



**2008 FOCUS ON BUSINESS MAGAZINE ADVERTISING RATES**

**BLACK & WHITE**

<u>AD SIZE</u>	<u>RATES PER ISSUE</u>			
	<u>HORIZONTAL</u>	<u>VERTICAL</u>	<u>2X ISSUES</u>	<u>IX ISSUE</u>
1/8 Page B&W	3.65" X 2.5"	1.75" X 4.875"	\$525	\$595
1/4 Page B&W	7.5" X 2.5"	3.65" X 5"	\$625	\$750
1/2 Page B&W	7.5" X 5"	3.65" X 10"	\$825	\$975
Full Page B&W	7.5" X 10"		\$1175	\$1375

**FULL COLOR**

<u>AD SIZE</u>	<u>RATES PER ISSUE</u>			
	<u>HORIZONTAL</u>	<u>VERTICAL</u>	<u>2X ISSUES</u>	<u>IX ISSUE</u>
1/4 Page Color	7.5" X 2.5"	3.65" X 5"	\$825	\$975
1/2 Page Color	7.5" X 5"	3.65" X 10"	\$1475	\$1695
Full Page Color	7.5" X 10"		\$1995	\$2295
Inside Front Cover	7.5" X 10" <i>No Bleed</i>	8.75" X 11.25" <i>With Bleed</i>	\$2695	\$2995
Inside Back Cover	7.5" X 10" <i>No Bleed</i>	8.75" X 11.25" <i>With Bleed</i>	\$2695	\$2995
Outside Back Cover	7.5" X 10" <i>No Bleed</i>	8.75" X 11.25" <i>With Bleed</i>	\$3195	\$3400
2 Page Center Spread			\$3795	\$3895

**EDITORIAL**

	<u>2X ISSUES</u>	<u>IX ISSUE</u>
1/2 Page (250-300 Words)	\$500	\$600
Full Page (400-575 Words includes photo+logo)	\$800	\$900

**WEBSITE PACKAGE**

	<u>1 MONTH</u>	<u>3 MONTH</u>	<u>6 MONTH</u>	<u>12 MONTH</u>
Horizontal Ad 595px X 100px	\$200	\$450	\$600	\$1000

**ADVERTISING REQUIREMENTS**

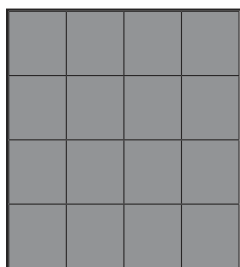
Trim Size: 8.75" X 11.25" (Allows for .125" of bleed) Non-Bleed Size: 7.5" X 10"

**Digital Files MUST HAVE HARD COPY.** When submitting ads via email, **DO NOT** name the file after the publication. Please use your company name as the file name, and the publication year. Example: **MyCompanyAd-2007.PDF**

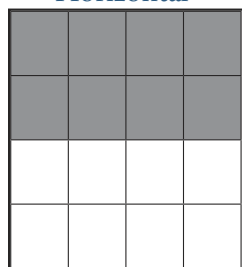
Advertising files submitted via email or disk may be received in the following formats: **PDF, EPS, TIF, or PSD.**

**INDESIGN AND/OR QUARK FILES MUST BE SUBMITTED WITH ALL FONTS AND IMAGES.** Microsoft Office files such as Word, PowerPoint or others are **NOT ACCEPTABLE** submission formats. If you do not have the ability to create your file in the required formats, please contact Siena Publishing. Additional fees may be incurred for the creation of color Full Page and Half Page advertising. Please contact Siena Publishing for details.

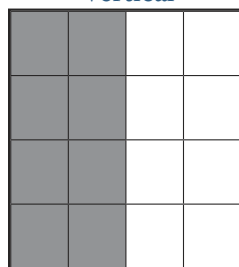
Full Page



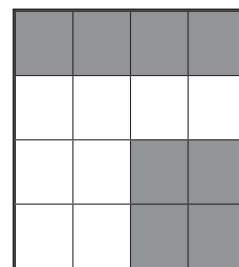
Half Page Horizontal



Half Page Vertical



Quarter Page



Eighth Page

