

2010 National Rates & Specifications

Advertising Schedules

| Size | 26x Consecutive | 18x Non-Consecutive | 12x Non-Consecutive | 6x Non-Consecutive | Open |
|-----------|--------------------|------------------------|------------------------|-----------------------|---------|
| Full Page | \$2,836 | \$3,054 | \$3,490 | \$3,708 | \$4,363 |
| 3/4 page | \$2,481 | \$2,672 | \$3,053 | \$3,244 | \$3,817 |
| 1/2 page | \$1,772 | \$1,908 | \$2,180 | \$2,317 | \$2,725 |
| 1/4 page | \$961 | \$1,035 | \$1,182 | \$1,256 | \$1,478 |

Full-page position guarantee: Rate + position fee (e.g., opposite a Top List)

Preferred Positions

| Position | 26x Consecutive | 18x Non-Consecutive | 12x Non-Consecutive | 6x Non-Consecutive | Open |
|--------------------|--------------------|------------------------|------------------------|-----------------------|----------|
| Inside Front Cover | \$3,402 | \$3,664 | \$4,187 | \$4,449 | \$5,234 |
| Page 3 | \$3,261 | \$3,511 | \$4,013 | \$4,264 | \$5,016 |
| Page 5 | \$3,261 | \$3,511 | \$4,013 | \$4,264 | \$5,016 |
| Page 7 | \$3,261 | \$3,511 | \$4,013 | \$4,264 | \$5,016 |
| Page 11 | \$3,261 | \$3,511 | \$4,013 | \$4,264 | \$5,016 |
| Inside Back Cover | \$3,261 | \$3,511 | \$4,013 | \$4,264 | \$5,016 |
| Back Cover | \$3,544 | \$3,816 | \$4,362 | \$4,634 | \$5,452 |
| Double Truck | \$6,521 | \$7,022 | \$8,025 | \$8,527 | \$10,032 |

Preferred positions cannot be cancelled.

Issue Dates & Deadlines

Business Report is published every 14 days on Tuesdays. The proof deadline and space reservation deadline are 12 days prior to publication date except when this date falls on a holiday. Exact publication dates are supplied upon request.

When a proof is sent to the client, all corrections are to be clearly marked on the proof and returned with the client's signature within 24 hours of receipt to the advertising department or the publisher cannot guarantee to make the changes. Completed material received after set deadlines loses privilege of approval or revision. If no acceptable copy is furnished by materials date under contract, the publisher reserves the right to repeat latest advertisement or to charge for the unused space.

Cancellations are not permitted after the space deadline. Full charges will be incurred in such cases.

Recognized Agencies

The term agency refers to an individual or group of individuals that makes the media selection, handles the order, coordinates and processes the space reservation and placement with the publisher under the terms of this rate card, provides the appropriate insertion order and camera-ready artwork, furnishes and pre-pays transportation and import charges on all printing materials submitted, processes prompt payment to the publisher and is liable.

Agency Commissions

A 15% commission will be given to recognized agencies on all rates for camera-ready ads (see specifications). Commissions will be reduced by 50% if artwork is not camera-ready. Commissions will not be given on accounts over 90 days past due. All advertisements are published for the benefit of the advertiser and agency. Each is jointly and severally liable for all charges. Accounts not paid within 30 days of date of invoice shall be considered past due and incur a 1.5% late charge on the balance per month from due date until balance is paid in full.

Clients and their agencies are liable for all collection and attorney fees incurred by the publication.

Color Charges

Four color \$700

Spot color..... \$375

\$300 for each additional color.

There is limited color availability. Color rates are net.

Miscellaneous

- *Business Report* reserves the right to refuse any advertisement.
- Preprinted insert charges—call the advertising department for rates.
- Incomplete digital files or ads received after deadline will be subject to a late fee.

Contracts

- Each advertiser will be required to sign a contract. All consecutive and non-consecutive contracts must be fulfilled within one year of the date on the contract.
- Non-consecutive contracts will provide an anticipated schedule of run dates.
- Contracts not completed will be subject to a backrate charge of the difference between contract rate and earned rate.
- Contracts are subject to rate change with 30-day notice by the publisher.
- Contract holders who wish to increase to a larger ad size are entitled to the same frequency rate for that ad size as listed in the existing contract.
- Specified position cannot be guaranteed without full-page position fee.