

Since 1995, The Business Journal of MidCentral Illinois has delivered business news, information, and timely features to the community.

We connect businesses to each other by promoting their products and services. Advertising in The Business Journal creates awareness and establishes an image for your business, products and services.

Fast Facts

- ✓ Business-to-business monthly publication.
- ✓ Direct mailed and racked, with readership of more than 35,000 professionals.*
- ✓ SNA honors for the 6th straight year as Best Business Publication.**
- ✓ Frequency discounts and perks.
- ✓ Online web site at www.thebusiness-journal.com.

Editorial Features

The Business Journal features monthly pages devoted to several areas. Here's a sampling:



Small Business Profile

Small businesses make up a majority of our local economy. An established business is profiled each month.

Professional Profile

A business professional is profiled for his/her contributions to business and community.

Biz Bites

Highlights businesses that are opening, closing, expanding, etc.

Business Clips

Keep up with individual promotions, achievements, new hires, and other general announcements.

News Highlights

Short news items of interest.

Your Calendar

Meetings and seminars for local business/civic groups.

Milestones

See which businesses are celebrating anniversaries each month.

Name that Business

An interactive feature where readers submit their answers to given clues.

Your Free Time

A section devoted to entertainment and activities in the area.

*2007 Readership Survey conducted by The Business Journal.

**Suburban Newspapers of America 2007 Editorial Contest. SNA represents 2,000 newspapers with 22 million in circulation.

Our Readers

72% read The Business Journal monthly.
 60% keep the current copy 30 days or longer.
 48% share their copy with colleagues, friends, and others.
 89% are college educated.
 73% are decision makers.
 66% have household income of \$80,000 or more.
5.7 readers per copy.

AGE

34 and under 17%
 35-44 23%
 45-54 28%
 55+ 32%

EDUCATION

High school or less 2%
 Some college 35%
 Technical training 9%
 College graduate 36%
 Post graduate 18%

OCCUPATION

Owner/partner 30%
 Chairman/president/CEO 12%
 Vice president/general manager 10%
 Dept. head/manager 21%
 Administrative 13%

HOUSEHOLD INCOME

Under \$40,000 12%
 \$40,000-59,999 9%
 \$60,000-79,999 13%
 \$80,000-99,999 24%
 \$100,000-149,999 27%
 \$150,000+ 15%

COUNTY

Macon 81%
 Christian 2%
 DeWitt 2%
 Piatt 3%
 Sangamon 4%
 Other 8%

REGULAR FEATURES (ranked by most popular)

Business Clips	Your Calendar
Small Business Profile	Human Resources-Fred Spannaus
Biz Bites	Name that Business
Professional Profile	Your Free Time
Chamber Notes	Office Coach-Marie McIntyre
Your Health	Your Career
Milestones – Anniversaries	Tech Talk
Your Business	Ask the SCORE Counselor
Your Money	Technology-Wendy Gauntt

FUTURE PURCHASES (ranked by most popular)

Office equipment/supplies	Insurance
Computer hardware/software	Beauty/fitness
Training/education	Employment services
Gifts	Transportation
Computer services (networking, repair)	Financial services
Internet services/web design	Residential property/bldg.
Renovation/remodeling services	Commercial property
Professional svc (legal, accounting, etc.)	

HABITS (ranked by most popular)

Use credit cards	Investments
Dine out at least once a week	Home improvement
Browse the Internet daily	Own/lease 2 or more vehicles
Purchase products/services on Internet	Own/lease 1 vehicle
Own primary residence	Financial services
Shop downtown Decatur merchants	Fitness/wellness
Engage in civic activities	

*Effective Oct. 1, 2008

Monthly Rates*

Page Size	Open Rate	3 Month	6 Month	12 Month	
1/8 Page	\$247	\$215	\$193	\$161	*These rates per ad. Rates are for black and white ads. Color charge for open rate and 3 month are \$200 per ad. Color rates for 6 and 12 month are \$100 per ad.
1/4 Page	\$381	\$349	\$327	\$285	
1/2 Page	\$627	\$595	\$573	\$531	
Full Page	\$852	\$809	\$787	\$745	

Monthly Advertising Deadlines

October – Sept. 19	January 2009 – Dec. 17	April – March 16	July – June 15
November – Oct. 17	February – Jan. 17	May – April 17	August – July 17
December – Nov. 14	March – Feb. 16	June – May 18	September – Aug. 17

Special Publications

Women in Business (October 2008)

Advertising deadline: Sept. 15, 2008

Rates

- 1/8 page - \$179
- 1/4 page - \$307
- 1/2 page - \$557
- Full page - \$760

*Add \$100.00 for full color per ad.

Family Owned Businesses (December 2008)

Advertising deadline: Nov. 12, 2008

Rates

- 1/8 page - \$161
- 1/4 page - \$285
- 1/2 page - \$531
- Full page - \$745

*Add \$100.00 for full color per ad.

Making Connections (March 2009)

(*networking/marketing)

Advertising deadline: February 16, 2009

Rates

- 1/8 page - \$161
- 1/4 page - \$285
- 1/2 page - \$531
- Full page - \$745

*Add \$100.00 for full color per ad.

Community Snapshots (April 2009)

(*real estate, construction, economic development)

Advertising deadline: March 16, 2009

Rates

- 1/8 page - \$161
- 1/4 page - \$285
- 1/2 page - \$531
- Full page - \$745

*Add \$100.00 for full color per ad.

20 Under 40 (July 2009)

Advertising deadline: June 8, 2009

Rates

- 1/8 page - \$194
- 1/4 page - \$323
- 1/2 page - \$575
- Full page - \$792

*Add \$100.00 for full color per ad.

**All ads will appear online.

Farm Progress (August 2009)

Advertising deadline: July 17, 2009

Rates

- 1/8 page - \$161
- 1/4 page - \$285
- 1/2 page - \$531
- Full page - \$745

*Add \$100.00 for full color per ad.

Book of Lists 2008-2009 (September 2009)

Advertising deadline: July 22, 2009

Rates

- 1/8 page - \$192
- 1/4 page - \$316
- 1/2 page - \$562
- Full page - \$776

*Add \$100.00 for full color per ad.

Premiums (includes full color)

- Back page - \$1,103
- Inside front/back - \$994
- Page 3 - \$855

**All ads will appear online.

Other Advertising Opportunities

Ask the Professional

Monthly Q/A shell ad that provides advertisers the opportunity to be identified as experts in their field.

Rate - \$250 monthly, includes color, with minimum 3-month commitment. \$300 open rate.

Banquet Facilities Listing

Monthly ad featuring a listing of banquet & meeting facilities in the area.

Rates - \$30 per month, with minimum 3-month commitment. \$40 open rate.

Continuing Education

Monthly shell ad featuring adult continuing education opportunities.

Rates - \$250 per month, includes color, with minimum 3-month commitment. \$300 open rate.

Preprint Insert Rates

8 1/2" by 11" single or double sided, \$55 per thousand.

*Does not include printing charges.

Rates available for other sizes.

Ad Dimensions

(4-column modular format)

- 1/8 page (h)...2 col. x 3 (5.103" x 2.829")
- 1/8 page (v)...1 col. x 6 (2.401" x 5.658")
- 1/4 page.....2 col. X 6 (5.103" x 5.658")
- 1/2 page (h)...4 col. X 6 (10.306" x 5.658")
- 1/2 page (v)...2 col. X 12 (5.103" x 11.408")
- Full page.....4 col. X 12 (10.306" x 11.408")

Contact Cayla Hittmeier
for more information
217.421.6994 or
chittmeier@thebusiness-journal.com

The Business Journal is a 4-column, modular format. Our ad sizes are pre-set.

AD DIMENSIONS

Full Page	4 col. x 12"	(actual ad size: 10.306" x 11.408")
1/2 page (h)	4 col. x 6"	(actual ad size: 10.306" x 5.658")
1/2 page (v)	2 col. x 12"	(actual ad size: 5.103" x 11.408")
1/4 page	2 col. x 6"	(actual ad size: 5.103" x 5.658")
1/8 page (h)	2 col. x 3"	(actual ad size: 5.103" x 2.829")
1/8 page (v)	1 col. x 6"	(actual ad size: 2.401" x 5.658")

ELECTRONIC REQUIREMENTS

Electronic ads can be provided in several ways: **CD**, by **e-mail** or our **ftp site**. We are Macintosh platform and can not use files or documents made from PC programs (with the exception of cross-platform programs listed below). Digital photos from any platform usually are acceptable. Please call our office at 217-421-8931 with questions.

ACCEPTABLE FILE FORMATS

Adobe Acrobat PDF – please embed fonts/graphics

Acrobat 6 compatible

Adobe Illustrator 10

Photoshop 7

QuarkXpress 4.1

TO SUBMIT AD VIA CD

1. Create a folder labeled with the client name and run date.
2. Inside the folder include:
 - A. Layout.
 - B. Art folder with all related scans and/or art.
 - C. Font folder, with all screen and printer fonts in the file (Adobe fonts only).
3. Provide a hard copy of your ad for us to check against your electronic file.

TO SUBMIT AD VIA E-MAIL

We can accept ads via e-mail up to 3.0 megabytes. Anything larger needs to be on a CD or uploaded to our ftp site.

E-mail your ads to Susan Berg at Susan.Berg@lee.net

FTP SITE INSTRUCTIONS

Web Address – ftpads.herald-review.com (no www)

Username – "har" – then hit "Enter" on your keyboard to bypass the password. You do not need one.

To upload your file:

1. Use the incoming folder and drag and drop your file into this folder. You will not be able to see the file once you have uploaded it. A pdf file is preferred. Quark files are accepted if fonts and graphics are included. Only Adobe fonts are accepted.

2. Name your file by using the first four characters of your business name and then the date. Do not use goofy characters such as !@#\$%^&*. Stick with 0-9 and a-z. You can use a period to indicate a file extension, i.e. - .pdf

SOME HELPFUL HINTS

***Photos/artwork** – 300 dpi for images sent electronically. Please do not send image files which have been made specially for the Web. Web images are normally 72 dpi, which does not meet our press resolution for printing.

***Colors** - Standard C-M-Y-K (cyan-magenta-yellow-black) process colors are used. No Pantones or Pre-Mixed colors available. Color ads should be color separated for film. All art built in programs must be set up for CMYK separation. No RGBs.

***Pdf Files** - When sending the ad in one file (i.e. pdf or eps) we can not alter the curves on any photos. Ads will run as they come into us. If a separate item is sent in with the Quark document (i.e. eps or jpg photos or artwork), we can only alter the items as they are originally scanned in, unless a separate hard copy has been sent along with the electronic files so that we may scan them in ourselves and apply curves.

***Fonts** – All fonts for the ad should be provided with the electronic ad file. Don't forget to include the font suitcase, and the printer font(s) for proper output. Only send fonts used in the ad, do not send the entire font library. Postscript Type 1 fonts are preferable, our output system does not handle True Type fonts. We will substitute fonts if not available in our system. If the ad is not created in one of our acceptable application programs or was created on a PC, please submit a pdf per our guidelines.

***Misc. Notes** - Black & White velox are 85 line screen.
Digital/disk files – black & white are 100 line screen.
Color line screen for velox/digital/disk files are 115 line screen.
Hilite dot min. 6%-Shadow dot max. 92%.