

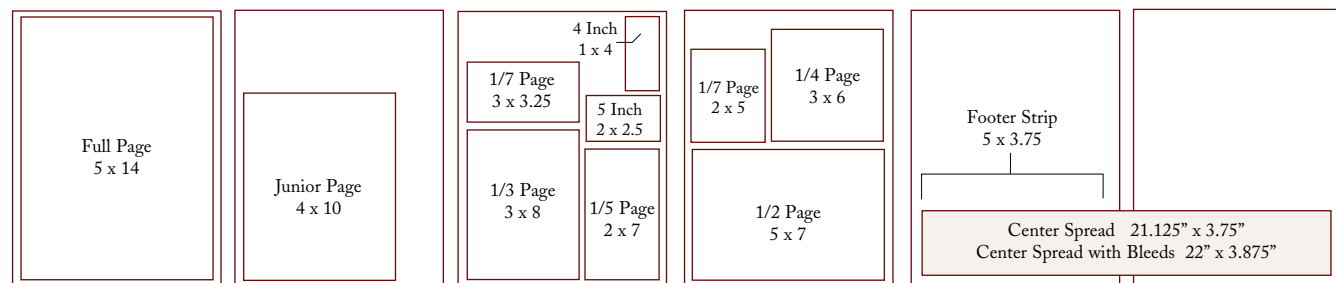
AD SPACE SIZES

Publication Trim Size: 10.875" x 14.5"

Size	Width	Height	Billing Size
Full page (70 inch)	10.25"	14"	5 x 14
Full page with bleed (70 inch)	11.125"	14.75"	5 x 14
Junior page (40 inch) (only ad on page)	8.125"	10"	4 x 10
1/2 page (35 inch)	10.25"	7"	5 x 7
1/3 page (24 inch)	6"	8"	3 x 8
1/4 page (18 inch)	6"	6"	3 x 6
1/5 page (14 inch)	4"	7"	2 x 7
1/7 page horizontal (10 inch)	6"	3.25"	3 x 3.25
1/7 page vertical (10 inch)	4"	5"	2 x 5
5 inch	4"	2.5"	2 x 2.5
4 inch	1.875"	4"	1 x 4
Center spread (only ad on page)	21.125"	3.75"	11 x 3.75
Footer strip (only ad on page)	10.25"	3.75"	5 x 3.75

* Billing Size will appear on your advertising invoice

* Mechanical Size is the specific size for ad creation



MECHANICAL REQUIREMENTS

- All images must be submitted at 150-line screen or 300dpi.
- Bleed available only on full-page and center spread ads.
- Allow .125" trim on all bleed edges.
- Publication trim size 10.875" x 14.5".
- Printing process: Web offset.
- Bindery: saddle stitch.
- All type and other live matter not intended to bleed must be held .5" from trim.
- Live area is 10.25" x 14".
- All ads must be submitted electronically.

DISK-READY MATERIALS

- Prefer PDF files or Adobe InDesign with EPS/TIFF support files and Adobe Type 1 Postscript fonts. Mac or PC format.
- All colors must be CMYK.
- Color ads must be accompanied by a high-resolution color printout.
- No nested files, such as separations placed in Illustrator.

- Please use a specific file name that includes the advertiser's name.
- Please use three-letter extension on all file names.
- PDF files must be high resolution, CMYK and built to the exact ad dimensions. Please do not use crop marks, info slugs or other extraneous non-ad material. PDF documents may be converted to Photoshop TIFF or EPS files.

ACCEPTABLE MEDIA

Please provide electronic materials (with hard copy printouts) on:

- CD-ROM(s), DVD(s)

Digital ads should be submitted using Macintosh or PC application (QuarkXPress or InDesign) or PDF file sent to prepress@capitalnewspapers.com or uploaded to <http://dropbox.madison.com>. Please list account name and publishing date in the subject line.

An Essential Business Resource

Business Journal Rates



First published in early 2005, the Capital Region Business Journal has become an essential resource for enterprising professionals in central Wisconsin.

Distributed monthly to over 15,000 top business decision-makers, academic leaders and government officials, the Business Journal contains a host of informative and entertaining features, including:

- Analysis of Capital Region indicators including population growth, employment, compensation rates and other contributing economic factors
- Profiles of Capital Region business leaders and emerging talents
- Detailed accounts of the area's dynamic commercial atmosphere
- Career and professional advice from area business leaders
- Examinations of emerging industries including health care, biotechnology, education, commercial/rural development, green industries and public relations
- Entertainment pieces including business puzzles, games, comics and other diversions

Printed in a glossy format and filled with colorful photos and graphics, the high quality exterior is indicative of the business expertise included within – the expertise of the award-winning journalists of the Wisconsin State Journal.

Advertise today and associate your company with this hallmark of the Capital Region business community.

For more information or for current rates, contact your Capital Newspapers advertising sales consultant at (608) 252-6200.

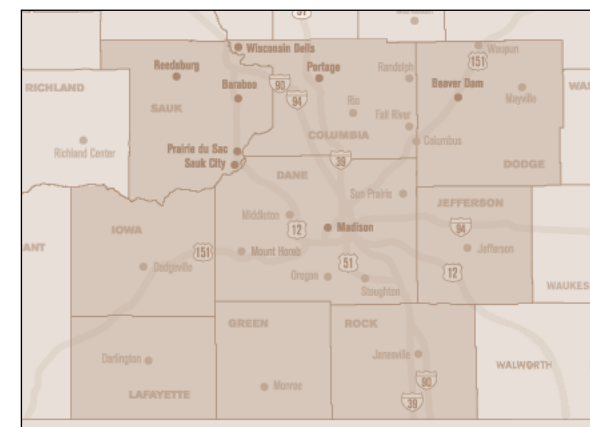


RATE STRUCTURE

	1x Frequency	6x Frequency	12x Frequency	12+1 Program ¹
Full page	\$4,542	\$3,785	\$3,404	\$3,054 ²
Junior page	\$3,111	\$2,704	\$2,379	\$2,137
1/2 page	\$2,462	\$2,055	\$1,813	\$1,622
1/3 page	\$1,679	\$1,406	\$1,272	\$1,133
1/4 page	\$1,298	\$1,056	\$948	\$865
1/5 page	\$1,025	\$865	\$731	\$675
1/7 page	\$757	\$623	\$541	\$484
5 inch (1x5)	\$433	\$324	\$294	\$268
4 inch (1x4)	\$350	\$299	\$242	\$206
Back cover	\$5,438	\$4,733	\$4,218	\$3,785 ²
Inside front cover	\$5,006	\$4,352	\$3,868	\$3,456 ²
Page 3	\$5,006	\$4,352	\$3,868	\$3,456 ²
Inside back cover	\$4,671	\$4,110	\$3,620	\$3,245 ²
Center spread ³	\$4,434	\$4,218	\$4,053	\$3,785 ⁴
Footer strip ³	\$1,705	\$1,514	\$1,380	\$1,272 ⁴

Ask your advertising sales consultant for insert pricing.

- 1 The 12+1 program combines the Business Journal with the Wisconsin State Journal Book of Business or the Answer Book
- 2 Plus \$1,975 for a full page ad for the Book of Business or Answer Book. (These ads are not premium positions.)
- 3 Includes full color
- 4 Plus \$1,500 for a 1/2 page ad for the Book of Business or Answer Book. (These ads are not premium positions.)



Capital Region Distribution Area

PREFERRED POSITIONS

Additional 15%
COLOR
 2 color.....\$273
 4 color.....\$458

READERSHIP & DISTRIBUTION

- 15,000 direct mail
- Top business decision-makers in the Capital Region
- Leaders in academia
- Key elected and appointed government officials

SPACE RESERVATION DEADLINE

First business day of the month prior to publication

CONTACTS

Carlo Younger
 Advertising Sales Consultant
 (608) 252-6378
 cyounger@capitalnewspapers.com

Nicole Wood
 Advertising Sales Consultant
 (608) 250-4329
 nwood@capitalnewspapers.com

Todd Sears
 Advertising Director
 (608) 252-6274
 tsears@capitalnewspapers.com

CAPITAL NEWSPAPERS
 1901 Fish Hatchery Road
 Madison, WI 53713
 Fax: (608) 252-6201