it will be charged at \$80 per hour.

## DEADLINES

The Joplin Business Journal is published weekly and is mailed out on Monday. Deadlines are 5 p.m. (central time) Thursday, eleven (11) days prior to publication date. All ad workups, digital ads and proofs are due by deadline. No exceptions. All distribution is by U.S.P.S.

## CANCELLATIONS

Cancellation of an ad or a change in its schedule must be received in writing before space reservation deadline. Ads canceled after reservation deadline will be billed at 100%.

## FILE FORMATS

Certain file formats and rich media formats are subject to testing on our site and may not be accepted. Any online advertising that is created to simulate a system message is prohibited. Any print advertising that is created to resemble editorial matter must carry the word "advertisement" in 14 pt type at the top of the ad.

## INSERT REQUIREMENTS

Advertising inserts may be placed inside Joplin Business Journal using a full circulation distribution base, or a specific state-by-state arrangement may be purchased. Any inserts resembling editorial matter must have "Paid Advertising Supplement to the Joplin Business Journal" in 14-point type at the bottom of the front page. Inserts are available on a first-come, first-served basis. Postal regulations govern insert requirements; publisher's approval must be obtained before printing insert pieces. Maximum size is 10 x 12.5". No Bulk Rate indicia permitted on finished piece.

## FREQUENCY CONTRACT

Inserts may be used as part of your frequency display advertising contract. Each insert counts as one ad toward fulfilling your contract. Match your frequency contract to the appropriate insert rate.

## INSERT DEADLINES AND DELIVERY

Inserts must be submitted for approval by 5 p.m. (central time) Monday, seven (7) days prior to publication date. Delivery and charges associated with the inserts are the responsibility of the advertiser. See your account executive for insert shipping instructions.



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