

# CUSTOM PUBLISHING

Advertorial Supplement to the Philadelphia Business Journal



- Is your company celebrating an anniversary?
- Does your trade association want to get the word out to the leaders in the business community?

The Philadelphia Business Journal will publish a supplement exclusively on your company or organization. It will appear in one of our weekly editions. It can also be published online.

## As publisher of Your Advertorial Supplement, Philadelphia Business Journal will:

- Design, print, and insert the supplement in the Philadelphia Business Journal.
- 50% editorial/50% advertising ratio.
- Eight page minimum.
- Increase in increments of four pages.
- 1,000 additional copies.
- Advertising rates to cover space in the supplement.

Advertising supplements have minimum revenue requirements that may be paid in full and in advance by YOUR COMPANY or the revenue may come from your vendors, partners or clients. In the event advertising revenue for the supplement is 100% vendor based and does not meet the minimum revenue requirements by the agreed deadline, Philadelphia Business Journal reserves the right to cancel the supplement unless your company agrees to pay the difference.

PAGE COUNT	PRICE
8	\$20,000
12	\$25,000
16	\$30,000
20	\$35,000
24	\$40,000
28 AND UP	SEE REP

- \* Upgrade stock additional
- \*\* Color throughout additional
- \*\*\* Multiple cities additional

## Past Supplements:

