



Rates and Products

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

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Powerful reach with an integrated campaign

Having a presence on multiple platforms will escalate your reach and put you in front of our users who get their news when, where and how it's most convenient for them. Integrated print, digital and events into your annual campaign will allow you to reach potential clients at the maximum level.



WEEKLY JOURNAL

The *Charlotte Business Journal* publishes weekly, 52 times a year, every Friday.

45 minutes
average time spent reading each issue

87%
read 3 or more of the past 4 issues

11,000
weekly distribution



DIGITAL ADVERTISING

The *Charlotte Business Journal* reaches an unduplicated subscriber audience on a daily basis.

351,000
average monthly unique visitors (subtotal Nov. YTD/11 months)

1,475,000
average monthly page views

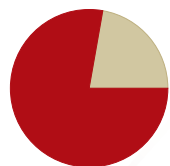
73%
of subscribers influence purchasing decisions

WHO IS READING THE CHARLOTTE BUSINESS JOURNAL

84% of all readers are college or post graduate educated. 68% of all readers are holding management positions or above.

PRINT STATS

2,000,000 average net worth



management positions

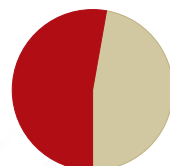
\$141,000
average household income



50
average age

DIGITAL STATS

1,300,000 average net worth



management positions

\$220,000
average household income



50
average age

Reach potential clients in these fields:

- Legal services
- Health
- Banking
- Insurance
- Real estate
- Construction
- Technology
- Engineering
- Nonprofit
- Accounting
- Manufacturing
- Government
- Education
- Architecture
- and more





2017 RATES & PRODUCTS

Display advertising rates

Ad size	Open	\$10k	\$20k	\$40k	\$60k	\$80k	\$100k	\$125k
4 page signature	\$21,090	\$16,870	\$13,310	\$11,445	\$10,240	\$9,215	\$8,190	\$5,270
2 page spread	\$14,928	\$14,928	\$9,796	\$7,682	\$7,050	\$5,486	\$4,702	\$3,766
Full page	\$8,794	\$6,766	\$5,495	\$4,313	\$3,956	\$3,076	\$2,638	\$2,112
Island	\$8,514	\$6,550	\$5,322	\$4,176	\$3,831	\$2,981	\$2,554	\$2,044
1/2 page	\$5,408	\$4,242	\$3,449	\$2,704	\$2,485	\$1,933	\$1,696	\$1,323
3/8 page	\$4,273	\$3,298	\$2,674	\$2,096	\$1,927	\$1,499	\$1,283	\$1,025
1/4 page	\$3,442	\$2,622	\$2,128	\$1,672	\$1,531	\$1,190	\$1,023	\$817
1/8 page	\$1,834	\$1,410	\$1,150	\$902	\$828	\$644	\$552	\$443
Strip	\$2,490	\$1,935	\$1,571	\$1,212	\$1,093	\$848	\$728	\$604

All rates are net, based on annual campaign investments

COLOR CHARGES

Black plus one color: \$400. Black plus two colors: \$600.
Process 4-color: \$800.

GUARANTEED POSITION FEE

25% for all guaranteed positions.
Full page minimum ad size opposite the Top 25 List;
1/4 page minimum ad size all other positions.

CANCELLATION

Cancellation of an ad or a change in its schedule must be received in writing before the insertion deadline. Ads cancelled after insertion deadline will be billed at 100%.

DISCOUNTS BASED ON TOTAL SPEND

Discounts are determined by combining the total spend in the *Charlotte Business Journal* including sponsorship, print and digital products within the contract period. Contract begins with date of first insertion and must be fulfilled within a twelve-month period. Pre-printed inserts may also be included as part of your contract. Contracts guarantee the rate earned and ad sizes may vary during contract period. Refer to the column under the spend amounts for rate of desired size. Rates subject to change during contract period.

Ad size	Open	\$10k	\$20k	\$40k	\$60k	\$80k	\$100k	\$125k
Spread Strip	\$4,335	\$3,465	\$2,820	\$2,170	\$1,950	\$1,520	\$1,300	\$1,085
Belt	\$4,189	\$3,350	\$2,721	\$2,091	\$1,883	\$1,467	\$1,259	\$1,046
Tower	\$2,214	\$1,770	\$1,438	\$1,107	\$995	\$775	\$663	\$556
Bookends	\$3,540	\$2,831	\$2,295	\$1,770	\$1,591	\$1,239	\$1,061	\$887
L-Shape	\$4,106	\$3,285	\$2,668	\$2,050	\$1,846	\$1,438	\$1,229	\$1,025
Triangle - Corner or Center (Leads section only)	\$4,009	\$3,208	\$2,601	\$2,004	\$1,806	\$1,403	\$1,204	\$1,005
Silent (Logo) Ad	\$1,020	\$815	\$665	\$510	\$460	\$355	\$305	\$255
Front Page Silent (Logo) Ad	\$2,450	\$1,960	\$1,590	\$1,225	\$1,100	\$855	\$735	\$615
U-Shape (Around centerpiece)	\$8,207	\$6,564	\$5,335	\$4,106	\$3,693	\$2,872	\$2,464	\$2,050
Single Wave	\$4,009	\$3,208	\$2,601	\$2,004	\$1,806	\$1,403	\$1,204	\$1,005
Skybox*	\$1,020	\$815	\$665	\$510	\$460	\$355	\$305	\$255
Special Report Microbar* (Skybox + Microbar)	\$2,040	\$1,630	\$1,325	\$1,020	\$920	\$715	\$610	\$510
Film Strip (Reporter pages only)	\$2,163	\$1,729	\$1,408	\$1,081	\$974	\$760	\$648	\$541
List In-Line Logo	\$500	—	—	—	—	—	—	—
List Strip	\$2,325	\$1,860	\$1,510	\$1,165	\$1,050	\$815	\$700	\$580

*Limited to special section or event sponsors only

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. Agencies must submit a Credit Application. Agency disclaimers will be honored only after the client submits a Credit Application and letter acknowledging financial responsibility for all advertising placed on their behalf by their Agency of Record. Ad materials that require production or camera work will be charged at the appropriate rate. All advertising transactions with the *Charlotte Business Journal* are subject to the publication's advertising terms and conditions.



Book of Lists advertising

STRATEGIC AND EYE-CATCHING

The most valuable annual business reference guide for the Charlotte region. The *Book of Lists* is a compilation of the *Charlotte Business Journal's* weekly lists. Valuable to many powerful employers in the area, exposure in this publication is crucial. Sold year-round. *Book of Lists* ads are non-cancelable. All rates are net.

ADDITIONAL SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

Ask your account executive today!

2016 DEADLINES

Issue date: December 22

Space reservation deadline: October 6

Work-up materials due: October 13

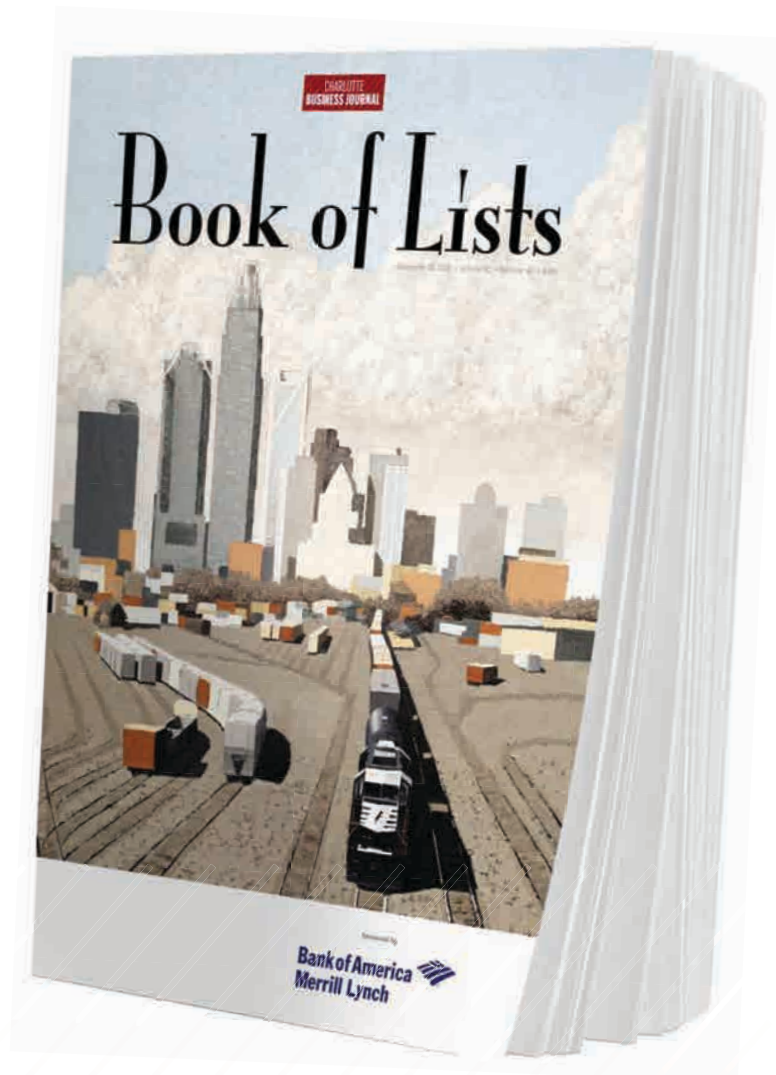
Camera-ready ads due: October 20

Color is included.

BOOK OF LIST STATS*

- » Year long shelf life
- » On average, it is read close to 20 times by each of our 25,000 subscribers.
- » Read by decision makers, not just sales people. CEO's use it as a benchmark.
- » 1/3 of people have contacted advertisers due to their presence in the book.
- » 75% of readers view advertisers in the *BOL* as leaders in their field.

*Readex Survey 2014

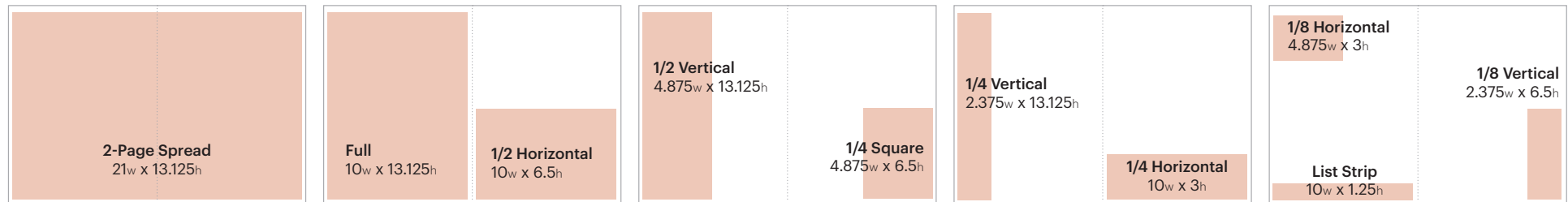




2017 RATES & PRODUCTS

Book of Lists display advertising sizes and rates

The Book of Lists is a perfect-bound publication measuring 10.75 inches wide and 14 inches tall. Color is included.



ADS IN COVER POSITIONS

- Trim size is 10.75 x 14.75
- Add 0.25" bleed on all sides
Place marks OUTSIDE the bleed
- Recommended image area: 10 x 14

Ads must be delivered at size. Ads that are submitted with dimensions different than listed above could be modified or stretched to fit the space that was reserved.

Partial page ads must have borders or artwork that clearly defines the outer edge of the ad. A 0.5 pt rule will be added around any ad submitted with white space on any side.

Ad size	Open	\$10k	\$20k	\$40k	\$60k	\$80k	\$100k	\$125k
2 page spread	\$15,674	\$12,539	\$10,188	\$7,837	\$7,053	\$5,486	\$4,702	\$3,919
Full page	\$9,234	\$7,387	\$6,002	\$4,617	\$4,155	\$3,232	\$2,770	\$2,309
Island	\$8,939	\$7,152	\$5,811	\$4,470	\$4,023	\$3,129	\$2,682	\$2,235
1/2 page	\$5,678	\$4,543	\$3,691	\$2,839	\$2,555	\$1,987	\$1,703	\$1,420
3/8 page	\$4,487	\$3,590	\$2,917	\$2,244	\$2,019	\$1,570	\$1,346	\$1,122
1/4 page	\$3,614	\$2,891	\$2,349	\$1,807	\$1,626	\$1,265	\$1,084	\$903
1/8 page	\$1,925	\$1,540	\$1,252	\$963	\$866	\$866	\$578	\$481
Strip	\$3,265	\$2,772	\$2,403	\$2,033	\$1,909	\$1,663	\$1,540	\$1,416
Inside back cover	\$10,000							
Back cover	\$10,000							
Inside front cover	\$10,000							
Index sponsorship	\$10,000							
Table of Contents sponsorship	\$10,000							

CAMERA-READY REQUIREMENTS

- Ads must be submitted as PDF/X-1a files.
- Files must be prepared in a layout program such as InDesign or QuarkXpress. Type must remain vector and fonts must be outlined or embedded. PDF files created by Adobe

Photoshop are not considered camera-ready.

- Color ads must be Process CMYK only. Pantone and spot colors are never used (even if you're only paying for "one color").

Any Pantone or spot colors will be automatically converted to CMYK which may result in an unexpected color shift.

- All type, logos or graphics intended to print solid black should be set at 100% black (K).

Greys should be set at a percentage of black (K). See page 5 for instructions on how to check for correct color in InDesign and Acrobat.



Book of Lists sponsorships



CHAPTER SPONSORSHIP

Sponsor a chapter and stand out from the crowd all year long. With only 11 available, it is definitely a first-come, first-served offer, and they will go fast.

What you get with sponsorship:

- » 1 full page 4-color ad starting the chapter of your choice
- » Logo on chapter table of contents as sponsor
- » Logo on table of contents as sponsor
- » Logo mentioned on cover as sponsor
- » 2 strip ads placed throughout the book
- » Sponsor letter

Investment: \$10,000

BOOKLET INSERT

Have your full page ads look and feel different. Glossy full page inserts are available in 4, 8 or 12-page increments.

Overruns are available for extra charge. Ask for a quote.

Investment:

4-page: \$10,000

8-page: \$14,000

12-page: \$16,000

**Insertion in chapter of choice is probable. Positioning across from a particular list is not guaranteed.*

LOGO ON THE LIST

If your company made a list during the year, you have the opportunity to highlight that listing in the book. An affordable way to really stand out and draw attention to your listing.

You get:

- » Company logo beside listing (4-color included)
- » Website below logo
- » Yellow shading to further highlight listing

Investment: \$400 per logo per list



Book of Lists advertising policies

SPECIAL BOOK OF LISTS DISCOUNTS

Purchase an ad/sign an agreement and earn a discount.

STANDARD FREQUENCY DISCOUNTS

Frequency discounts are determined by combining the total number of insertions in the Charlotte Business Journal or any other special publication, except the Book of Lists, within the contract period. Contract begins with date of first insertion and must be fulfilled within a 12-month period. Pre-printed inserts may also be included as part of your frequency contract. Contracts guarantee the frequency rate earned and ad sizes may vary during contract period. Refer to the column under the frequency for rate of desired size. Frequency discounts may also apply to each insertion in any additional City Business Journals Network publications. For multi-market options, contact your marketing consultant for more information regarding the City Business Journals Network.

CREDIT AND PAYMENT

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.

Agencies must submit a credit application. Agency disclaimers will be honored only after the client submits a credit application and letter acknowledging financial responsibility for all advertising placed on their behalf by their agency of record.

All advertising transactions with the Charlotte Business Journal 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.

The collage features several key advertising elements:

- Table of Contents:** A detailed index listing various categories and page numbers, such as 'Listed Alphabetically' and 'By the Numbers'.
- THE LIST:** A ranking of the largest North Carolina MBA programs, including UNC-Chapel Hill, UNC Charlotte, and Wake Forest.
- JOIN OUR RANKS:** An advertisement for Wald Forest's ranked part-time MBA program, highlighting its #1 ranking in the region.
- AS PART OF OUR TOP 25 LIST SURVEY:** A survey result showing that 41% of respondents are about to start a new project, 53% are about to start a new business, and 35% are about to start a new home.
- Customer Service Not Lip Service:** An advertisement for David Weekley Homes, featuring a photo of a modern home and a testimonial from a customer.
- Delivering MORE Starts with Us!:** An advertisement for Bank of North Carolina, featuring a large group photo of staff and the bank's logo.



Inserts

Open	\$10k	\$20k	\$40k	\$60k	\$80k	\$100k
\$3,320	\$2,545	\$2,160	\$1,540	\$1,495	\$1,160	\$995

INSERT REQUIREMENTS

All insert rates are net and non-commissionable. Inserts must be submitted for approval 10 days prior to publication. Any inserts resembling editorial content must have "Paid Advertising Supplement to the *Charlotte Business Journal*" in 14-point type at the bottom of all pages. The word "catalog" may not appear anywhere on an insert. All prices are for inserts weighing one ounce or less; each additional 1/2 ounce is a \$500 increase. Inserts are available on a first-come, first-served basis. Postal regulations govern insert requirements; publisher's approval must be obtained before printing insert pieces.

Maximum insert size is 10" x 12.5". Minimum insert size is 4" x 6" on 70# card stock.

INSERT DEADLINES AND DELIVERY

Reservations must be made by Wednesday, nine days prior to publication. Inserts must be delivered to the mailing house on Friday, seven days prior to publication. Delivery and charges associated with the inserts are the responsibility of the advertiser.

INSERTS SHOULD BE SENT TO:

Attn: Alan West
 BH Media Publishing
 101 Wyndale Drive
 Lynchburg, VA 24501
 phone 434-385-5444

Shipments should be labeled with:

- » *Charlotte Business Journal*
- » packing list
- » insert date
- » quantity of inserts

Promptly notify your advertising sales representative when inserts are shipped to the printer.



REPRINTS

Featured in *Charlotte Business Journal*?
 Market your success!

Show your customers your success with *Charlotte Business Journal* reprints!

Your reprint is customized to your company and many options are available including:

- » Hard Copy Reprints | Prices vary by quantity
- » Digital ePrints | Starting at \$550
- » Wall Plaques & Awards | Starting at \$169
- » Photos | Starting at \$150
- » Press Releases | Prices vary

Contact Catherine Burton at
cburton@bizjournals.com or 704-973-1142.





2017 RATES & PRODUCTS

Business Anniversaries Guide

Charlotte Business Journal 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, 20, 100th or 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. Help us understand the unique ways companies survive through all phases of growth and development.

RUN DATE JANUARY 27	RUN DATE JUNE 23
CREATIVE DUE JANUARY 20	CREATIVE DUE JUNE 16

Full page is broken down into a 1/2 page write-up and 1/2 page branding advertisement. Both write-up and the ad are provided by the advertiser.

CHARLOTTE BUSINESS JOURNAL

BUSINESS ANNIVERSARIES

CELEBRATING 10 YEARS OF BUSINESS

Prestigious Longview celebrates its 10th anniversary this year!



The Club at Longview
Founded 2003
8801 Longview Club Drive, Weddington, NC 28173
(704) 443-2500
www.theclubatlongview.com

What is the primary mission of your company?
The Club at Longview is passionately committed to providing an exceptional country club experience for its members and their families. We offer an environment that encourages the formation of enduring friendships and a family-centered atmosphere. Our mission is to enrich the lives of our members by ensuring personalized service, outstanding membership value, and consistent high quality amenities. Our members support our Club, spend time at the Club, and volunteer their time to enhance the quality of members' experiences at the Club. Longview is committed to the well-being of each of our fellow members and to every member of our staff.

What sets your business apart from your competitors?
The Club at Longview features the only gated residential golf course in the Charlotte region to earn a place in Golf Digest's

prestigious "Best in State" rankings, where it has been a fixture among North Carolina's top 20 ever since its 2003 opening. Upon arrival members and their guests are greeted by one of our Clubhouse Staff. From there you will be greeted by a golf staff member ready to assist you with your golf bags so that you can experience a day on our Jack Nicklaus Signature Golf Course. TPI Certified PGA teaching pros are available on staff to take your game to the next level. All of our staff are trained to treat members and guests with down home southern hospitality!

The Club at Longview is situated in a 500-acre private gated residential community south of Charlotte. The signature attraction to The Club at Longview is its 220-acre, 18-hole Jack Nicklaus Signature Golf Course.

In addition to the 18-holes of Signature Golf, we also offer generous practice areas located near the Clubhouse. With a full-service practice range, three separate putting and chipping surfaces, and on-site professional instruction, Longview provides ample room to enhance and develop your game. No tee times required.

The magnificent Clubhouse offers dining facilities that provide both casual and formal dining, as well as banquet and meeting rooms. Whether celebrating a special occasion, a leisurely lunch, or meeting friends and family for a casual dinner, The Club at Longview is the ideal venue for those who enjoy a private, personalized dining or entertaining experience. Impeccable service and a comfortable, relaxed ambience complement an incredible cuisine to ensure that our members enjoy an experience that is unlike that of any other club in the region.

The lower level of the 10,000-square foot Activity Center includes massage and steam rooms, state-of-the-art workout equipment, and a multipurpose facility with programming for a variety of fitness classes. Upstairs, the Youth Lodge provides an ideal gathering place for our members' children as well as

the option for parents who want to leave their children in a safe environment while dining in the Clubhouse or enjoying a round of golf.

What if anything, has changed since your business was founded?
Over the past 10 years, Longview has branched itself as the premier, private, gated country club community in all of Charlotte. Our club membership has grown by 20-30 new families each year and continues to set itself apart as the "family's" choice for a private club experience in the Charlotte area.

We recently added ESPN's Tour Player Louis Vostok to the ranks of our staff as the Director of Tennis. Our family centered approach to programming across all areas has allowed the club to grow tremendously over the past several years.

Describe the defining moment you know your business would be successful?
Longview has been successful mainly due to the business knowledge and economic strength of the ownership partners. Our members are eager to refer like-minded individuals and professionals who will contribute to the social community that we are building. It is a great place to raise a family, enjoy a variety of activities, and of course excellent golf where no tee times are required.

What are your plans for the future?
By demand, several new categories of memberships are now offered. The Club at Longview now offers Golf, Social, National, Corporate and Junior Memberships. Membership to The Club at Longview is contingent upon application approval by the membership committee.)



Your new lifestyle awaits just beyond the gates

The Club at Longview now offers Golf, Social, National, Corporate & Junior Memberships.
(Membership to The Club at Longview is contingent upon application approval by the membership committee.)

Please contact Debi Blair, Membership Director, at 704-443-2554, for more information on membership!



Marketplace advertising rates

Ad size	Actual dimensions	Open	\$10k	\$20k	\$40k	\$60k	\$100k
6x6	10" wide x 6" tall	\$1,815	\$1,360	\$1,190	\$1,080	\$980	\$775
4x6	6.6" x 6"	\$1,325	\$1,005	\$935	\$820	\$680	\$520
3x6	4.9" x 6"	\$1,070	\$800	\$760	\$610	\$550	\$410
4x4	6.6" x 4"	\$985	\$735	\$675	\$575	\$510	\$375
3x4	4.9" x 4"	\$795	\$595	\$545	\$465	\$410	\$305
3x3	4.9" x 3"	\$655	\$495	\$440	\$375	\$330	\$250
2x4	3.2" x 4"	\$605	\$455	\$410	\$345	\$305	\$230
2x3	3.2" x 3"	\$510	\$385	\$335	\$285	\$255	\$190
2x2	3.2" x 2"	\$400	\$295	\$270	\$235	\$210	\$160
1x3	1.5" x 3"	\$295	\$220	\$205	\$175	\$160	\$125

Ad size	Actual dimensions	Open	\$20k	\$60k
Banner page ad*	3.2" x 3"	\$335	\$255	\$205

*Contracts include Book of Lists ad. Banner pages are groupings of display ads under a specific top heading and are published on a weekly, biweekly or monthly basis. Banner pages with less than three ads will run in the Marketplace section. Rates include full color.

COLOR CHARGES

Black plus one color: \$60.
Process 4-color: \$110.

PAYMENT

All Marketplace ads must be prepaid. Payment must accompany all copy.
Payment is accepted by cash, check, VISA, Mastercard or American Express.

CALENDAR

Event listings | Online

Get the word out and target thousands of influential leaders in the local business community. List all of your upcoming events on our online Business Events Calendar. Listings don't expire and will be active through the day of your event.

FEATURED EVENT LISTING | \$199

- » Premium Placement - Your event listing will rise above all other regular event listings.
- » Branding - Your company or event logo will appear on both the event listing page and event details page

STANDARD EVENT LISTINGS | \$99

EVENT BILLBOARD | \$500

- » Includes Featured Event Listing
- » 30 day promotion in top billboard section of the online calendar with custom image
- » 30-day promotion in Morning Edition email to XX subscribers

Volume discounts available for multiple listings.

Effective January 2016

All ad rates are gross and reflect a per insertion cost per ad.



Digital advertising rates (includes mobile)

RUN OF SITE	Open	>\$10k	>\$20k	>\$40k	>\$60k	>\$80k	>\$100k	>\$125k
400,000 impressions	\$9,270	\$8,346	\$7,481	\$6,663	\$6,419	\$6,208	\$6,084	\$5,962
330,000 impressions	\$8,294	\$7,532	\$6,405	\$5,714	\$5,510	\$5,321	\$5,214	\$5,110
200,000 impressions	\$5,529	\$4,771	\$4,274	\$3,806	\$3,674	\$3,547	\$3,477	\$3,407
130,000 impressions	\$4,147	\$3,576	\$3,207	\$2,857	\$2,755	\$2,660	\$2,607	\$2,555
80,000 impressions*	\$2,764	\$2,391	\$2,131	\$1,909	\$1,837	\$1,774	\$1,738	\$1,703
50,000 XL impressions**	\$2,750	\$2,382	\$2,123	\$1,901	\$1,830	\$1,767	\$1,731	\$1,696
Business Pulse***	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Special Section***	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
People on the Move***	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000

*Runs for two weeks.

*Must be purchased with ROS package. (if purchased with 80k package, it will run two weeks.)

*Must be purchased with 130k impression package or higher.

All impressions served on Web and mobile platforms.

Packages of 130k or higher will run over 4 weeks.

AUDIENCE EXTENSION

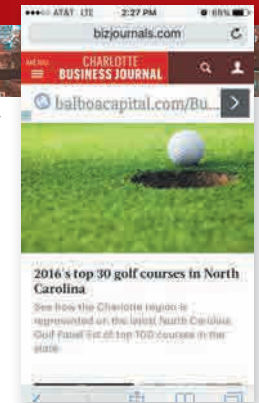
Add reach to your run of site campaign. Reach *Charlotte Business Journal* look-alike users on similar sites or target by one of the following personas for \$14/M*.

Frequent Business Traveler / Small Business Owner / High Net-Worth Individual / Technology / Decision Makers / Legal Decision Makers / Finance Decision Makers / International Traveler / C-Level Executives / BizWomen / Non-Profits / Continuing Education Seekers / Health Care Professionals / Hospitality / Human Resource Decision Maker / Large Business

Ask your account executive for more details about each persona.

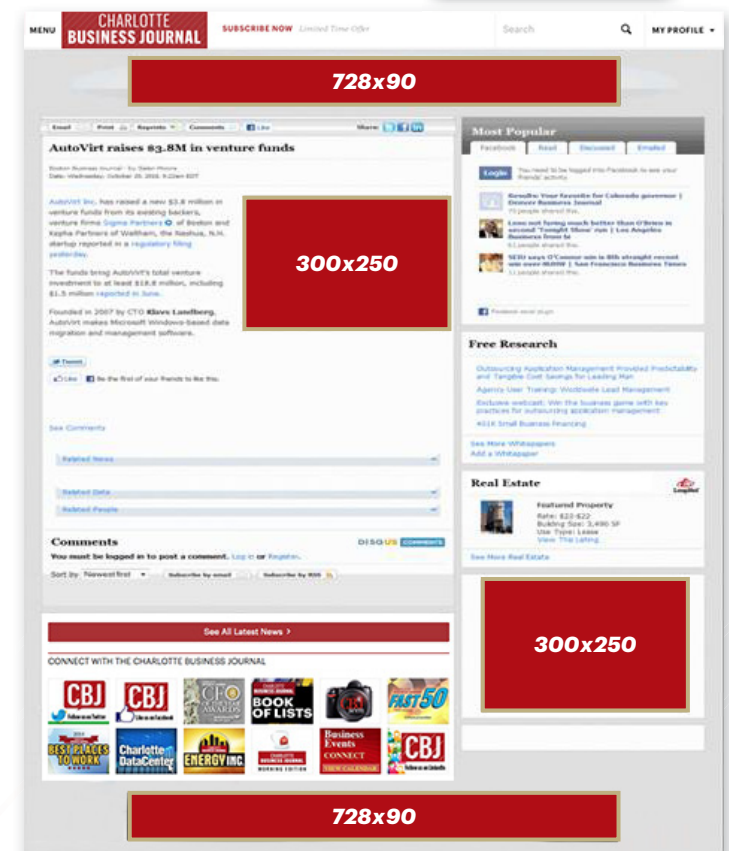
*Audience Extension investment must be greater than or equal to investment in *Charlotte Business Journal's* core digital products.

Mobile »



- ▶ Ideal for branding alongside respected, credible business news
- ▶ Reaches decision-makers during the work day

Desktop or tablet



2017 RATES & PRODUCTS

CBJ Morning Edition

The *Charlotte Business Journal* Morning Edition is a morning roundup of the Charlotte region's business news delivered daily.

	Open	>\$10k	>\$20k	>\$40k	>\$60k	>\$80k	>\$100k	>\$125k
Top 728x90	\$3,640	\$3,235	\$2,831	\$2,427	\$2,103	\$1,941	\$1,779	\$1,618
Upper Logo and Text Placement	\$1,618	\$1,456	\$1,294	\$1,052	\$971	\$890	\$809	\$728
Middle 728x90	\$2,831	\$2,427	\$2,265	\$1,941	\$1,860	\$1,699	\$1,537	\$1,456
Middle Logo and Text Placement	\$1,213	\$1,132	\$971	\$809	\$728	\$647	\$566	\$485
Bottom 728x90	\$1,618	\$1,456	\$1,294	\$1,052	\$971	\$890	\$728	\$647
	3 Months	6 Months	9 Months	12 Months				
728x90 Monthly Rotation	\$5,600	\$4,800	\$4,400	\$3,200				

DIGITAL AUDIENCE

Our digital advertising options enable your marketing dollar to go further.

67%

Male

50

Male

53%

Management

\$220,000

Average household income

73%

Influence purchase decisions in their company

We outrank wsj.com, newyorktimes.com and forbes.com with more:

- ▶ Senior management
- ▶ C-level executives
- ▶ Decision-makers and influencers
- ▶ B2B purchases

Top 728x90

CHARLOTTE BUSINESS JOURNAL MORNING EDITION
October 3, 2017

CBJ Morning Buzz: Scenes from Race for the Cure; Clinton calls for justice reform on Charlotte visit; 24 state laws take effect

CIAA pulls championships, basketball could be next

Restaurant Bites: What's new and what's coming to a menu near you

THE LIST: A look at Charlotte's largest office buildings, ranked by tax value

PHOTOS: On a mission to reboot Hugh McColl's entrepreneurship organization

120x60 logo

Up to 160 characters

«B

BUSINESS PULSE

How would you grade the city's handling of police shooting, protests?

See All Business Pulse

MORE STORIES

American Airlines: New uniforms here to stay despite union complaints they're causing hives, headaches

New Dominion Bank brings on new chief operating officer

Middle 728x90

«C

PHOTOS: SecurEdge Networks to launch tech co-working space in west Charlotte

J.L.L. report: Charlotte office market still hot, 'despite distractions'

THE LIST: Charlotte's largest office buildings, ranked by leasable square feet

Duke Energy to sell shares in the Atlantic Coast Pipeline to Dominion

PHOTOS: Concord airport opens new \$12.6M terminal complex, considers other airlines

What you need to know about business cases before the Supreme Court this term

Sandy Weill: Wells Fargo scandal has 'reignited' fate of the banking industry

Bottom 728x90

«D

Sign up for the free Morning Edition at CharlotteBusinessJournal.com

CHARLOTTE BUSINESS JOURNAL



2017 RATES & PRODUCTS

CBJ Afternoon Edition

The *Charlotte Business Journal* Afternoon Edition delivers top stories and news alerts to email in-boxes every day. Executives keep tabs on the pulse of the local business scene with a snapshot of each day's news.

	Open	\$10k	\$20k	\$40k	\$60k	\$80k	\$100k	\$125k
A	Top 728x90	\$4,050	\$3,600	\$3,150	\$2,700	\$2,340	\$1,980	\$1,800
B	Upper Logo and Text Placement	\$1,800	\$1,620	\$1,440	\$1,152	\$1,080	\$990	\$810
C	Middle 728x90	\$3,150	\$2,700	\$2,520	\$2,160	\$2,070	\$1,710	\$1,620
D	Middle Logo and Text Placement	\$1,350	\$1,215	\$1,080	\$918	\$810	\$756	\$643
E	Lower 728x90	\$1,800	\$1,620	\$1,440	\$1,152	\$1,080	\$1,008	\$756

	3 Months	6 Months	9 Months	12 Months
728x90 Monthly Rotation	\$7,400	\$6,600	\$5,894	\$4,400

- ▶ Engaged subscriber base — 40-50% average open rate
- ▶ Exclusivity in a non-cluttered environment
- ▶ 18,500 opt-in subscribers

Sign up for the free Afternoon Edition at CharlotteBusinessJournal.com

A »

Top 728x90

CHARLOTTE BUSINESS JOURNAL AFTERNOON EDITION August 2, 2017

More than 1,000 apartments now proposed along Stonewall Street

Jim Nantz: Quail Hollow should be 'regular' championship site

N.C. solar construction this year likely to exceed last year's record

Charlotte's AmWINS bolsters Southeast presence with latest acquisition

PHOTOS: Local pizza shop enlists Charlotte tech firm's touchscreen software

B »

120 x 60 logo

Up to 160 characters

Sold: Former Red Roof Inn property in Charlotte used for sex trafficking of minors

N.C. Commerce Secretary makes case for state progress

C »

Middle 728x90

KPMG names new managing partner for Charlotte office, John Switzer to retire

Report: Charlotte's apartment construction seeing most growth in this sector.

POPULAR TODAY: Renters are flocking to these Charlotte neighborhoods

What happened during HB2's first day in court

Economic development consultant says 'damage is cascading' in N.C.

D »

120 x 60 logo

Up to 160 characters

N.C.'s July layoffs exceed recent years

PHOTOS: Tuesday's 'People on the Move'

10 ways to become ultra-productive

Managing: How to get employees' attention when they're wearing headphones

How to bust through barriers on the road to success

BUZZ: University president's exit; BB&T cuts; Brooklyn Village meeting

E »

Lower 728x90



Business Pulse sponsorship

Each week our editors choose a pertinent question about diverse topics within the community, which allows our users to vote, comment and interact. Sponsorship puts your company at the forefront of business executives' conversation.

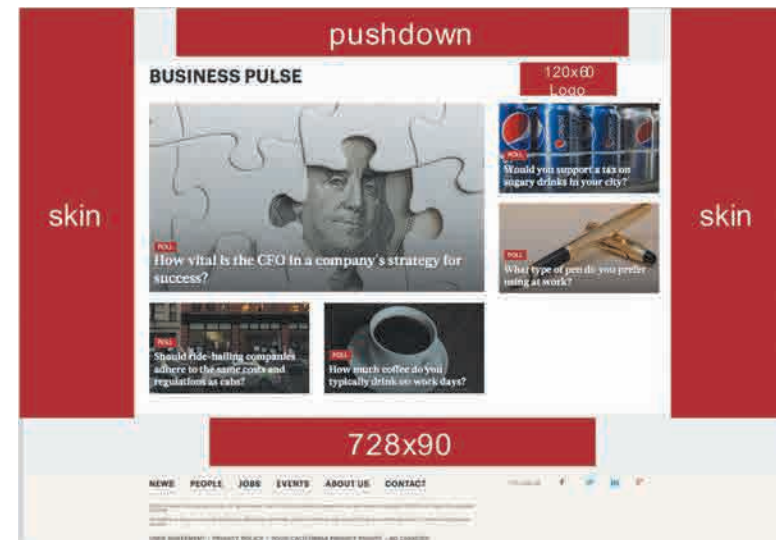
SPONSORSHIP INCLUDES

- » Exclusive ownership of all ad placements within the Business Pulse section
- » Your company's logo where Business Pulse is promoted — including home page and Afternoon Editions
- » Logo on Business Pulse print page
- » Package includes ROS impressions*

Runs for 30 days

*Must be purchased with a 130,000 impression package or higher

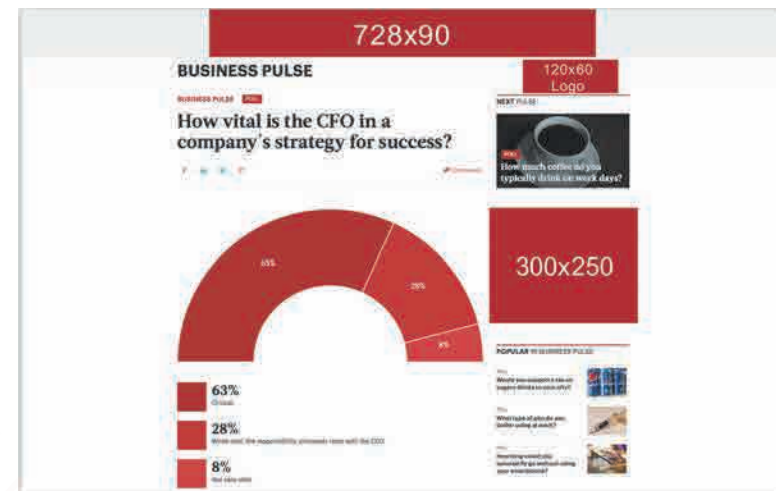
- ▶ Native content opportunity with 6-month commitment
- ▶ Includes opportunity to provide two questions to our audience per month



Business Pulse landing page



Business Pulse module



Business Pulse results page





2017 RATES & PRODUCTS

People on the Move sponsorship

People on the Move ranks among the three highest read features in the *Charlotte Business Journal*. People on the Move is promoted through our website and Afternoon Edition. This exclusive sponsorship highlights changes and advancement of people in the local business community and is always one of the top visited sections of our website.

SPONSORSHIP INCLUDES

- » 100% ownership of ad placement in the People on the Move section
- » Your company's logo where People on the Move is promoted
- » Package includes ROS impressions.*

Runs for 30 days.

*Must be purchased with a 130,000 impression package or higher

The screenshot shows the 'People on the Move' section of the Charlotte Business Journal website. The page layout includes a navigation bar at the top, a search bar, and a grid of featured individuals. Each individual's profile includes a headshot, name, and title. A prominent red box with the text 'Your Ad Here' is placed over the page in three distinct areas: at the top center, on the right side, and at the bottom center.





2017 RATES & PRODUCTS

Digital list sponsorship

Weekly rankings in *Charlotte Business Journal* help business leaders analyze industry segments, uncover new opportunities and keep tabs on the competition. Sponsoring these digital lists connects your brand with a resource that provides continually updated data and links your message to one of the most popular features on our site.

SPONSORSHIP INCLUDES

- » Exclusive logo placement on The List landing page (which includes This Week's List, The Latest Lists, Lists by Category, and Book of Lists information)
- » Exclusive logo placement on all subsequent sections by category and actual list pages
- » 100% SOV of banner placements in the section
- » 130,000 Run of Site impressions (including in section banners)

INVESTMENT \$1,000/month*

*Must be purchased in conjunction with 130K impression or greater Run of Site package.

Section landing page

Top 728x90

INDUSTRY NEWS CAREER & WORKPLACE

THE LIST: These are Charlotte's largest women-owned companies

120x60 logo

Get Charlotte Newsletters and Alerts

Sign Up

How to scale your marketing

HOME OF THE BAY

List page

Top 728x90

THE LIST

120x60 logo

LISTS EMPLOYERS AND WHO'S WHO

Women-Owned Companies

Ranked by No. of full-time local employees

Rank	Business Name	No. Of Full-Time Local Employees	Percent Women-Owned	Primary Business
1	Elite Resources Premier Staffing 1700 Nations Ford Rd. Pineville, NC 28134 704-804-0298 eliteresources.com	3,887	96%	Staffing
2	AcrosePartners 1000 W. Morehead St. 4900 Charlotte, NC 28208 704-859-8800 acrosepartners.com	525	100%	Staffing and executive search
3	Inegra Staffing & Search 4021 Charlotte Park Dr. W4E Charlotte, NC 28217	380	100%	Staffing and executive search





Homepage takeover

Runs five consecutive business days, must be purchased with 130,000 Run of Site package or higher

(Example found at http://bit.ly/Homepage_Takeover)

- » 1600x660 skin - JPG - no Flash - 100k
- » ACBJ site is 1034x wide. Creative will need to be built around the page size.
- » 970x418 pushdown - expanded - GIF/JPG/Flash, "close" button in upper right corner. Open 6 seconds max. :15 animation - 120k
- » 970x66 pushdown - reminder - GIF/JPG/Flash, "click to expand text in middle or right side of image. :15 animation - 120k
- » Island 300x250 - GIF/JPG/Flash, 40k or less. :15 animation

- ▶ Own our homepage for 5 consecutive days
- ▶ Exclusive opportunity with rich media capabilities
- ▶ Highly engaged positioning

YOUR INFLUENCE

The combination of all these ads provoke a strong message from your company and has proven to be a very effective marketing tool. Give your company the leverage it needs with digital marketing tools that will influence decision makers in the Charlotte region.

	Cost	Ad unit
66,000 impressions	\$4,000	970x418 / 970x66 pushdown, 300 x250, 1600x660 skin





2017 RATES & PRODUCTS

XL banner package

XL Banners are high-impact ad units that drive up response rates throughout the site. With the ability to incorporate rich media into a larger format than standard banners, XL Banners serve as powerful vehicles for advertisers.

- ▶ XL Banners run in place of the 728x90 and 300x250 units on the website in both above and below the fold placements
- ▶ **XL sizes:** 970x250 and 300x600
- ▶ XL Banners are sold in conjunction with a ROS package
- ▶ When sold with an 80k package, impressions will run over two weeks
- ▶ When sold with a 130k package or greater, impressions will run over four weeks

The screenshot shows a website layout with two XL banners. The top banner is a large red rectangle with the text '970x250' in white. Below it is an article titled 'HOW TO: GROWTH STRATEGIES' with the sub-headline 'How entrepreneurial personalities see and learn differently'. The article text includes: 'Over the past few weeks, we've looked at many of the unique attributes of the Entrepreneurial Personality Type (EPT). To recap, here are the first six attributes:'. A list of attributes follows: 1. High sensitivity and awareness, 2. Future focused, 3. High processing capacity, 4. Persistent adaptability, 5. Intense focus on results of a single outcome, 6. Bias for improvement. A second banner on the right side of the article is a red rectangle with the text '300 X 600' in white.



Bottom line/slider*

Runs 30 days, served to one unique user per day
 (Example found at bit.ly/BottomLineSlider)

- ▶ High profile positioning that captivates the business reader
- ▶ Leave behind brand's clients message on the page

*Must be sold with at least 130k impressions run of site.

YOUR INFLUENCE

The bottom line/slider digital advertisement is a strong marketing option for your company. With just one click, you make a powerful impact on your audience.

	Cost	Ad unit
85,910 monthly impressions	\$3,440	1034x90/1034x30 for bottom line, 950x90/950x460 for slider



Expanded

CBJ breaking news alert

The *Charlotte Business Journal's* breaking news alert is emailed to CBJ's thousands of subscribers as business news affecting the Charlotte region breaks.

Annual Sponsorship	\$50,000
6-month Sponsorship	\$28,000
3-month Sponsorship	\$15,000

BENEFITS

- » Exclusivity
- » Client logo and ad positioned around latest breaking news
- » Open rates that are double industry standard

FEATURES

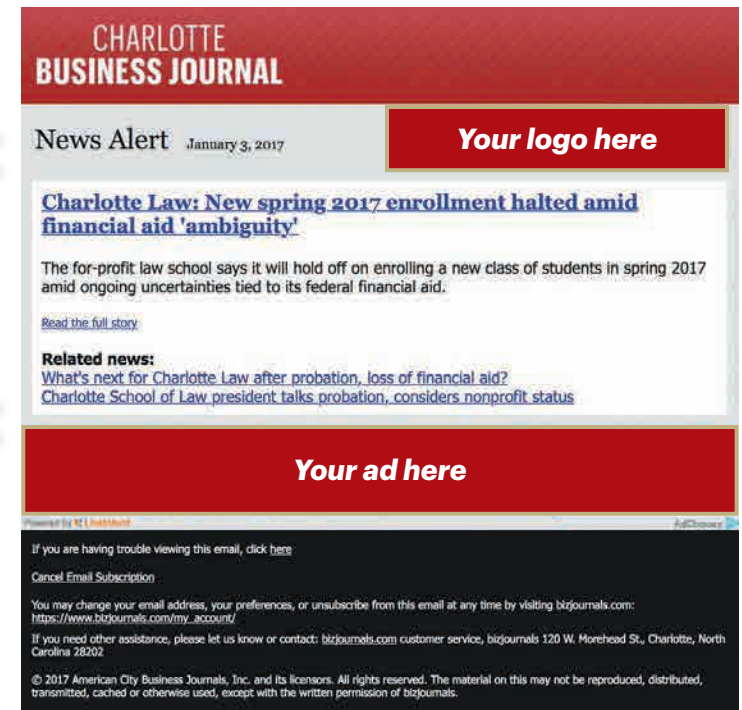
- » 728x90 ad unit on Breaking News email
- » Logo placement
- » Minimum of 6 Breaking News emails per quarter

FAST FACT

CBJ is currently averaging 15 sends per quarter.

20,069 subscribers

ONLY 6 MONTHS AVAILABLE



Sign up for the free breaking news alerts at CharlotteBusinessJournal.com





2017 RATES & PRODUCTS

Crane Watch

Commercial real estate news generates the most traffic on bizjournals.com because it impacts the local economy across all industries. Local business executives rely on the *Charlotte Business Journal* for its insight into new developments in Atlanta that affect their business. Crane Watch summarizes this content into an interactive map, highlighting projects in the proposal and build stage. Readers can click on the map to pull up a rendering or street shot of the construction site with a description of the project, the developers behind it and an update on where the work stands today. Crane Watch also aggregates all content on the project by linking to stories written by the *Charlotte Business Journal*. Crane Watch is a valuable tool for doing business in Charlotte.

SPONSORSHIP INCLUDES

- » Industry exclusivity
- » Up to four sponsors
- » Sponsors have 25% share of voice on the map
- » All sponsor logos featured at the top of the page (can be linked to company site)
- » Inclusion in 50,000 impression ROS co-branded ads promoting Crane Watch
- » 130,000 ROS impressions per month (includes top & bottom 728x90 banner, upper & lower 300x250 island, and 320x50 mobile ad units)
- » Inclusion in two promotional print ad units per month (approx. every other week)

INVESTMENT 130k Run of Site package at earned rate + \$1,000 per month

Minimum 3 month commitment

Top 728x90

Crane Watch: Breaking down the biggest construction projects around Charlotte

120x60 logo

Jan 18, 2016, 9:18am EST Updated: Aug 16, 2016, 5:28am EDT

SHARE: [G+](#) [Twitter](#) [Facebook](#) [LinkedIn](#) [StumbleUpon](#)


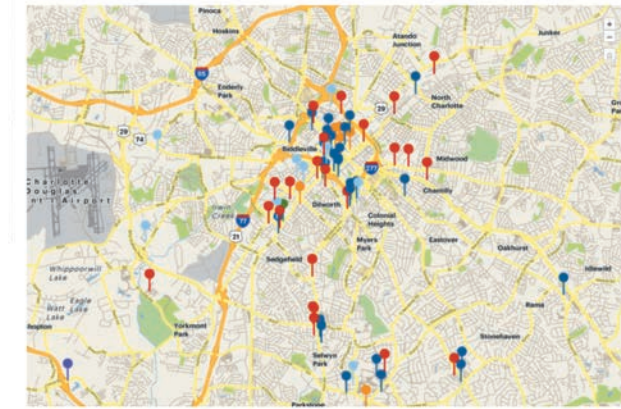
Order Reprints Save Article Print

Robert Morris
Editor

Welcome to CBJ's Crane Watch where we track significant commercial developments planned or under construction across Charlotte.

Click on any of the points on our map and up will pop a description of the project, the developers behind it and when it is likely to be completed. Many of the projects include renderings or photos of the site.

The map is constantly updated. If you notice a project isn't listed here please let us know. Any project over \$5 million in total development costs qualifies for Crane Watch.

Projects Key

- Entertainment ● Hotel ● Industrial ● Medical office ● Mixed-use ● Office
- Residential ● Retail

Are we missing a project?
You can tell me what we're missing at rmorris@bizjournals.com. CBJ will broaden Crane Watch into the region in 2016 after we've put all of Mecklenburg County on the map. Be sure to bookmark this page as we'll continuously update the map as more projects are revealed and as plans change.

To zoom in/out or pan around the map
Use touchpad or scroll wheel on your mouse. (Note: If you're using Google Chrome, set your browser to 100% by using the Command + or Command - keys)

120x60 logo

Bottom 728x90



Content publishing

The *Charlotte Business Journal* offers advertisers the opportunity to publish on our site through native advertising with support available from our BrandBeat Studio content production and editing service.

- ▶ Two articles (provided by advertiser and approved by the *Charlotte Business Journal**)
 - » In addition to article, advertiser can provide up to 50 words for an author bio or company profile including one link within this content. Content will run at the end of the article.
 - » Articles will be labeled as "Paid Content."
- ▶ *Charlotte Business Journal* homepage and editorial well promotion (headline in 3rd spot for 24 hours per article)
- ▶ 100k native ad impressions per article (less homepage traffic/headline impressions)
 - » Headline promotion on article page could include related content headlines (left rail) and suggested reading headlines.
 - » Headlines will be labeled as "Paid Content."
- ▶ One Social Push (posted on Facebook & Twitter and labeled as Paid Content)
- ▶ Dedicated landing page for all paid content accessible via search
- ▶ Content shows up on *Charlotte Business Journal* search and external search engines (Google, Yahoo, etc.)
- ▶ Content eligible to appear within internal "Most Popular" rankings listed in module on homepage and skybox on article pages
- ▶ Content syndicated to appear within the appropriate site section and industry landing pages

PACKAGE TIMING One month

INVESTMENT \$1,500 + minimum 130K run of site package at earned rate

*additional cost for content creation if needed

Sample content promotion

Article page »



Custom publishing

Making big news?

When an anniversary, awards program, event, trade show, major construction project or business association requires special attention, let the publishing experts at the *Charlotte Business Journal* help you get the word out. You control the content. From sales to distribution, our award-winning contract publishing team will handle the details. Your custom supplement, inserted into the credible *Charlotte Business Journal* environment, is the ideal vehicle for disseminating your story.

BENEFITS

- » Your company provides a qualified list of preferred business partners. Your business partners will be offered a discounted advertising rate to make supporting your section an affordable opportunity.
- » An 8-page special advertising supplement will be produced with a minimum of \$15,000 in advertising support. If the revenue exceeds \$15,000 in advertising support, the page count will increase. If the revenue falls short of \$15,000, your company is financially responsible for the difference.
- » Your company supplies editorial and graphic content
- » Your company receives a full-page, full-color advertisement in the supplement
- » Your custom marketing supplement will be distributed to the *Charlotte Business Journal's* entire subscriber base of 11,700 equating to a readership of 45,000 business executives. Your company will receive an overrun of 500 copies and a PDF for additional marketing efforts.
- » Create new strategic partnerships

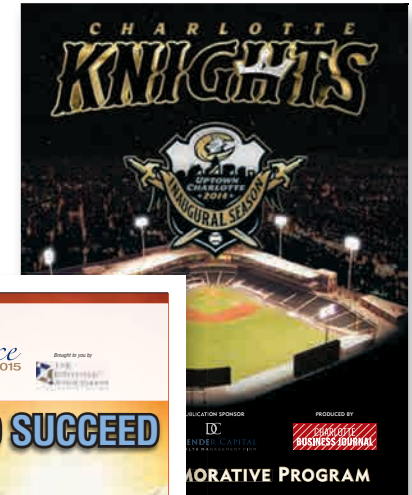


Table of Experts

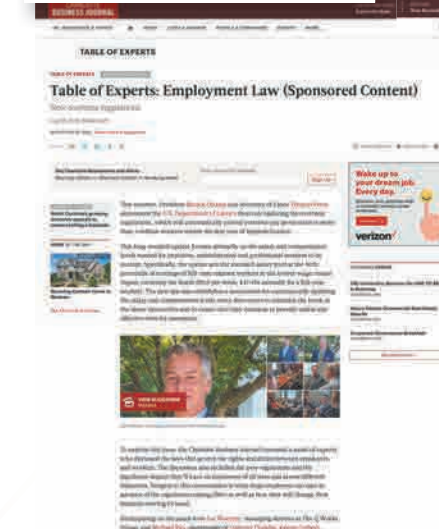
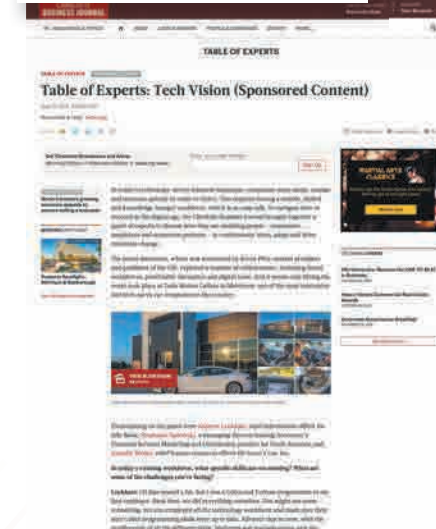
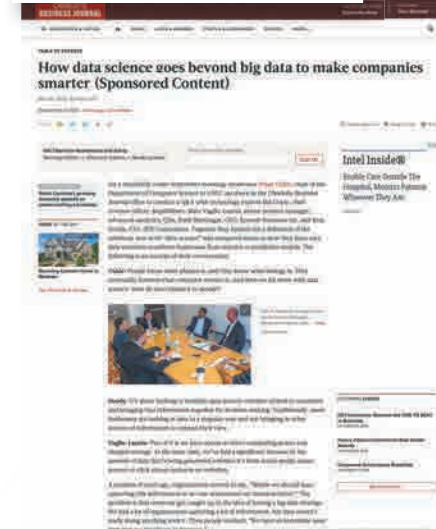
BENEFITS

- » Your company leader will have a seat at the discussion and a profile in the section (150 words), headshot, company logo
- » Your company will have input as to the topic and Q&A of the discussion
- » Quarter page, color ad in the printed special section
- » Company logo on the front page of the printed section
- » PDF of the printed section provided to use for additional marketing
- » Includes digital online section

PROGRAM

- » 7:30-9 a.m. discussion hosted at the *Charlotte Business Journal*
- » Program will be moderated by individuals chosen by *CBJ*
- » Program must have at least three participants
- » Breakfast and coffee will be provided

NET INVESTMENT \$4,000





2017 RATES & PRODUCTS

Charlotte Bizspace

Bizspace Property Spotlight

Bizspace Property Spotlight is a unique opportunity to showcase your commercial space to a highly affluent audience of business decision makers.

Your Bizspace Property Spotlight showcase includes:

- » Up to 15 high resolution property photos so users can explore each property
- » Broker call-to-action with picture, logo, phone number, email and link to website that scrolls with the user throughout gallery
- » Dynamic slide show controls so user can easily scroll through images or click to next photo
- » Social tools to share property on Twitter, LinkedIn, Facebook and Google
- » Live on site 24 hours a day/7 days a week for 30 days

Bizspace Property Spotlight promotion includes:

- » Gallery and native content story
- » Promotion as integrated native content on homepages and article pages — both full site and mobile minimum once per month
- » Promotion in daily email newsletters minimum once per month

Pricing:

- » Contact your Account Executive for details or email channels@bizjournals.com

Charlotte Bizspace Property Spotlight: ArrowPoint - Bizspace Property

9140 Arrowpoint Boulevard
Charlotte, NC 28222

The beautiful and welcoming flag-dressed entrance is just the beginning. The attention to detail and aesthetic of the entrance is carried throughout ArrowPoint.

Located midway between I-26/95 and the South Carolina Border, just off I-77.

Charlotte Bizspace Property Spotlight: The Park - Huntersville - Bizspace Property

13801 Reese Blvd. W
Huntersville, NC 28088

The Park - Huntersville is the place to be. From one-story office or flex space, to Class A multi-story office, industrial buildings and land parcels the owner-recuped or build-to-suit projects.

Unsurpassed Amenities
The Park - Huntersville has an unsurpassed, high-quality environment complete with an abundance of amenities including boat ramp, workout classes, weekly farmers market, food trucks, lake with walking trail, and a state-of-the-art conference facility.



Online recruitment services

Get your job listings in front of the largest collection of professional candidates.

Individual Featured Job Postings | \$395

- » Increase visibility in front of passive job seekers while targeting the active job seeker as well.
- » Promoted at the top of job section with logo
- » Also promoted on local homepage, article pages and daily newsletters with logo
- » Unlimited text
- » All listings are searchable on Google, Yahoo and other search engines
- » 30 day campaign

Standard Job Postings | \$295

- » Appears in career center only
- » Unlimited text
- » All listings are searchable on Google, Yahoo and other search engines
- » 30 day campaign

Volume Featured Job packages

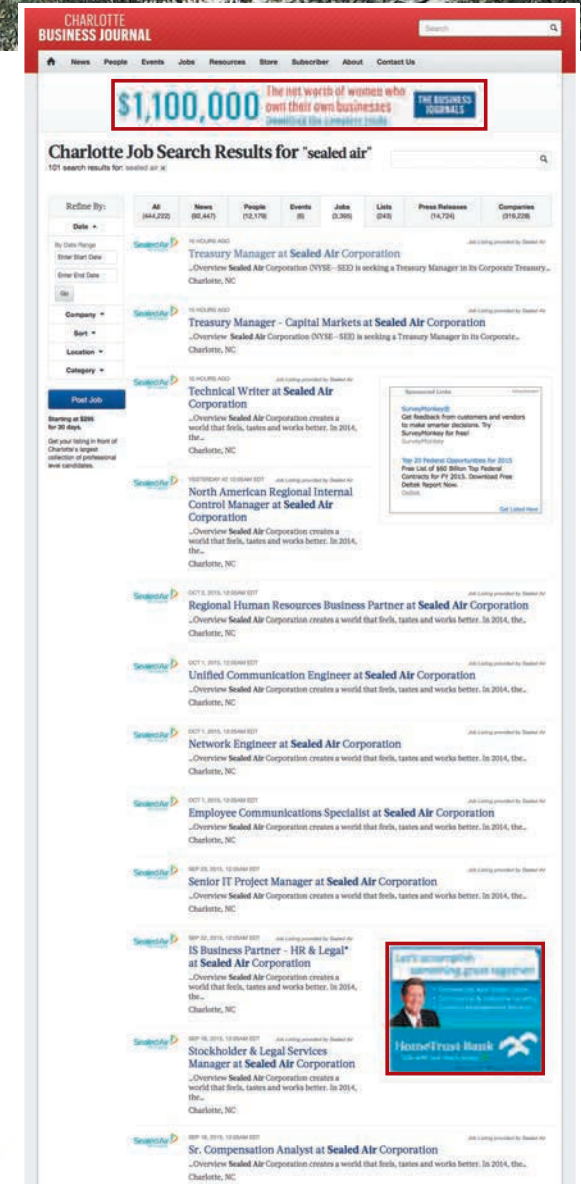
- » 5 featured online job postings for \$1,500
- » 10 featured online job postings for \$2,500
- » Can be used all at once or spread over a year
- » Multi-market and custom packages also available

Recruitment Sponsorships Include:

- » Sponsorship of Featured Jobs Module
 - » Homepage
 - » Article Pages
- » Afternoon Edition Emails
 - » Career Center
- » Featured Job Postings up to 5
- » ROS Banners

RECRUITMENT SPONSORSHIP RATES

	Banners	Sponsor logo	Featured jobs	
Exposure	Homepage, Article Pages, Career Center	Homepage, Article Pages, Afternoon Edition Emails, Career Center	Homepage, Article Pages, Afternoon Edition Emails, Career Center	
Package 1	160,000 Impressions	500,000 Impressions	Up to 5 postings	\$5,000/mo.
Package 2	330,000 Impressions	500,000 Impressions	Up to 5 postings	\$7,500/mo.





**DEADLINES, CANCELLATIONS,
TERMS AND CONDITIONS**



Deadlines and cancellations

WEEKLY NEWSPAPER

The *Charlotte Business Journal* publishes weekly, 51 times a year, on Fridays. Premium positions are sold on a first-come basis. Deadlines for weeks that include a federal holiday are one day early.

Section/advertising Type	Deadline
Display advertising reservation	Wednesday, 9 days prior to publication
Cancellation	Wednesday, 9 days prior to publication
Workup materials due	Wednesday, 9 days prior to publication
Camera-ready artwork due	Friday, 1 week prior to publication

SPECIAL PUBLICATIONS

Special sections and publications such as *Commercial Real Estate Quarterly* that are published periodically and inserted into the weekly Friday paper.

Section/advertising Type	Deadline
Display advertising reservation	Friday, 4 weeks prior to publication
Workup materials due	Friday, 4 weeks prior to publication
Camera-ready artwork due	Friday, 3 weeks prior to publication
Cancellation	Friday, 4 weeks prior to publication

ADVERTORIALS

Special advertising sections that run as part of the weekly Friday paper.

Section/advertising Type	Deadline
Display advertising reservation	Friday, 3 weeks prior to publication
Workup materials due	Friday, 3 weeks prior to publication
Camera-ready artwork due	Friday, 2 weeks prior to publication
Cancellation	Friday, 3 weeks prior to publication

FREE-STANDING INSERTS

Inserts for the weekly newspaper

	Deadline
Reservation	Wednesday, 9 days prior to publication
Delivery	Friday, 7 days prior to publication
Cancellation	Wednesday, 9 days prior to publication

BOOK OF LISTS

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

	Deadline
Display advertising insertion	Friday, October 9
Workup materials due	Wednesday, October 16
Camera-ready artwork due	Friday, October 30
Cancellation	Cannot be cancelled

CANCELLATION POLICY

Cancellation of an ad or a change in its schedule must be received in writing on or before the insertion deadlines listed above. Ads cancelled after insertion deadline will be billed at 100%.

MATERIALS DEADLINES

If advertiser fails to provide workup materials and/or camera-ready artwork by deadline, the most recent ad will publish.



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





Terms and conditions continued

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, 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 author-

ity 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 2016. 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 limitation, 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.



Terms and conditions continued

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, 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.

