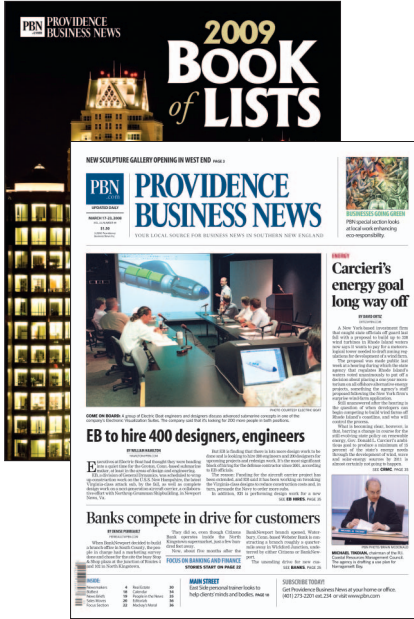


# PBN Print



## Newspaper Advertising

Providence Business News reporters cover business and politics, and provide in-depth stories and interviews. The popular Focus Section features five or more stories each week on one key industry, along with an applicable Top List. Commentary, guest columns and many important supplements round out the significant content of the award-winning newspaper.

The annual Book of Lists is a must-have 210+ page reference guide of the top companies, organizations and individuals in all key industries and market segments in the area. The Book of Lists is published at the end of December. Lists are updated regularly and available for purchase in Excel format any time during the year.

## Display Advertising Rates with Frequency Discounts - Per Insertion. General Rate Card #13 ~ Effective: July 1, 2008

### Advertising Size Data in inches

SIZE	WIDTH	DEPTH
2 page spread	20 3/4	13 5/8
Full page	10	13 5/8
Junior spread	15 3/4	10
3/4	7 1/2	13 5/8
2/3	10	9
Junior page	7 1/2	10
1/2 (vert.)	4 7/8	13 5/8
1/2 (horiz.)	10	6 3/4
3/8	7 1/2	6 3/4
1/3 (vert.)	4 7/8	9
1/3 (horiz.)	10	4 3/8
1/4	4 7/8	6 3/4
1/6	4 7/8	4 3/8
1/12 (vert.)	2 1/4	4 3/8
1/12 (horiz.)	4 7/8	2 1/8
Strip	10	1 1/4
Double Strip	10	2 1/2

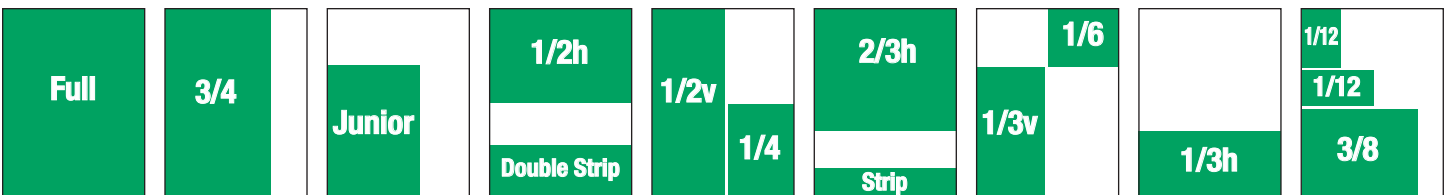
SIZE	52X	40X	26X	13X	6X	1X
2 page spread	5840	6165	6385	6885	7475	8695
Junior spread	3655	3875	3980	4200	4420	5945
Full page	3110	3325	3655	3875	4355	4950
3/4 Page	2570	2780	2965	3310	3835	4355
2/3 Page	2280	2560	2670	2935	3400	3865
Junior Page	2045	2185	2355	2635	3050	3465
1/2 Page	1895	2025	2190	2445	2830	3220
3/8 Page	1635	1745	1885	2105	2440	2770
1/3 Page or Double Strip	1430	1530	1650	1845	2135	2425
1/4 Page or Strip	1110	1185	1280	1430	1655	1880
1/6 Page	820	880	945	1055	1220	1385
Insert Rates	1755	1870	2020	2260	2615	2970

### Special Positions:

BACK COVER: Plus 20% of earned rate  
 OTHER REQUESTS: Plus 15% of earned rate as available  
 MINIMUM SIZE: 1/4 page

### Color: Net cost

ONE PROCESS COLOR: \$200  
 FOUR-COLOR PROCESS: \$550



**Supplied Insert Guidelines** The purchase of a full run insert includes all subscriber copies, newsstand copies, and office copies. Frequency discounts may be combined with ad placements. No postal indicia permitted on finished piece.

**Reservations** To reserve insert placement, contact your account manager at least 14 days prior to the issue date. The number of inserts per issue is limited and are reserved on a first come, first served basis.

### Specifications

**Size:** Minimum: 4-1/2" x 6" Maximum: 7-1/2" x 11"

**Stock:** Minimum preferred .007 thickness

**Overrun needed:** 10% overrun

Non-standard inserts include extremely thick or glossy inserts, inserts more than 1 oz., and envelopes. These inserts may require special handling and additional charges.

**Delivery** Inserts are due at the printer 10 days before the issue date. Inserts must be delivered flat on skids. Skids must be brick stacked; stacks may not be tied or banded. Edges must be intact, without curls, wrinkles or tears. Skids must be clearly marked on at least 2 sides and include skid weight, insertion date, individual skid number and total number of skids in the shipment. Delivery must take place between 9:00 am and 5:00 pm; Monday-Friday. For shipping instructions contact your Providence Business News Account Executive. If you would like PBN to pick up the inserts and deliver them to the printer, add \$200 (only available in RI and Bristol County, MA).

**Other** Providence Business News must be provided with 3 samples of the insert or insert copy for specification approval.

For space reservations or more information, please contact:

**Providence Business News Advertising Department**  
**220 West Exchange St., Providence, RI 02903**  
**Telephone: (401) 273-2201 Fax: (401) 274-0270**  
**E-mail: [advertising@pbn.com](mailto:advertising@pbn.com)**

**Annual Book of Lists** Add 20% to earned frequency to appear in the Book of Lists. Sizes are 1/4, 1/2 and full page. Cover and section sponsorships are available. Best positions are available early in the year; all space reservations are non-cancelable. Book of Lists is published in December and is a compilation of all top lists printed during the year. Subject to first right of refusal.

**Section Sponsorship** Select Focus Sections may be sponsored for a fee of \$5550. Includes logo on section front, full-page four-color ad and 100 additional copies.

### Advertising Deadlines

Reservation deadline: Noon Monday prior to publication date.

**Rough copy:** 10 days prior to publication date.

**Camera-ready:** 5 pm Monday prior to publication date.

**Electronic Ads:** 8 pm Tuesday prior to publication date.

**Ads needing to be proofed:** Noon Monday prior to publication date.

**Cancellations cannot be accepted after noon Monday prior to publication date.** All copy is subject to approval of the publisher.

**Advertising Requirements** Our preferred platform for successful output is Macintosh format, however, we do accept some PC files; please give us notice if you'll be sending PC files.

We have a high volume of ads that come in each week. Please name your files with your company name. Example: **xyzcompany.pdf**.

We accept 100mb and 250mb Zip disks and CD's.

We also accept files via Email or FTP.

E-mail ads to: [production@pbn.com](mailto:production@pbn.com) or upload your files to our server.

The server address is: **ftp://mail.pbn.com**. The user name is: "**upload**". The password is: "**Advertiser1**". You may also compress your files using WinZip (PC) or Stuffit (Mac).

All color files must be built in CMYK. We no longer use Spot Color; materials submitted in Spot Color will be converted to CMYK which will result in a slight color variation.

In order to successfully output your files, all artwork and fonts must be provided. Our preferred format is PDF; these files must have all images and fonts embedded.

PDF files must also be saved at 300 dpi. When submitting electronic images, it is recommended that these be at least 300 dpi, images that are pulled from the web are usually 72 dpi, these images will print poorly and become pixilated. Email [production@pbn.com](mailto:production@pbn.com) with questions on this matter.

**Payments, Commission, Cash Discounts** All advertisements must be prepaid unless credit has been established with Providence Business News. When credit is established, bills are rendered on the date of publication and invoices are payable upon receipt. A service charge of 1.5% per month will accrue after 30 days. Advertising agencies placing advertising of an advertiser guarantee payment due publisher. 15% commission paid to recognized and accredited advertising agencies only on display space when camera-ready material is supplied.

**Copy Responsibility** Submission of copy is the responsibility of the advertiser. Copy from last insertion will be run if new copy is not received by closing date. If no previous insertion, **client is liable for cost** of contracted space not used and space will be allocated at the discretion of publisher.

**Rate Policy** All contracts and insertion orders are subject to approval of publisher. Advertising will be billed at open rate unless a contract has been submitted for a specific frequency rate and time period. Frequency discounts are determined by the number of issues used or by the number of insertions in a given issue within a 12 month period. All verbal orders are considered binding. Contracts cancelled before completion will be billed at the actual earned rate. Notice of cancellation of an advertisement or a change in its schedule must be received in writing at the Providence Business News office before closing date.

**Special Items** Rates are available on request for illustrations and photography. Reprints are available; the production director should be contacted for more information.

**Limitation of Liability** All advertising submitted is subject to the approval of the publisher. On acceptance, publication is contingent upon space availability. The publisher shall not be liable for any errors appearing in an advertisement unless the publisher receives corrected copy before deadline with corrections plainly noted. **In the event of an error in an advertisement for which the publisher is liable, liability shall be limited to republishing the advertisement. Make goods are to run in the next available issue.** The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violations of privacy and infringement of copyrights and proprietary rights resulting from the publication of the advertiser's advertisements. Advertisers and agencies forwarding orders to the publisher which contain incorrect rates or conditions will be inserted and charged at the regular schedule of rates and conditions in force at the time. The advertiser and/or agency shall designate the ad size and exact width and depth in inches. Advertisements will be published and billed on the basis of exact space ordered. Claims for adjustments due to error must be made in writing within 7 days of insertion. The publisher is liable only for the first insertion.



Providence Business News is audited annually by Verified Circulation Audit, a nationally recognized provider of services for confirmation of delivery of print media.