



Rates and Products

Advertising options, section descriptions, display/classified rates and terms for 2017

**ALBUQUERQUE
BUSINESS FIRST**

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Display advertising rates 2017

Ad size	Open rate	\$10K	\$20K	\$40K	\$60K
full page	\$5,445	\$4,353	\$3,629	\$3,074	\$2,711
3/4 page	\$4,828	\$3,764	\$3,188	\$2,724	\$2,399
island	\$4,525	\$3,521	\$3,077	\$2,543	\$2,233
1/2 page	\$3,740	\$2,939	\$2,501	\$2,037	\$1,881
1/4 page	\$2,615	\$2,075	\$1,692	\$1,436	\$1,323
1/8 page	\$1,865	\$1,498	\$1,270	\$1,034	\$913
list strip ad	\$2,200	\$1,716	\$1,474	\$1,232	\$1100

FRANCHISE POSITIONS

Ad size	Open rate	\$10K	\$20K	\$40K	60K
Silent Cover Ad Package	\$1,000				
centerpiece tower	\$3,008	\$2,252	\$1,852	\$1,802	\$1,561
centerpiece "U" shape	\$4,007	\$3,125	\$2,648	\$2,230	\$2,086
belt ad	\$3,371	\$2,643	\$2,246	\$1,896	\$1,690
"L" or reverse "L" shape	\$2,571	\$2,015	\$1,727	\$1,473	\$1,271
wave	\$2,075	\$1,651	\$1,401	\$1,158	\$1,078
isosceles (bizleads section only)	\$1,968	\$1,536	\$1,316	\$1,107	\$985
triangle (bizleads section only)	\$1,968	\$1,536	\$1,316	\$1,107	\$985
full page spread	\$9,441	\$7,320	\$6,482	\$5,818	\$4,671
island spread	\$6,095	\$4,694	\$4,066	\$3,458	\$3,060
1/2 page spread	\$5,566	\$4,330	\$3,788	\$3,166	\$2,746

FRANCHISE POSITIONS (CONTINUED)

Ad size	\$80k	\$60k	\$40k	\$20k
Silent Cover Ad Package ²	\$2,586*		\$3,083	
front page logo only ³		\$550		\$850
reporter page sponsorship ¹	\$1,427**		\$1,823	\$2,323

- 1 Requires 13X minimum
- 2 Requires 13X and includes island ad
- 3 Requires 26x or 52x commitment
- * 26-time package
- **51-time package

front page logo bundle (logo plus an island ad)



reporter page sponsorship (logo plus a 1/4 page ad)



Specialty feature rates

Sticky Notes

\$5,000 for contract customers, \$7,000 for open rate.

ALL space, color and positioning rates net, non-commissionable.

Copy must be submitted at least 6 weeks prior to publication date and must be pre-approved by the publisher.

Sticky Note Description:

3x3 Sticky Note on yellow paper, one color ink, with FULL adhesive backing; Front page placement; Half-page, full-color ad inside same issue with forward placement.

Wraps

Four page wraps

\$8,000 for contract customers, \$10,000 for open rate.

ALL space, color and positioning rates net, non-commissionable.

Copy must be submitted at least 6 weeks prior to publication date and must be pre-approved by the publisher.

GUARANTEED POSITION FEE

20% for back cover (full page only)

15% for inside pages (1/4 page minimum ad size)

FEES

Notification of ad cancellation or a change in its schedule must be received in writing before space reservation deadline. Insertion canceled after reservation deadline will be billed at 100%. Book of Lists ads are non-cancellable. All advertising transactions with Albuquerque Business First are subject to the Business First's advertising terms and conditions, a copy of which are available on our website.

TAX

The current New Mexico Gross Receipts tax is 7.3125%. All advertisers will be charged the current rate unless proper documentation of non-taxable status is supplied before ad runs.

*Charges are non-commissionable

**all rates for inside pages (1/4 page minimum ad size)

CREDIT, PAYMENT, AND COMMISSIONS

All first-time advertisers must pre-pay and payment must accompany all copy until credit has been established with the Credit Department. Payment by check, Visa, MasterCard, or American Express. All advertisers must submit a Credit Application. Terms of credit extension to advertisers is Net 30 Days. No cash discounts. Any discrepancies in advertising invoices must be questioned within 10 days of publication. All rates are net and non-commissionable. All advertising transactions with Albuquerque Business First are subject to the publication's advertising terms and conditions, a copy of which is available on our website and, if applicable, in our advertising agreement.



Ad shapes and sizes

centerpiece tower

centerpiece or goalpost "U" shape

1/2 page spread

belt



Ad shapes and sizes

"L"

We can help you grow, regardless of your size.

Stick with what you know
PROFESSOR APPROACH LEADS TO GROWTH FOR SON CONSTRUCTION

atkinson Precise. Personal. Proactive.

wave

Where millionaire is the norm

INFORMATION TECHNOLOGY

isosceles

LEADS

DISCOVER NEW MEXICO TOURISM

1/4 page triangle

DIVERSE BUSINESS LEADER AWARDS

CELEBRATE DIVERSITY IN NEW MEXICO'S BUSINESS COMMUNITY

REGISTER NOW: <http://biz.us/1svom>

SEPT. 22, 2016
Sheraton Uptown | 11:30 AM - 1:30 PM

full page spread

Cancer Touches Each of Us

When Aracely learned she had breast cancer, she was scared. She didn't know where she could find treatment or how her family could support her through it.

Aracely came to the UNM Comprehensive Cancer Center and found the care and support she and her family needed. Her surgeon and medical oncologist worked with a cancer genetic counselor, nutritionist and translator to make sure she got the right treatments in the right sequence. Today, she's back enjoying time with her family and encouraging all women to seek help when something seems wrong.

Giving Hope

Cancer affects New Mexicans from every background, community, race, culture and creed. It leaves an indelible mark on their life and journey and on the lives of those who love and support them.

As New Mexico's leading cancer program, the UNM Comprehensive Cancer Center is here for all New Mexicans. As one of the nation's 47 National Cancer Institute Designated Comprehensive Cancer Centers, and among the top three percent of cancer centers, we provide world-class diagnosis and treatment and conduct cutting-edge research to discover the causes and cures for the cancers that disproportionately affect New Mexicans. We want you to get back to your life and to the people and things you love.

Your donation to the UNM Comprehensive Cancer Center stays right here to help New Mexicans like Aracely overcome cancer. You can choose to target your funds to our patient care programs, to our research and tumor-focused programs, or to our statewide outreach programs.

505-272-4946 • cancer.unm.edu/giving • 1-800-432-6806

Make sure your health insurance provides you and your family unrestricted access to the UNM Comprehensive Cancer Center

"The UNM Cancer Center gave me a second chance at life." — Aracely, breast cancer patient

UNM COMPREHENSIVE CANCER CENTER
UNM HOSPITALS

island spread

Arthur finds new meaning in his life.

Arthur tags into national platform.

IT'S LEGENDARY ENGINEERING UNTIL YOU GET IN. THEN CHEMISTRY TAKES OVER.

RAM

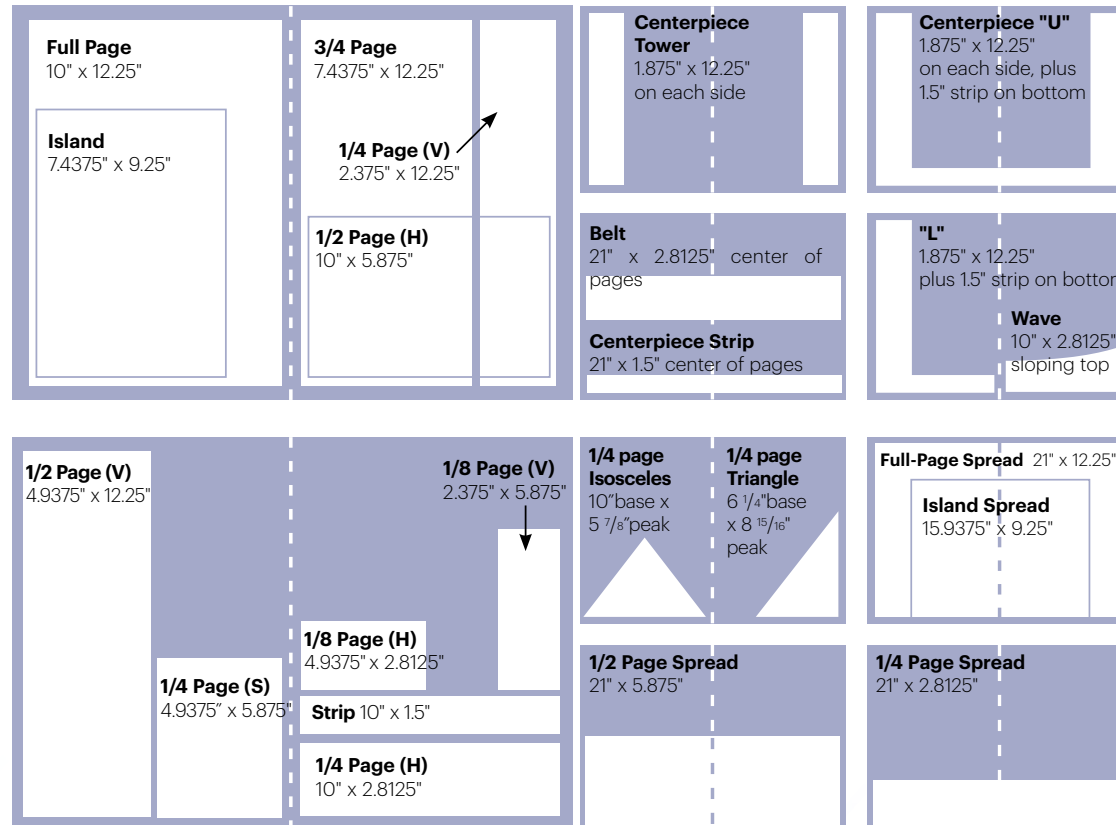


Print ad file requirements

PROGRAMS & FORMATS: Digital files are accepted in the following programs & formats:

Exported .PDF	Use [PDF/X-1a:2001] in your design program export or distiller options.
InDesign .INDD	Package all fonts & images. See: File Menu-Package or 
Illustrator .AI	.PDF or .AI, fonts turned into outlines
Photoshop .PSD	.PSD files should be 300 dpi, layered or rasterized.

All incoming files are checked for our printing specs and for printing optimization.



HOW TO SUBMIT

Unless other submission arrangements are made with your sales representative, please upload your files and materials at:

<http://filetransfer.amcity.com>

Or email to: natalienewton@bizjournals.com. Please CC your sales representative when emailing. Thank you.

NEED HELP?

If you have any questions or concerns about preparing your ad, please contact our graphic designer, Natalie Newton, at 505.348.8311, or email natalienewton@bizjournals.com.

HELPFUL TIPS AND INFORMATION:

- **LOGOS for ad builds: PLEASE SEND VECTOR (.ai, .eps) (Low-resolution 72 dpi .jpg's or any downloaded low-resolution art from the internet IS NOT ACCEPTED for ad builds.)**
If low-res art is provided for ad builds, we can not guarantee print quality or being able to use it.
- **Please convert all SPOT or RGB colors to process (CMYK) in your color design program color palette.** Note: If working in Illustrator or Photoshop, make sure your color mode is set to cmyk.
- Due to the nature of web press printing, **please convert all 4 color blacks in your art and text to 100% black.** (100% Black = c0% m0% y0% k100%.)
We suggest that if you must use a rich black, please use: (c10% m10% y10% k90%.)
- Be aware that **small or thin text against a 4/color background may become illegible**, due to the not-always-consistent nature of color registration on a web press.
- For best results, **send high-resolution/300dpi digital images. PDF files are preferred.**
- **We cannot accept ads provided in the following file formats:** Microsoft Word, Excel, Publisher, Powerpoint, Corel Draw Page Maker, and Quark XPress.



Advertising Supplement | 2017 Partners in Philanthropy

formerly the Giving Guide

Please contact your advertising account executive for details

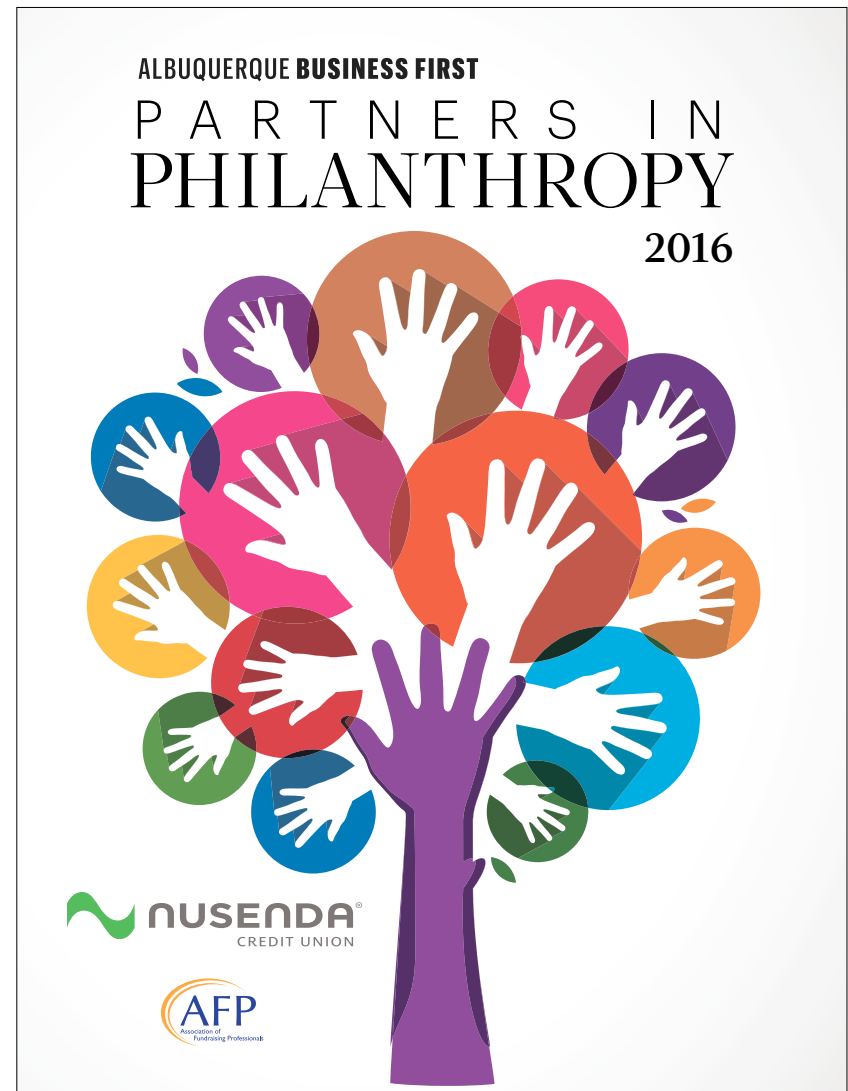
Our annual Partners in Philanthropy special supplement helps business leaders make informed decisions about philanthropic opportunities. Whether New Mexico nonprofits need help increasing donor relationships, thanking corporate sponsors, building their volunteer base or promoting their fundraising event, your ads in Albuquerque Business First Partners in Philanthropy supplement support and promote the needs of these vital groups that work so hard for New Mexico.

Sponsorships available. Please contact your advertising account executive for details

2017 COST

Two-page spread, full color: \$3,304

Sponsorship available: \$6,000



Advertising Supplement | 2017 Meeting Guide

Please contact your advertising account executive for details

Meetings Mean Business! To encourage local companies to take advantage of local services and amenities, we are presenting "How to Have a Meeting in New Mexico." This special guide lists some of our state's top destinations and facilities. It's a great resource for local companies and event planners.

Why advertise? Businesses hosting corporate functions in New Mexico use this valuable guide to make informed decisions on vendors.

Special Distribution

- Meeting Professionals International (MPI)
- Human Resources Management Association (HRMA)
- Tourism Association of New Mexico (TANM)

Plus, it is inserted in the August 18th issue of the Albuquerque Business First.

Sponsorships available. Please contact your advertising account executive for details

FEATURED LISTS:

- Casinos & Meeting Spaces
- Annual Festivals & Largest Conventions
- Albuquerque-Area Largest Hotels
- Santa Fe-Area Largest Hotels
- Film & Video Production Companies

2017 COST

Full page (7"w x 9.75"h) no bleed: **\$2,865**

Half page (7"w x 4.8125"h) no bleed: **\$1,894**



How to have a meeting in
NEW MEXICO

August 26-September 1, 2016

**ALBUQUERQUE
BUSINESS FIRST**

ADVERTISING SUPPLEMENT



Customized advertorial package

Please contact your advertising account executive for details

A customized editorial package offers you the unique opportunity to tell your story — your way — in the pages of the Albuquerque Business First, through a paid advertising section.

Featured in the center of the Business First as part of the weekly edition, it allows you to put your message in front of key business readers and decision makers.

Because this is a paid advertising project, you are the editor. You decide which stories are included, which photos to submit and how the headlines should read. You retain control of the editing process (subject to the publisher's final approval).

The total production package includes layout and editing provided by the advertising department of the Business First with your supervision.



Book of Lists

one ad - one whole year of exposure

ADVERTISING

New Mexico's most valuable business reference guide and the one publication readers turn to throughout the year. It's a compilation of the Business First's Lists and is full of important information about New Mexico businesses that is unavailable anywhere else. Sold year-round.

Book of Lists ads are noncancellable. All rates are net.

ad size	Contract rate	Open rate
full page	\$4,900	\$5,900
1/2 page	\$3,500	\$4,500
1/4 page	\$2,100	\$3,100
List strip ad	\$1,500	\$2,500
Inside Back/Front Cover	SOLD	SOLD
Chapter sponsorship	\$6,500	\$7,500

Additional sponsorships available.

Please contact Candace Beeke at 505-348-8320 or email at cbeeke@bizjournals.com

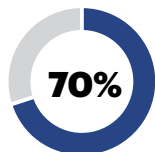
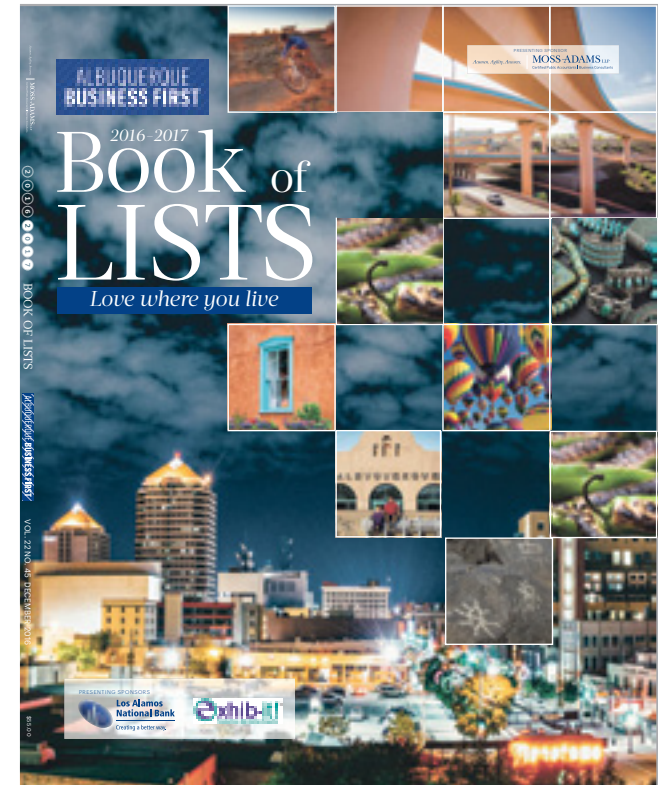
2017 Deadlines

Issue Date: December 29, 2017

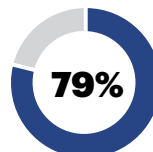
Space reservation deadline: October 20, 2017

In-House design collateral due: October 27, 2017

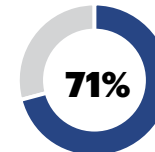
Camera-ready ads due: November 10, 2017



of readers say Book of Lists advertisers are more top of mind when thinking about a specific product or service that is needed.



of readers view Book of Lists advertisers as leaders in their industry.



of subscribers say seeing your ad in the Book of Lists improves their overall impression of your company.



Corporate Anniversaries Advertorial

Albuquerque Business First wants to help you spread the word about your company's birthday! Considering nearly 95 percent of companies go out of business within the first five years of opening up shop, we feel it's important to celebrate companies that have reached 5th, 10th, 20th, 100th and other milestones. Perhaps even reaching one year is a milestone for you!

Take advantage of this unique opportunity to launch your company's year-long celebration in this special advertising section. Tell your story to our readers and grow your customer base.

2017 COST

Full Page (10" x 12.25") full color included, no bleed: **\$2,711**

» Full page is broken down into a 1/2 page write-up and 1/2 page branding advertisement.

Both the write-up and the ad information are provided by the advertiser, but can be designed by our graphic designer if needed.

Contact your Advertising Executive today for more information

CELEBRATING
60 YEARS
IN BUSINESS

Star Paving Company "Large or Small We Do All"



Star Paving Company, founded in 1956 and a division of the Cruz Corporation is celebrating its 60th Anniversary.

Located in the heart of Albuquerque's South Valley, the Hispanic family owned company has been recognized throughout the years as a Top 500 Largest Hispanic Owned Companies, Top Hispanic Owned Business, Top 100 Contractors in Industry, 500 Largest US Hispanic-Owned Company, and the Blue Chip Enterprise Award. They provide competitive pricing on asphalt from patchwork to major road paving, commercial and industrial building. Services include preventative maintenance on existing parking lots seal coats, excavation, asphalt paving, patching, sealing, crack repair, concrete paving, curb and gutters, sidewalks, driveways, ADA ramps, and any other concrete work associated with parking lot, roads and streets, throughout the State of New Mexico. Their customers include residential, commercial and government. Star Paving Company is committed to providing superior service and quality work for every project "Large or Small We Do It All". They set our customer satisfaction goals high and work hard to achieve them.

STAR PAVING CO. INVITES YOU TO CELEBRATE ITS 60TH ANNIVERSARY

**SATURDAY, APRIL 23
10AM TO 5PM**

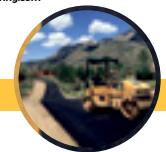
STAR PAVING HEADQUARTERS
3109 Love Rd. SW, Albuquerque, NM 87105

Join us for live entertainment by Actor and Comedian **Steven Michael Quezada**, **The Riddims Burque Sol**, and **Picasso** Pin-Up/Rockabilly Style Contest, kiddie land, raffle, food & fun for the family.



In addition, Star Paving Co. is having a raffle to benefit the YDI Foundation who supports YDI's mission of "Helping Children Youth and Families Achieve Their Full Potential".

For more information about **Star Paving Companies 60th Anniversary Event** contact **Joe Cruz**, **monica@starpaving.com**
505.877.0380



To learn more about Star Paving Co. visit us at starpaving.com



Deadlines and cancellations

WEEKLY PUBLICATION

Albuquerque Business First publishes weekly, 51 times a year, on Fridays. Premium positions are sold on a first-come basis.

section/advertising type	deadline
general display advertising position	Thursday, 3pm, 8 days prior to publication
ad build	Friday, two weeks prior to publication
cancellation	Wednesday, 9 days prior to publication
camera-ready artwork due	Friday, one week prior to publication

FREE-STANDING INSERTS

Inserts for the weekly print edition

	deadline
reservation	10 days prior to publication
delivery	7 days prior to publication

BOOK OF LISTS

The Book of Lists is published once a year. Postions are sold on a first-come basis.

section/advertising type	deadline
general display advertising position	October 27, 2017
cancellation	cannot be canceled
camera-ready artwork due	November 10, 2017

CANCELLATION POLICY

Notification of ad cancellation or a change in its schedule must be received in writing before space reservation deadline. Insertion canceled after reservation deadline will be billed at 100%. Book of Lists ads are noncancellable. All advertising transactions with Albuquerque Business First are subject to the Business First's advertising terms and conditions, a copy of which are available on our website.

PROOFS

Limit of two proofs per ad. \$25 standard charge for any change thereafter.



Digital advertising rates

RUN OF SITE (www.AlbuquerqueBusinessFirst.com)

digital volume rate	\$80k	\$60k	\$40k	\$20k	\$10k	open rate
130,000 impressions	\$2,660	\$2,755	\$2,857	\$3,207	\$3,576	\$4,147
80,000 impressions	1,774	1,837	1,909	2,131	2,391	2,764
business pulse ¹	SOLD OUT					
people on the move ³	1,000	1,000	1,000	1,000	1,000	1,000

SPONSORSHIP

130,000 impressions

80,000 impressions

Business Pulse

Special Section

People on the Move

AD POSITIONS

Delivered over 30 days. Includes mobile.

Delivered over 15 days. Includes mobile.

Upper and lower 300x250, top and bottom 728x90. Must be purchased in conjunction with a 130k ROS package or higher

Upper and lower 300x250, top and bottom 728x90. Must be purchased in conjunction with a 130k ROS package or higher

Upper and lower 300x250, top and bottom 728x90. Must be purchased in conjunction with a 130k ROS package or higher.

Packages include 3 different ad sizes that run across our platforms: 728 x 90, 300 x 250 and 320 x 50 (mobile unit).

A. article & homepage page top leaderboard 728 x 90

B. article page upper island 300 x 250

C. mobile ad 320 x 50

D. article page business pulse logo sponsorship 88 x 31

E. article page lower island 300 x 250

F. article page bottom leaderboard 728 x 90

G. homepage lower island 300 x 250

H. homepage people on the move logo sponsorship 88 x 31

homepage



article page



Albuquerque Business First Morning Edition

Every morning at 8 a.m., Business First delivers the most urgent local business news to make sure subscribers start the day well-informed. The double opt-in subscription reaches some 8,000 inboxes every day.

MORNING EDITION WEEKLY RATES

	\$80k	\$60k	\$40k	\$20k	\$10k	open rate
Top Banner 728x90	\$904	\$980	\$1,131	\$1,319	\$1,507	\$1,696
Top Text	\$415	\$452	\$482	\$603	\$678	\$754
Middle Logo and Text	\$317	\$339	\$384	\$452	\$509	\$565
Middle 728x90	\$791	\$867	\$904	\$1,055	\$1,131	\$1,319
Bottom 728x90	\$422	\$452	\$482	\$603	\$678	\$754
728x90 Monthly Rotation*			12 mos \$1,600	9 mos \$2,000	6 mos \$2,400	3 mos \$2,800

All costs quoted are "per week"
*Costs quoted "per month"

AD SIZES

- A.** Top Banner
- B.** Top Text
- C.** Middle Logo and Text
- D.** Middle 728x90
- E.** Bottom 728x90

Sign up for the Morning Edition at
www.bizjournals.com/albuquerque/promo/albuquerque-ampm

A SKIP ALL YOU WANT. Get more control of your favorite music. [START FREE TRIAL](#)

B ALBUQUERQUE BUSINESS FIRST MORNING EDITION November 28, 2015
 4th Quarter 2015 Commercial Real Estate Trend and Forecast Report: Vacancy is down in Retail and Industrial but up in Office. [Get the Full Reports](#)

C TOP PRIVATE COMPANIES, SPONSORED BY DELLOITTE. [Visit information on the region's top private employers](#)

D DRIVE YOUR BUSINESS WITH A SUBSCRIPTION. [FUEL UP NOW!](#)

E 13 MILLION STRONG. [DOWNLOAD REPORT](#). Learn more about **women-owned** businesses.



Albuquerque Business First Afternoon Edition

The Afternoon Edition delivers Albuquerque Business First's top stories and news alerts to some 8,300 email inboxes every day. Executives keep tabs on the pulse of the local business scene with a snapshot of each day's news.

digital volume rate	\$80k	\$60k	\$40k	\$20k	\$10k	open rate
Top Banner 728x90	\$1,010	\$1,095	\$1,263	\$1,474	\$1,684	\$1,895
Upper Logo and Text	\$463	\$505	\$539	\$674	\$758	\$842
Middle 728x90	\$884	\$968	\$1,010	\$1,179	\$1,263	\$1,474
Middle Logo and Text	\$354	\$379	\$429	\$505	\$568	\$632
Lower 728x90	\$472	\$505	\$539	\$674	\$758	\$842
728x90 Monthly Rotation*			12 mos \$1,600	9 mos \$2,400	6 mos \$2,800	3 mos \$3,200

Notes: All rates are net. Costs quoted are "per week" (six drops per week: Monday-Friday with a Saturday bonus Weekend Edition)

*Costs are quoted "per month"

AD SIZES

- A.** Top banner 728 x 90
- B.** 120x60 logo and 160 characters of text (including spaces)
- C.** 120x60 logo and 160 characters of text (including spaces)
- D.** Middle Logo and Text
- E.** Lower 728x90
- F.** 728x90 Monthly Rotation

Sign up for the Afternoon Edition at
www.bizjournals.com/albuquerque/promo/albuquerque-ampm

A GIVE YOUR 9705 EMPLOYEES A \$29 COLLEGE SAVINGS PLAN. [CLICK HERE FOR MORE](#)

B ALBUQUERQUE BUSINESS FIRST AFTERNOON EDITION. What is Corporate Social Responsibility and why is it so important? Find out at Capital One's free #CapTask: Investing and Impacting the Community for Good. [Click here for details.](#)

C GET A DIGITAL SUBSCRIPTION FOR YOUR ENTIRE SALES TEAM. [LEARN MORE >>](#)

D Colliers. [See how our Commercial Real Estate Team and Professional Report Writing is what is local and national has up to offer. See Our Website.](#)

E atkinson CPA. You've got questions, we've got answers. [See How We Can Help.](#)



Breaking News Sponsorship

Reach executives anywhere they do business. Continuous brand exposure in highly visible area.

FEATURES

Albuquerque Business First delivers timely, unique content to a highly influential and engaged audience of business leaders and influencers and they are seldom far from their mobile devices.

Breaking news is what we do best and what our readers have come to expect. We are pleased to announce an exclusive opportunity for one of our premium clients.

Quarterly sponsorship	\$9,300	Six month sponsorship	\$17,000	Annual sponsorship	\$31,000
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PACKAGE INCLUDES

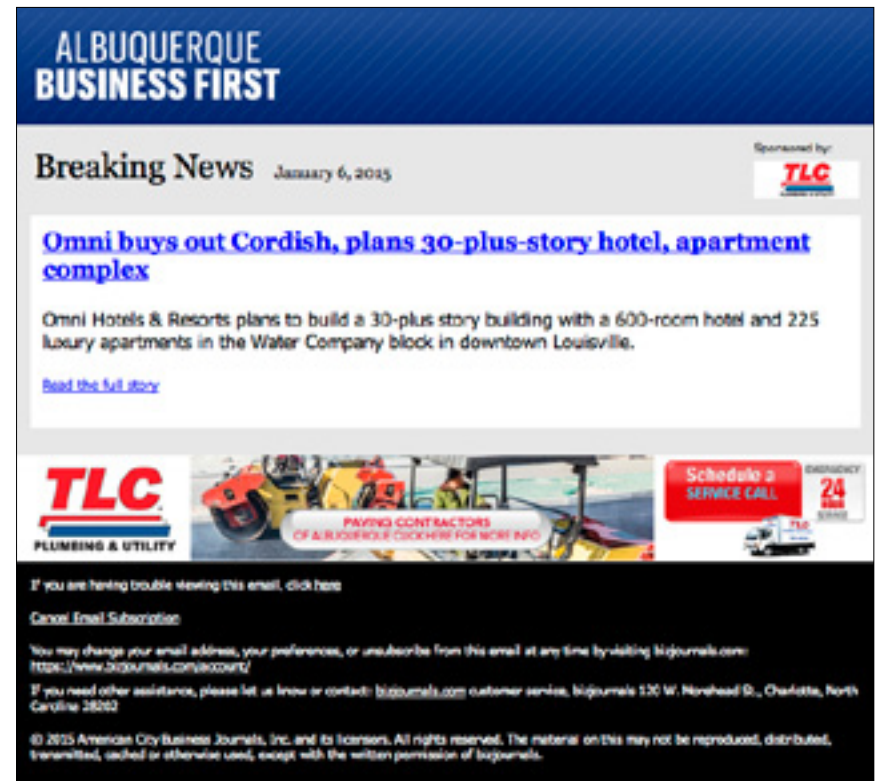
- some 13,000 opt-in subscribers
- 728x90 ad unit on the Breaking News email
- logo placement with "sponsored by" text

BENEFITS

- exclusivity
- client logo and ad positioned around the latest breaking news
- open rates that are double that of industry standards
- minimum of seven breaking news emails each month

DETAILS

- The pushdown unit (970 x 418) appears for 5 seconds the first time a user comes to the homepage during a 7-day period, and after 5 seconds, the leave-behind ad (970 x 66) appears. Each additional time a user comes back to the homepage within the same 7-day period, the leave behind ad appears.
- The leave-behind ad has premium placement below the navigation bar and can be expanded if a user engages with the ad unit by hovering the cursor over it.



13,000
How many people subscribe to Albuquerque Business First's Breaking News emails.



Homepage takeover

Reach more than 150,000 people with a high-impact Homepage Takeover package.

- reach users at the "front door" of our site; a highly valuable audience
- utilize high-impact rich media units and traditional banners
- create a revenue opportunity in addition to the homepage pushdown

\$60k	\$40k	\$20k	\$10k	open rate
\$3,362	\$3,760	\$4,099	\$4,455	\$5,007

FEATURES

The Homepage Takeover includes three ad units (the only ads on the homepage):

- A.** skin 1600 x 660
- B.** pushdown unit 970 x 418, and leave behind 970 x 66
- C.** upper island 300 x 250

PACKAGE INCLUDES

- 130,000 run of site impressions
- Runs for 5 business days

BENEFITS

- exclusive, fixed high-profile positioning that captivates the business reader.
- large format ad offers creative flexibility
- exciting graphics
- extended text
- embed video
- flash animation
- interactive feature included in slider that allows the customer to design a full page of creative



Bottom Line and Slider Ads

Own all pages of the website (with the exception of the homepage) with our Bottom Line Sponsorship.

COST: \$1,490 PER MONTH

First come. First serve.

FEATURES

- appears on all pages of the website except for the homepage
- appears on all article and blog pages
- the unit will limit serving to a unique user once per day
- 37,163 per month

- A.** Slider reminder 950x90
- B.** Slider expanded 950x460 (appears after user initiates the ad by clicking on it)
- C.** Bottom line reminder 1034x30
- D.** Bottom line expanded 1034x90 (appears after user initiates the ad by clicking on it)

BENEFITS

- exclusive, fixed high-profile positioning that captivates the business reader.
- leave behind brands client's message on page
- interactive feature included in slider that allows the customer to design a full page of creative
- exciting graphic capability
- embedded video capability

DETAILS

- the Bottom Line and Slider ads appear on all pages of the website with the exception of the home page and sponsored pages (People on the Move, Business Pulse, Special Sections, How To, etc.)
- the expanded Bottom Line ad appears when the user initiates the ad by clicking on the "reminder" ad
- the expanded Slider ad appears when the user initiates the ad by clicking on the "reminder" ad. The entire ABF web page moves over and your ad appears. It can be a still ad or a video.
- this does NOT have to be sold with a run of site package
- the package is a certain amount of impressions, not share of voice



People on the Move Sponsorship

Place your brand and message alongside respected, credible local business news.

People on the Move is a signature section that highlights the changes and advancements of professionals in the local business community.

\$60k	\$40k	\$20k	\$10k	open rate
\$3,662	\$3,760	\$4,099	\$4,455	\$5,007

FEATURES

The People on the Move Sponsorship includes:

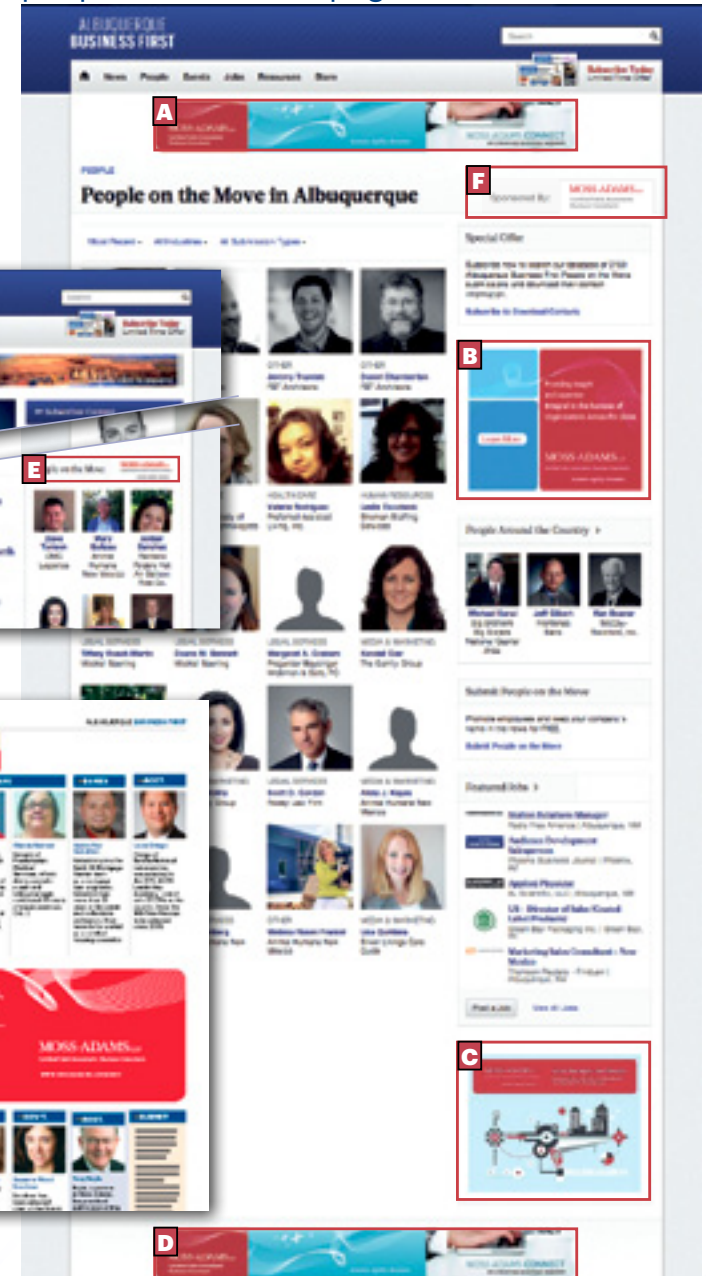
- logo on promotional module on the home page, throughout the website, on article pages and on the Afternoon Edition
- 100% share of voice in the section
- logo exposure wherever People on the Move is promoted

- A.** top leaderboard 728 x 90
 - B.** upper island 300 x 250
 - C.** lower island 300 x 250
 - D.** bottom leaderboard 728 x 90
 - E.** homepage article page logo sponsorship 88 x 31
 - F.** article page logo sponsorship 88 x 31
- Mobile 320x50

BENEFITS

- exclusive opportunity to "own" a Business First signature section
- present a platform that celebrates the upward movement and success of local business professionals
- place your brand message in front of an engaged audience
- reach decision makers during their work day
- ROS gives you the creative flexibility to run up to four ads at a time
- opportunity to promote your key staff in print and online

people on the move page



homepage



weekly edition



Business Pulse Sponsorship

Take the pulse of the New Mexico business community.

The Business Pulse is an interactive survey hosted on our website in which users have the opportunity to vote on a poll question, comment and read what others have to say about key business topics.

\$60k	\$40k	\$20k	\$10k	open rate
\$3,662	\$3,760	\$4,099	\$4,455	\$5,007

FEATURES

The Business Pulse Sponsorship includes:

- logo on promotional module on the home page and on the Afternoon Edition
- exclusive title sponsorship
- 100% share of voice in the section*
- logo exposure wherever Business Pulse is promoted, including in the weekly edition
- A.** business pulse homepage logo sponsorship 88x31
- B.** business pulse homepage bottom leaderboard 728 x 90
- C.** business pulse homepage top leaderboard 728 x 90
- D.** business pulse article page top leaderboard 728 x 90
- E.** business pulse article page logo sponsorship 88x31
- F.** business pulse article page island 300x250
- G.** business pulse article page bottom island 300x250
- H.** business pulse article page bottom leaderboard 728 x 90
- I.** homepage logo sponsorship 88 x 31
- J.** Weekly edition logo sponsorship

Mobile 320x50

BENEFITS

- 150,000 run of site impressions
- exclusive opportunity to "own" a Business First signature section
- present a platform that celebrates the upward movement and success of local business professionals
- place your brand message in front of an engaged audience
- reach decision makers during their work day
- ROS gives you the creative flexibility to run up to four ads at a time

Not available until February 2016 *6-month commitment required



business pulse article page



homepage



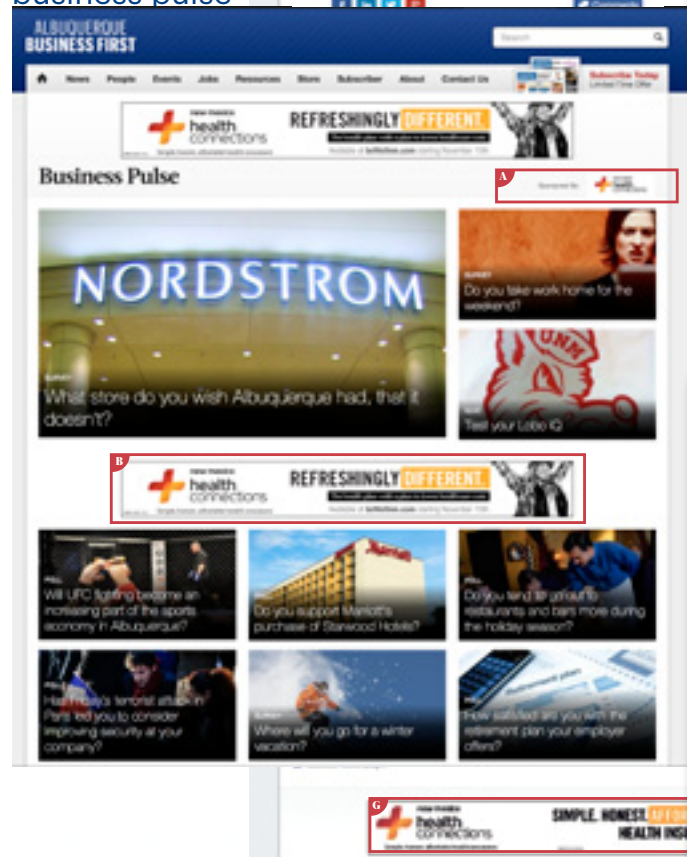
article page



weekly edition



business pulse



Online Dimensions, Specs and Submission Deadlines



DIGITAL PACKAGES:

ROS Packages - Creative Due: 3 Business Days

- 728x90 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 300x250 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 320x50 - GIF/JPG/Flash/HTML5, 50 KB max file size, 15 sec max animation length, RGB Color
- Click URL
- Additional HTML5 and Flash creative requirements info below.

XL Banner Units

Billboard – Creative Due: 5 Business Days

- 970x250 – GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- Click URL
- Additional HTML5 and Flash creative requirements info below.

Filmstrip – Creative Due: 5 Business Days

- 300x600 – GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- Click URL
- Max Flash Version 9. FPS 24. 1.1 MB additional file size allowed for host initiated video
- Additional HTML5 and Flash creative requirements info below.

Newsletter Banners – Creative Due: 3 Business Days

- PNG/JPG/GIF
- Newsletter Products DO NOT support Flash Animation*
- Animated GIFs in email newsletters should have a first frame equivalent to a static image (Outlook 2007 and newer workaround)*
- Third Party Tags - 1x1 Impression and Click trackers may be used in addition to the PNG/JPG/GIF creative for tracking.

Afternoon Edition

- 728x90 – PNG/JPG/GIF, 200 KB max file size, 15 sec max animation length, RGB Color
- Text plus Logo 120x60 – GIF/JPG 80k (static image) + 255 characters of text (spaces included). Any clickable call to action must be at the end of the text and counts towards the 255 character total. (The clickable call to action may be 120 characters max.)
- Click URL

Morning Edition

- 728x90 - PNG/JPG/GIF, 200 KB max file size, 15 sec max animation length, RGB Color
- Text plus Logo 120x60 – GIF/JPG 80k (static image) + 255 characters of text (spaces included). Any clickable call to action must be at the end of the text and counts towards the 255 character total. (The clickable call to action may be 120 characters max.)
- Click URL

Breaking News

- 728x90 – GIF/JPG, 200 KB max file size, 15 sec max animation length, RGB Color
- 120x60 - GIF/JPG (static image), 80k KB max file size, RGB Color
- Click URL

Business Pulse – Creative Due: 5 Business Days

- 728x90 – GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 300x250 – GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 88x31 - GIF/JPG (static image), 80k KB max file size, RGB Color
- 320x50 - GIF/JPG/Flash/HTML5, 50 KB max file size, 15 sec max animation length, RGB Color
- Click URL
- Additional HTML5 and Flash creative requirements info below.

Business Pulse 3+ Months – Creative Due: 5 Business Days

- 728x90 – GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length
- 300x250 – GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length
- 88x31 - GIF/JPG (static image), 80k KB max file size
- 320x50 - GIF/JPG/Flash/HTML5, 50 KB max file size, 15 sec max animation length
- Click URL
- Additional HTML5 and Flash creative requirements info below.

Optional Elements:

- 970x415 Expanded – GIF/JPG/(HTML5 if third-party served), 200 KB max file size, 15 sec max animation length, RGB Color
- 970x66 Reminder – GIF/JPG/(HTML5 if third-party served) , 200 KB max file size, 15 sec max animation length, RGB Color
- Close button on expanded pushdown, initiated by click
- Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a click
- Skin- 1600x660 - JPG/GIF, 200k max file size, RGB Color
- Skin Template: Homepage Skin Temp late
- Click URL

All ads must be created to the specs outlined in this guide. Especially memory size limits. Or they will not be run until they have been corrected and resubmitted.

NEED HELP? If you have any questions or concerns about preparing your ad, please contact our graphic designer, **Natalie Newton**, at **505.348.8311**, or email **natalienewton@bizjournals.com**.



Online Dimensions, Specs and Submission Deadlines (*continued*)

People on the Move – Creative Due: 5 Business Days

- 728x90 – GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 300x250 – GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 88x31 - GIF/JPG (static image), 80k KB max file size, RGB Color
- 320x50 - GIF/JPG/Flash/HTML5, 50 KB max file size, 15 sec max animation length, RGB Color
- Click URL
- Additional HTML5 and Flash creative requirements info below.

Homepage Takeover – Creative Due: 5 Business Days

- 970x415 Expanded – GIF/JPG/(HTML5 if third-party served), 200 KB max file size, 15 sec max animation length, RGB Color
- 970x66 Reminder – GIF/JPG/(HTML5 if third-party served), 200 KB max file size, 15 sec max animation length, RGB Color
- Close button on expanded pushdown in upper-right hand corner, initiated by click
- Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a click
- Skin- 1600x660 - JPG/GIF, 200k max file size, RGB Color
- Skin Template: Homepage Skin Template (Reps/Markets: Please download the template from the link and attach it when sending specs to your client. You can only open this link if you have Photoshop. Designers will have this software, so they will be able to open and use.)
- 728x90 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 300x250 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 320x50 - GIF/JPG/Flash/HTML5, 50 KB max file size, 15 sec max animation length, RGB Color
- Click URL
- Additional HTML5 and Flash creative requirements info below.

The Bottom Line – Creative Due: 5 Business Days

- 1034x90 Expanded – GIF/JPG/(HTML5 if third-party served), 200 KB max file size, no animation, RGB Color
- 1034x30 Reminder – GIF/JPG/(HTML5 if third-party served), 200 KB max file size, no animation, RGB Color
- Click URL
- Additional HTML5 and Flash creative requirements info below.

Slider – Creative Due: 5 Business Days - Updated 5/18/15

- 970x90 Footer – GIF/JPG/(HTML5 if third-party served), 200 KB max file size, no animation
- 970x550 Full Page – GIF/JPG/(HTML5 if third-party served), 200 KB max file size, 15 sec max animation length
- Click URL
- Additional HTML5 and Flash creative requirements info below
- Reps - If your client is using an in-banner video, please see and include in-banner video specs.

Expanding Ads – Creative Due: 5 Business Days

- 728x90 to 728x315 - GIF/JPG/(HTML5 if third-party served) , 200 KB max file size, 15 sec max animation length, RGB Color. Expansion must be user initiated.
- 300x250 to 600x250 - GIF/JPG/(HTML5 if third-party served), 200 KB max file size, 15 sec max animation length, RGB Color. Expansion must be user initiated.
- Click URL
- Additional HTML5 and Flash creative requirements info below.

Editorial Special Sections – Creative Due: 5 Business Days

Editorial Client creative

- 728x90 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 300x250 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 320x50 - GIF/JPG/Flash/HTML5, 50 KB max file size, 15 sec max animation length, RGB Color
- 120x60 - GIF/JPG (static image), 80k KB max file size, RGB Color
- Click URL
- Additional HTML5 and Flash creative requirements info below.

Advertorial Creative

- 728x90 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 300x250 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 320x50 - GIF/JPG/Flash/HTML5, 50 KB max file size, 15 sec max animation length, RGB Color
- 120x60 - GIF/JPG (static image), 80k KB max file size, RGB Color
- Click URL
- Additional HTML5 and Flash creative requirements info below.

All ads must be created to the specs outlined in this guide. Especially memory size limits. Or they will not be run until they have been corrected and resubmitted.

NEED HELP? If you have any questions or concerns about preparing your ad, please contact our graphic designer, **Natalie Newton**, at **505.348.8311**, or email **natalienewton@bizjournals.com**.



Online Dimensions, Specs and Submission Deadlines (*continued*)

Targeted Content – Creative Due: 5 Business Days

Website Placements

- 728x90 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 300x250 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 320x50 - GIF/JPG/Flash/HTML5, 50 KB max file size, 15 sec max animation length, RGB Color
- 120x60 - GIF/JPG (static image), 80k KB max file size, RGB Color
- Click URL
- Additional HTML5 and Flash creative requirements info below.

Content Publishing/Native – Creative Due: 2 Weeks

Native Content (Due 2 Weeks)

- 2 Articles per month with publish dates
- Option to submit photos and author bylines
- Submit all content to digital@bizjournals.com
- Articles should be between 500-700 words

See additional best practices here: [Native Best Practices and FAQ_The Business Journals.docx](#)

Website Placements – (Due 3 Business Days)

- 728x90 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 300x250 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length, RGB Color
- 320x50 - GIF/JPG/Flash/HTML5, 50 KB max file size, 15 sec max animation length, RGB Color
- Click URL
- Additional HTML5 and Flash creative requirements info below.

Audience Extension – Creative Due: 3 Business Days

- 728x90 - GIF/JPG/Flash/HTML5, 40 KB max file size, 15 sec max animation length. Looping must stop at 15 seconds, RGB Color
- 300x250 - GIF/JPG/Flash/HTML5, 40 KB max file size, 15 sec max animation length. Looping must stop at 15 seconds, RGB Color
- Click URL
- Additional HTML5 and Flash creative requirements info below.

Table of Experts - Assets Due: 5 Business Days

- Minimum of three experts
- 970x250 – GIF/JPG/Flash/HTML5, 200 KB max file size, 30 sec max animation length, RGB Color

All ads must be created to the specs outlined in this guide. Especially memory size limits. Or they will not be run until they have been corrected and resubmitted.

NEED HELP? If you have any questions or concerns about preparing your ad, please contact our graphic designer, **Natalie Newton**, at **505.348.8311**, or email natalienewton@bizjournals.com.

- Max Flash Version 9. FPS 24. 2.2 MB additional file size allowed for host initiated video
- URL to article (content is loaded on your site by your local editorial team)
- Sponsor head shots. No specs, they will be resized as needed
- Print Edition in .pdf form (this is where we will pull sponsor names and companies)
- Click URL
- Additional HTML5 and Flash creative requirements info below.

In-Banner Video – Creative Due: 5 Business Days

- Can only be implemented in expanded ads and/or the following sizes: 300x600, 300x250, 970x250
- 2MB max file size
- 15 sec max for AUTO video play (the full video may be longer, but must pause after 15 seconds if auto-plays).
- There are 3 ways we can accept in-banner videos, in order of preference:
 - Youtube link (bizjournals embeds youtube player)
 - 3rd party tags (client works with 3rd party ad server to host video on their end)
 - Video file (bizjournals hosts on our end)File Formats supported: .mov, .wmv, .avi, .mp4. -- 2MB max file size, 15 sec max animation length
- GIF/JPG backup, 200KB max file size.
- Click URL
- NOTES: The in-banner video may fill up the entire desired ad space OR the client could provide a static .jpeg/.gif of the respective ad space, with a clearly defined placeholder indicating where the video should be placed within the ad.

Pre-roll Video – Creative Due: 5 Business Days

Hosting Bizjournals (recommended) uses the VAST Inline Streaming creative type. Send us your video and click url and we host the file for you and provide performance metrics.

- Format: MP4 preferred (MOV can be converted to MP4 by The Business Journals).
- 15 sec max animation length
- File size: 15 MB max
- Player: 576 Width x 324 Height Max dimensions
- Aspect Ratio: 4:3 (standard full screen) or 16:9 (widescreen/letterbox)
- Frame Rate: Minimum 15 FPS (recommended)
- Individual third party tracking urls can be accepted for the following metrics:
 - Impressions, clicks, video start, first quartile, midpoint, third quartile, video completes, mute, pause, rewind, full screen

Interstitials – Creative Due: 5 Business Days

- 660x440 Interstitial – GIF/JPG/Flash/HTML5, 200 KB max file size, 10 sec max animation length



Terms and conditions

The following terms and conditions govern all entities that place advertising (“Advertiser”), either directly or through an agent (“Agency”), with publications (“Business Journal(s)”), digital Business Journal publications (“Digital Editions”), websites and mobile sites (“Websites”) and applications (“Apps”) and any other service (collectively, together with Business Journals, Digital Editions, Websites and Apps, the “Service”) published and/or owned, licensed or operated by or on behalf of American City Business Journals (“Publisher”). The placement of advertising in any Publisher Service constitutes Advertiser’s (and, if applicable, Agency’s) agreement to these terms. These terms and conditions may be modified from time to time by Publisher; additional placement of advertising will constitute Advertiser’s (and, if applicable, Agency’s) agreement to any such modifications.

I. DEFINITIONS

A. “Dollar Volume Discount” is determined by combining the dollar value of print and digital insertions in the Business Journal(s) plus sponsorships, within the contract period. Contract begins with the date of first insertion and must be fulfilled within a 12-month period. Book of Lists and pre-printed inserts may also be included as part of your volume contract. Contracts guarantee the volume rate earned and ad sizes may vary during contract period. Refer to the column under the volume for rate of desired size. Rates subject to change during contract period. Rate increases are effective January 1, and all advertisers’ rates change on that date.

B. “Short Rate” is the difference between the rate charged on the contracted dollar volume and the higher rate based on the reduced dollar volume of advertisements actually published and paid for.

II. TERMS AND CONDITIONS APPLICABLE TO ADVERTISING PLACED IN ANY PUBLISHER SERVICE

A. PUBLISHER’S RIGHT TO REJECT, CANCEL OR TERMINATE ORDERS: Publisher reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published, displayed, performed or transmitted (collectively referred to herein as “Published” or “Publish”), including, but not limited to, for reasons relating to the content of the advertisement or any technology associated with the advertisement. In the event of such cancellation or rejection by Publisher, advertising already run and to be run shall be paid for at the rate that would apply if the entire order were Published and no Short Rate will apply. Publisher, at its absolute discretion, may terminate

its relationship with Advertiser and/or Agency for the breach of any of the terms hereof, including without limitation a breach based on the failure on the part of either Advertiser or Agency to pay each bill by its due date. Should Publisher terminate its relationship with Advertiser and/or Agency, a Short-Rate may apply and all charges incurred together with Short-Rate charges shall be immediately due and payable. Furthermore, in the event Advertiser or Agency breaches, Publisher may, in addition to its other remedies, (a) cancel its recognition of Agency, thereby causing Agency to lose claim to any commission for any further advertising placed with Publisher on behalf of Advertiser or any other client of Agency, and/or (b) refuse to Publish any or all of Advertiser’s advertising.

B. ADVERTISER’S FAILURE TO RUN ADVERTISING/SHORT-RATE: All agreements for advertising Dollar Volume Discounts require that the specified dollar volume of advertisements be Published within a specified period and be promptly paid for. In the event of Advertiser’s or its Agency’s cancellation of any portion of any advertising order/contract or failure to have Published and paid for the specified dollar volume of advertisements, or if at any time Publisher in its reasonable judgment determines that Advertiser is not likely to Publish and pay for the total amount of advertising specified during the term of the agreement, any rate discount will be retroactively nullified, including for previously Published advertisements, and may result in a Short-Rate. In such event, Advertiser and/or Agency must reimburse Publisher for the Short-Rate within 30 days of invoice therefor and Advertiser will thereafter pay for advertising at the open rate or at the earned rate(s) as applicable. Any merchandising program executed by Publisher in reliance on advertising that is cancelled will be paid for by Advertiser at the fair market rate for such program. Advertising credits (for any earned advertising Dollar Volume Discount adjustments for advertising run in excess of specified schedule) will only be earned if all advertising is paid for by the due date. Advertising credits must be used by the Advertiser within six months after the end of the period in which they were earned. Any portion of such advertising credits unused at the expiration of the foregoing six month period shall be expired and Publisher shall not have any further obligation to Advertiser and/or Agency with respect thereto.

C. RESTRICTIONS ON ADVERTISER’S CANCELLATION OF ADVERTISING ORDERS: No changes in orders or cancellations are accepted unless received before the specified closing dates, which vary by product and are set forth in Publisher’s rate card and web site. No changes in orders or cancellations may be considered executed unless acknowledged in writing by Publisher.

Orders not cancelled as of these closing dates will be billed, even though Advertiser fails to furnish copy, digital files or film. When change of copy or artwork is not received by the closing date, copy run in previous issues will be published. Should Publisher agree to cancel an existing work order, Advertiser will be responsible for the cost of any work performed or materials purchased on behalf of Advertiser, including the cost of services, paper and/or printing.

D. ADVERTISING POSITIONING AT PUBLISHER’S DISCRETION: Orders for advertising containing restrictions or specifying positions, facings, editorial adjacencies or other requirements may be accepted and Published but such restrictions or specifications are at Publisher’s sole discretion.

E. LABELING OF ADVERTISEMENTS: Advertisements that simulate or resemble, or otherwise might not be obviously distinct from, editorial content must be clearly identified and labeled “ADVERTISEMENT” or any other label as determined by Publisher at the top of the advertisement, and Publisher may, in its discretion, so label such material and/or otherwise distinguish the style and/or presentation of such material.

F. INSERTS: An accurate copy of any furnished insert must be submitted to Publisher for review prior to the printing of the insert. Publisher’s review and/or approval of such copy does not release or relinquish Advertiser/Agency from its responsibilities hereunder. Publisher is not responsible for errors or omissions in, or the production quality of, furnished inserts. Advertiser and/or Agency shall be responsible for any additional charges incurred by Publisher arising out of Advertiser and/or Agency’s failure to deliver furnished inserts pursuant to Publisher’s specifications. In the event that Publisher is unable to Publish the furnished insert as a result of such failure to comply, Advertiser and/or Agency shall nevertheless remain liable for the space cost of such insert.

G. ERRORS IN OR OMISSIONS OF ADVERTISEMENTS: In the event of Publisher’s errors in or omissions of any advertisement(s), Publisher’s liability shall be limited to a credit of the amount paid attributable to the space of the error/omission (in no event shall such credit exceed the total amount paid to Publisher for the advertisement), and Publisher shall have no liability unless the error/omission is brought to the Publisher’s attention no later than 60 days after the advertisement is first Published. However, if a copy of the advertisement was provided or reviewed by Advertiser, Publisher shall have no liability. In no event will Publisher have any liability for errors or omissions caused by force majeure or errors in key numbers. In the event of a suspension of print publication due to computer, software, or network malfunction, congestion, repair, strike, accidents, fire, flood, storms, terrorist attacks, acts of war or any other cause or contingencies or force majeure beyond the reasonable control of Publisher, it is agreed that such suspension shall not invalidate

any advertising agreement but a) will give Publisher the option to cancel any advertising agreement, or if Publisher does not do so, b) upon resumption of print publishing, the agreement shall be continued and Publisher will have no liability for any errors or omissions or any damages or missed impressions caused by such suspension. IN NO EVENT WILL PUBLISHER HAVE ANY LIABILITY FOR ANY ADVERTISING CREATIVE OR PRINTING COSTS, ADMINISTRATIVE COSTS, AND/OR CONSEQUENTIAL, INDIRECT, INCIDENTAL, PUNITIVE, SPECIAL OR EXEMPLARY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF INFORMATION AND THE LIKE.

H. TRADEMARKS: The titles and logos of the Business Journals and other publications Published by American City Business Journals, as well as the Websites and Apps Published or used by American City Business Journals, are registered trademarks and/or trademarks protected under common laws. Neither the titles nor the logos may be used without the express written permission of American City Business Journals.

I. WARRANTIES; INDEMNIFICATION: Advertiser and its Agency, if there be one, each represent and warrant that: (i) Advertiser’s websites, mobile sites, applications, and/or similar services that are associated with advertising purchased under an IO shall contain all necessary consumer disclosures required by applicable federal, state and local laws, rules and regulations, including, but not limited to, a conspicuous link to a clear, accurate and up-to-date Privacy Policy (and Advertiser shall not violate the terms of such disclosures) that: (a) discloses (1) the usage of third party technology; (2) the participation of third party service providers; and (3) the data collection and usage by such service providers and from such third party technology; and (b) complies with all applicable privacy laws, rules and regulations; (ii) it will not merge personally identifiable information with information previously collected as non-personally identifiable without robust notice of, and the end-user’s prior affirmation (i.e., “opt-in”) consent to, that merger; and (iii) any advertising or other material (including, but not limited to, product samples) submitted by Advertiser or Agency and/or created by Publisher on behalf of Advertiser or Agency, and any material to which such advertisement or other material links or refers, complies with all applicable laws and regulations and does not violate the personal or proprietary rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce Publisher to Publish such advertisement, Advertiser and its Agency, if there be one, each agrees jointly and severally to defend, indemnify and hold harmless Publisher, its parent, subsidiaries and affiliates, and each of their officers, directors, members, employees, contractors, licensees, agents, representatives, successors and assigns against any and all liability, loss, damage, and expense of any nature including, but not limited to, attorneys’ fees (collectively, “Losses”) arising out of any actual or potential claims for libel, invasion of privacy,



Terms and conditions continued

harm, copyright, patent, or trademark infringement, and/or any other actual or potential claims or suits that may arise out of (a) the copying, printing, publishing, displaying, performing, distributing or transmitting of such advertisement; (b) any violation of the CAN-SPAM Act or other laws relating to Advertiser's advertisements, including, but not limited to, commercial messages e-mailed on Advertiser's behalf by Publisher; (c) the loss, theft, use, or misuse of any credit/debit card or other payment, financial, or personal information; (d) the products and/or services promoted, sold, presented and/or contained in Advertiser's advertisements; and/or (e) a breach or alleged breach of its covenants, warranties and obligations under these advertising rate card contract terms and conditions. If the Publisher participated in the creation of an advertisement, the Publisher will indemnify Advertiser in connection with potential claims only to the extent it has agreed to do so in writing.

J. RESPONSIBILITY FOR PAYMENT OF ADVERTISING BILLS:

In the event an order is placed by an Agency on behalf of Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both Advertiser and Agency. Advertiser and its Agency, if there be one, each agrees to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on Advertiser's behalf. Advertiser authorizes Publisher, at its election, to tender any bill to Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Any bill tendered by Publisher shall constitute an account stated unless written objection thereto is received by Publisher within ten (10) days from the rendering thereof. Payment by Advertiser to Agency shall not discharge Advertiser's liability to Publisher. The rights of Publisher shall in no way be affected by any dispute or claim between Advertiser and Agency. Advertiser and Agency agree to reimburse Publisher for its costs and attorneys' fees in collecting any unpaid advertising charges. Advertiser confirms that it has appointed Agency, if one is specified, to be its authorized representative with respect to all matters relating to advertising placed on Advertiser's behalf with the understanding that Agency may be paid a commission.

K. NO ASSIGNMENT OF ADVERTISING: Advertiser and its Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which

the advertising space is provided by Publisher, nor may Advertiser or Agency authorize any others to use any advertising space.

L. REPUBLICATION OF ADVERTISEMENTS: Advertiser and Agency agree that any submitted advertisements Published in any Service hereunder, may, at Publisher's option, be republished, re-performed, retransmitted or otherwise reused by Publisher or its agents in any form in whole or in part in all media now in existence or hereafter developed, whether or not combined with material of others. The copyright in any advertisement created by Publisher is owned by Publisher and may not be otherwise used by Advertiser or third parties without Publisher's prior written consent.

M. ADVERTISING RATES: Publisher's Business Journal rates contained in advertising orders that vary from the rates listed herein shall not be binding on Publisher and the advertisements ordered may be inserted and charged for at the actual schedule of rates. Publisher's Business Journal rates and units of space are effective January 2015. Announcement of any changes in rates will be made thirty (30) days in advance of the closing date for the first issue affected by such new rates. Rates will be honored by Publisher until the current contract expires. Advertising rates are not contingent on Business Journal reaching any circulation or readership level that may be represented in Business Journal's marketing materials.

N. SPECIAL PUBLICATIONS: Certain special publications (e.g., The Book of Lists) produced and published by the Business Journals carry special rates and are non-cancellable once an agreement is signed.

O. TERMS OF SALE: Payment is due thirty (30) days from the date of invoice. All advertising production fees (if any) shall be billed and are immediately due in full within the first month of the advertising campaign. Interest may, at Publisher's discretion, be charged at a rate of 1.5% per month on past due balances. Publisher may at its option require cash in advance with order or change payment terms.

Q. DISCLAIMER: PUBLISHER DISCLAIMS ALL WARRANTIES AND/OR GUARANTEES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, WARRANTIES FOR NONINFRINGEMENT, ACCURACY, AVAILABILITY, UPTIME, MERCHANTABILITY AND/OR FITNESS FOR ANY PARTICULAR PURPOSE IN CONNECTION WITH THE DISPLAY, PERFORMANCE AND TRANSMISSION OF ADVERTISEMENTS ON PUBLISHER'S SERVICES. Without limiting the generality of the foregoing, Publisher disclaims all warranties and guarantees with respect to its Services, including, without limita-

tion, warranties and/or guarantees relating to: (a) the positioning or placement of advertisements on the Services, (b) advertising results on the Services; and (c) the accuracy of audience data, including, but not limited to, audience demographic data, audience size/reach data, etc. with respect to the Services.

R. ENTIRE AGREEMENT: The foregoing terms and conditions (and the Additional Terms set forth below) shall govern the relationship between Publisher and Advertiser and/or Agency. Publisher has not made any representations to Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing and signed by an officer or senior executive of Publisher, no other terms or conditions in contracts, orders, copy, or otherwise will be binding on Publisher. Failure by Publisher to enforce any of these provisions shall not be considered a waiver of such provision.

III. ADDITIONAL TERMS AND CONDITIONS APPLICABLE TO DIGITAL ADVERTISING PLACED ON PUBLISHER'S WEBSITES AND APPS

The placement of digital advertising on any of Publisher's Websites and Apps constitutes Advertiser's (and, if applicable, Agency's) agreement to the following terms: (These terms and conditions may be modified from time to time by Publisher; additional placement of digital advertising will constitute Advertiser's (and, if applicable, Agency's) agreement to any such modifications.)

A. SECTION II ADVERTISING TERMS AND CONDITIONS: For the purpose of clarification, the terms and conditions set forth in Section II above also apply to all digital advertisements Published on Publisher's Websites and Apps.

B. INTERACTIVE ADVERTISING BUREAU STANDARD TERMS AND CONDITIONS: Except to the extent modified below, the Interactive Advertising Bureau Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0 - Dec 2009 (found at http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf) ("IAB Terms") shall also apply to all digital advertisements Published on Publisher's Websites and Apps. To the extent the IAB Terms directly conflict with or are inconsistent with Sections III(A) or III(C) herein, Sections III(A) and III(C) shall govern with respect to digital advertising placed on Publisher's Websites and Apps. The IAB Terms are hereby modified as follows:

(i) Section II(d) of the IAB Terms is hereby modified by changing 24 hours to two (2) business days.

(ii) Section IX(c) of the IAB Terms is hereby modified by deleting the following in the last sentence: "provided that if Media Company has reviewed and approved such Ads prior to their use on the Site, Media Company will not immediately remove

such Ads before making commercially reasonable efforts to acquire mutually acceptable alternative Advertising Materials from Agency."

C. ADDITIONAL DIGITAL ADVERTISING TERMS & CONDITIONS

1. IMPRESSION GUARANTEES: Publisher makes no guarantee or representation as to the quantity and/or quality of visits, impressions, circulation, or other usage of Publisher's Websites or Apps or of the advertisement, or as to the use of any particular tracking or information-gathering devices, unless Publisher expressly agrees otherwise in writing. Advertiser and Agency acknowledge and agree that advertisements and ad impressions Published on Publisher's Websites and/or Apps may be viewed by end users located in and/or outside the United States.

2. ERRORS IN OR OMISSIONS OF ADVERTISEMENTS:

In the event of Publisher's errors in or omissions of any advertisement(s) on its Websites or Apps (including, but not limited to, errors or omissions involved in converting Advertiser's ads into an App), Publisher's sole liability shall be limited to a credit of the amount paid attributable to the space of the error (in no event shall such credit exceed the total amount paid to Publisher for the advertisement), and Publisher shall have no liability unless the error/omission is brought to the Publisher's attention no later than 5 days after the advertisement is first Published. However, if a copy of the advertisement was provided or reviewed by Advertiser, Publisher shall have no liability. IN NO EVENT WILL PUBLISHER HAVE ANY LIABILITY FOR ANY ADVERTISING CREATIVE OR PRINTING COSTS, ADMINISTRATIVE COSTS, AND/OR CONSEQUENTIAL, INDIRECT, INCIDENTAL, PUNITIVE, SPECIAL OR EXEMPLARY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF INFORMATION AND THE LIKE.

3. ADDITIONAL ADVERTISER WARRANTIES; INDEMNITIES:

In addition to the warranties set forth in Section II above, Advertiser and its Agency, if there be one, each represent and warrant that: (i) none of the advertisements, ad tags (if any) or any other materials provided to Publisher for display on its Websites or Apps cause the download or delivery of any software application, executable code, any virus or malicious or social engineering (e.g., phishing) code or features; (ii) it will not conduct or undertake, or authorize any third party to conduct or undertake, any unlawful or improper actions in connection with the Websites or Apps, including, but not limited to, generating automated, fraudulent or otherwise invalid clicks or impressions on Publisher's Websites or Apps, or collecting data contrary to applicable laws or regulations or Publisher's Privacy Policy and/or these terms and conditions or Publisher's Third Party Data Collection Policy (referenced in Section 5 below); and (iii) it will comply with all applicable self regulatory behavioral targeting principles, including,



Terms and conditions continued

but not limited to, the Digital Advertising Alliance and Network Advertising Initiative self regulatory behavioral targeting principles. In addition to the indemnification obligations of Advertiser/Agency set forth in Section II above, Advertiser and its Agency, if there be one, each agrees jointly and severally to defend, indemnify and hold harmless Publisher its parent, subsidiaries and affiliates, and each of their officers, directors, members, employees, contractors, licensees, agents, representatives successors and assigns against any and all Losses (as defined in Section II above) that may arise from or relate to: (a) the linkage of any advertisement on Publisher's Website and/or Apps to other material; or (b) a breach or alleged breach of Advertiser's warranties set forth in this Section 3.

4. ADDITIONAL DISCLAIMER: In addition to the disclaimers set forth in Section II above, and without limiting the generality of the foregoing, Publisher disclaims all warranties and guarantees with respect to its Websites and Apps, including, without limitation, warranties and/or guarantees relating to: (a) the availability, uptime and delivery of any impressions or advertisements on any of Publisher's Websites or Apps; and (b) the quantity, quality or frequency of clicks or click-through rates of advertisements on the Websites and Apps. Advertiser acknowledges that third parties other than Publisher may generate automated, fraudulent or otherwise invalid/improper impressions, conversions, inquiries, clicks or other actions on Advertiser's advertisements displayed on Publisher's Websites or Apps. As between Advertiser and Publisher, Advertiser accepts the risk of any such improper actions. Advertiser's exclusive remedy for such suspected improper actions is for Advertiser to request a refund relating to its impacted advertisements in the form of advertising credits on the applicable Website or App within thirty (30) days from the end of the calendar month in which such advertisement is initially displayed on the applicable Website or App. Any advertising credit refunds in connection with the Advertiser's aforementioned requests are within the sole discretion of Publisher.

5. DATA COLLECTION: To the extent Advertiser and/or Agency collects or obtains data from any Publisher owned or operated Website or App, whether collected or received via an advertising unit, widget, pixel tag, cookie, clear gif, HTML, web beacon, script or other data collection process, including without limitation "clickstream" or "traffic pattern" data, or data that otherwise relates to usage of the Website and/or App, user behavior, and/or analytics, Advertiser and/or Agency is subject to the then-current version of Publisher's Third Party Data Collection Policy, which is incorporated

herein by reference (a copy of which is available upon request).

6. MAKEGOODS: All makegoods relating to digital advertising on Publisher's Websites and Apps shall be determined by Publisher in accordance with Publisher's makegood policy.

