



Rates and Products

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



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Display advertising rates

Rates are net, per insertion. Rates include four color.

	Open	\$10,000	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000	\$125,000
2 page spread		\$14,035	\$12,560	\$11,250	\$10,250	\$9,570	\$8,655	\$6,930
Island spread		\$11,480	\$10,600	\$9,700	\$8,595	\$7,495	\$6,495	\$6,025
1/2 page spread		\$9,120	\$8,280	\$7,525	\$6,840	\$6,230	\$5,685	\$5,190
Full page	\$9,590	\$8,630	\$7,445	\$6,825	\$5,915	\$5,310	\$4,830	\$4,420
Island	\$7,800	\$7,045	\$6,000	\$5,280	\$4,555	\$4,150	\$3,835	\$3,575
1/2 page	\$5,925	\$5,370	\$4,510	\$4,030	\$3,525	\$3,285	\$2,955	\$2,785
3/8 page	\$4,920	\$4,615	\$3,865	\$3,425	\$3,115	\$2,815	\$2,710	\$2,480
1/4 page	\$4,095	\$3,705	\$3,165	\$2,870	\$2,450	\$2,045	\$1,875	\$1,705
1/8 page	\$2,505	\$2,305	\$1,960	\$1,765	\$1,495	\$1,390	\$1,340	\$1,295
Belt - Center	\$6,015	\$5,290	\$4,660	\$4,095	\$3,680	\$3,265	\$2,855	\$2,530
Bottom Belt Ad - 2 page	\$6,015	\$5,290	\$4,660	\$4,095	\$3,680	\$3,265	\$2,855	\$2,530
Bottom Belt Ad - 1 page	\$3,450	\$3,135	\$2,885	\$2,690	\$2,495	\$2,255	\$2,015	\$1,785
Bottom Strip Ad - Cover Story	\$3,950	\$3,590	\$3,235	\$2,840	\$2,470	\$2,095	\$1,800	\$1,580
List Strip	\$2,855	\$2,600	\$2,290	\$2,040	\$1,800	\$1,660	\$1,430	\$1,265
Towers	\$6,070	\$5,625	\$4,510	\$4,085	\$3,620	\$3,355	\$3,085	\$2,530
Triangle	\$4,130	\$3,725	\$3,375	\$3,020	\$2,675	\$2,380	\$2,240	\$1,875
U-Shape	\$7,720	\$6,660	\$5,825	\$5,275	\$4,735	\$4,135	\$3,650	\$3,245
Front Page Logo	Must be accompanied by a \$40K buy.			\$2,000	\$2,000	\$1,500	\$1,500	\$1,500



Display advertising rates

Additional Charges

Guaranteed Position

Back cover: 20% | Inside: 15% (contract rate)

Front Cover Stick-on

\$4,000 (Requires purchase of 1/4 page ad or larger in same issue)

Volume discounts

Volume discounts are determined by combining the dollar value of print and digital insertions in Denver Business Journal, plus event 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.

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 the Denver Business Journal are subject to the publication's advertising terms and conditions, a copy of which is available on our Web site and, if applicable, in our advertising agreement.



Classified advertising rates

Rates are net.

Marketplace | Block Ads

Ad size	Actual dimensions	52x	26x	13x	7x	4x	Open rate
1 Block (Multiple block sizes available)	3" wide x 3.25" tall	\$205	\$250	\$285	\$300	\$315	\$340

Color charge: 4-color: \$65

Marketplace | Display

Ad size	Actual dimensions	52x	26x	13x	7x	4x	Open rate
1/2 page	9.5" w x 6.63" h	\$1,185	\$1,390	\$1,515	\$1,630	\$1,760	\$1,850
1/4 page	4.63" w x 6.63" h	710	835	910	975	1,055	1,110
Full page	9.5" w x 13" h	-	-	-	-	-	3,000

Color charge: 1/4 page 4-color: \$130; 1/2 page 4-color \$220

Line Ads | In Print

Type of legal notice	Actual dimensions	13+x	Open Rate
Line Ad (Per line, per insertion)	1 column = 1.5625"	\$18	\$28
Legal Notice (Per line, per insertion)	1 column = 1.5625"	-	\$8

(Legal Notices include Notice to Creditors, Public Notices, Notice of Sale/Dissolution)

Five line minimum for all line ads.

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.



Custom Publishing

Advertising Supplement to the Denver Business Journal

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

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

As publisher of your custom publication, the Denver Business Journal will:

- Design, print and insert the supplement in the Denver Business Journal
- Provide up to 500 additional copies
- Work alongside you in creating a piece you'll be proud of

You provide:

- Stories, photos, and any other design element

The Details:

- Eight page minimum
- Must increase in increments of four pages
- Color throughout the section

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



PAGE COUNT	PRICE*
8	\$17,500
12	\$22,500
16	\$27,500
20	\$32,500
24	\$37,500
28 & up	Contact Rep

*Upgrade paper stock or unique paper size – additional



Reprints

Featured in Denver Business Journal? Market your success!

Show clients your success with Denver Business Journal reprints!

Contact jwambolt@bizjournals.com | 303.803.9280 for full options and pricing.

Inserts

Free-Standing inserts

Denver Business Journal accepts pre-printed inserts for inclusion in mailed and newsstand copies. FSIs may be used to fulfill advertising contract obligations. Total cost is based on 2017 circulation. Insert rates are net and non-commissionable and must be pre-paid. Inserts must be full run of circulation; smaller increments are not available. Inserts must be submitted for approval two weeks prior to publication date. Advertiser is advised to get Publisher's approval before printing piece. Please contact your Account Representative for current circulation numbers.

Prices are per thousand; based on 1oz. piece or less. For each additional 1/2 oz, add \$15/m.
All rates are net.

Deliver inserts to:

Lehman Printing Center
Attn: Mailroom
801 2nd Street
Berthoud, CO 80513

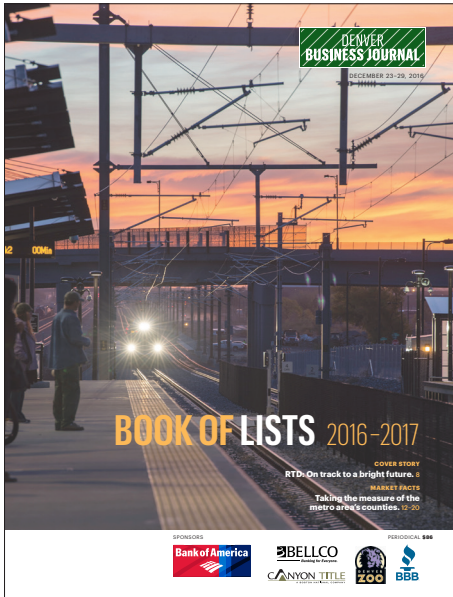
Phone: 970-532-3509

\$125,000	\$100,000	\$80,000	\$60,000	\$40,000	\$20,000	\$10,000	Open rate
\$205	\$215	\$225	\$235	\$245	\$255	\$295	\$305



Advertising

Denver's most valuable business reference guide and the one publication readers turn to throughout the year. It's a compilation of Denver Business Journal's weekly lists and is full of important information about Denver business that's unavailable any place else. Sold year-round. Guaranteed positioning is accepted only for full and half page ads on a first-come basis. Color is included. Sorry, Book of Lists ads are non-cancelable. All rates are net.



Ad size

Full page	\$8,750
1/2 page	\$5,425
1/4 page	\$4,215
List strip	\$3,050
Back cover	\$9,750
Inside front cover	\$9,750
Inside back cover	\$8,750

Branding Package

Three ads published throughout the Book of Lists. You choose one chapter for one of your ads and we'll place your other 2 ads next to appropriate lists within the Book of Lists.

- **3-¼ page, 4 color ads: \$7,730**
Savings of \$5,415
- **3-½ page, 4 color ads: \$10,730**
Savings of \$5,545
- **3 full page, 4 color ads: \$15,030**
Savings of \$11,220

Company Index Package

Position your advertising message within the most referenced pages of the Book of Lists – the Company Index. Readers looking for a specific company can quickly reference the index to see what page or pages the company appears on. Be the only advertiser on a page. Ad appears floating in the middle of the index page. There are limited pages available.

- **4 Ad Package: \$10,300**
- **8 Ad Package: \$16,300**
- **12 Ad Pack Index: \$23,000**
(includes logo on cover of BOL)

Logo Package

Place your company logo on the list or lists of your choice.

- **1 to 3 Logos - \$750 each**
- **4 to 7 Logos - \$650 each**
- **8 or more logos - \$550 each**



Book of Lists

Sponsorships

Book Sponsorship (limited to 3)

- Logo on cover of the Book of Lists
- Mention in Publisher Letter in Book of Lists
- Letter from CEO/President in Book of Lists (300 words)
- Two (2) Full page, 4 color ads in the Book of Lists and One (1) Full page, 4 color ad next to 2017 list of choice in weekly edition OR 3 page Cover Gatefold

Value: \$67,500

Book Sponsor: \$25,000

Chapter Tab Sponsorship

- Two (2) Full page, 4 color, cover stock ads (front & back)
- Company Logo on tab – cut out indicating chapter name
- Company Logo on Index page by Chapter
- Company Logo on cover of Book of Lists
- Mention in Publisher Letter in Book of Lists

Value: \$29,400

Chapter Tab Sponsorship cost: \$9,500

Market Facts by County

DBJ will provide the latest demographics and stats by county: employment; real estate; income, etc... Market Facts are a great reference tool for business owners looking to relocate or expand their company.

- Full page, 4 color ad next to county Market Facts that will run in the front of the Book of Lists
- Choose from the following counties: Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, Jefferson

Market Facts Sponsor: \$8,750



Giving Guide

Rates Effective 01/01/2017

Advertising

Nonprofits' marketing messages go a long way when they choose to advertise in the Giving Guide. This special publication allows nonprofits to zero in on their target audience, the business community.

The left hand page provides information about the nonprofit such as their mission, the goals, who they serve, fundraising events, volunteer opportunities, etc. The right hand page provides space for an advertising message from the nonprofit or from their corporate sponsor.

Giving Guide gives nonprofits' messages unbeatable longevity and exposure. Businesses can support the nonprofit of their choice or their own foundation at a significantly reduced price.

Ad size	Contract rate
Two page spread	\$4,350

Additional sponsorship opportunities available

Giving Guide book sponsorships are available which include the Giving Guide plus our Corporate Citizens of the Year event.

Ask your Account Executive

Publication date: November 24

Space reservation deadline: September 15

Copy for left hand page deadline: September 18

Ad Material for right hand page: October 13

ADVERTISING SUPPLEMENT

Giving Guide
2016-2017
CULTURAL ORGANIZATIONS
FOUNDATIONS
NONPROFITS

SPONSORED BY

DENVER BUSINESS JOURNAL

MILE HIGH UNITED WAY
T. A. C. SOCIETY
CELEBRATING 20 YEARS

United Way
Mile High United Way



Digital advertising rates

Run of site (DenverBusinessJournal.com) for four weeks

	Open	\$10,000	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000	\$125,000
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

Rates are based on total dollar investments (combined print, digital and sponsorships).

Digital sponsorship ad positions include upper and lower 300x250, top and bottom 728x90 and mobile 320x50.

* 80,000 impression packages run for two weeks.

** Must be purchased with ROS package.

Business Pulse*	\$1,000
Special Section*	\$1,000
People on the Move*	\$1,000

* Must be purchased with minimum 130,000 impressions.

XL Package

Add impact to your run-of-site package with an XL Package add-on.

The XL Package includes 50,000 impressions served over two of our new high-impact units providing dominance on the article pages across the site.

- Billboard unit at the top of the page: 970x250
- Filmstrip unit down the right rail of the page: 300x600
- Accepts Flash animation
- Rich Media friendly

The XL Package is bundled with ROS advertising to provide maximum reach to our digital audience.



Denver Business Journal Morning Edition

The Denver Business Journal Morning Edition email is a morning round up of Denver's business news and reaches more than 20,000 email in-boxes every day.

	Open	>\$10,000	>\$20,000	>\$40,000	>\$60,000	>\$80,000	>\$100,000	>\$125,000
Upper 728x90	\$4,055	\$3,605	\$3,154	\$2,704	\$2,343	\$2,163	\$1,983	\$1,802
Middle 728x90	\$3,154	\$2,704	\$2,523	\$2,163	\$2,073	\$1,893	\$1,712	\$1,622
Lower 728x90	\$1,802	\$1,622	\$1,442	\$1,172	\$1,081	\$991	\$811	\$721
Upper Text & Logo	\$1,802	\$1,622	\$1,442	\$1,172	\$1,081	\$991	\$901	\$811
Middle Text & Logo	\$1,352	\$1,262	\$1,081	\$901	\$811	\$721	\$631	\$541

Notes: All rates are NET. Costs quoted are "per week" (six drops per week: Monday-Friday with a Saturday BONUS).

Morning & Afternoon Editions Bundle

	Open	\$10,000	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000	\$125,000
Upper 728x90	\$6,039	\$5,368	\$4,697	\$4,026	\$3,489	\$3,221	\$2,952	\$2,684

* Rates include top 728x90 of Morning and Afternoon Editions for one week (Monday - Friday). 191,720 impressions per week.



Sign up for the free Morning Edition at
DenverBusinessJournal.com

Denver Business Journal Afternoon Edition

The Denver Business Journal Afternoon Edition delivers top stories and news alerts to more than 23,000 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	>\$10,000	>\$20,000	>\$40,000	>\$60,000	>\$80,000	>\$100,000	>\$125,000
Upper 728x90	\$4,572	\$4,064	\$3,556	\$3,048	\$2,642	\$2,438	\$2,235	\$2,032
Middle 728x90	\$3,556	\$3,048	\$2,845	\$2,438	\$2,337	\$2,134	\$1,930	\$1,829
Upper Text & Logo	\$2,032	\$1,829	\$1,626	\$1,321	\$1,219	\$1,118	\$1,016	\$914
Middle Text & Logo	\$1,524	\$1,442	\$1,219	\$1,016	\$914	\$813	\$711	\$610

Notes: All rates are NET. Costs quoted are "per week" (six drops per week: Monday-Friday with a Saturday BONUS).

Morning & Afternoon Editions Bundle

	Open	\$10,000	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000	\$125,000
Upper 728x90	\$6,039	\$5,368	\$4,697	\$4,026	\$3,489	\$3,221	\$2,952	\$2,684

* Rates include top 728x90 of Morning and Afternoon Editions for one week (Monday - Friday). 191,720 impressions per week.

Afternoon Editions Bundle

Monthly Rotation	3 Months	6 Months	9 Months	12 Months
728x90 2 Positions *	\$8,000	\$7,200	\$6,400	\$4,800

* Includes 728x90 in top and middle banners for one month. Positions alternate each week. 406,400 impressions per month.

Sign up for the free Afternoon Edition at
DenverBusinessJournal.com

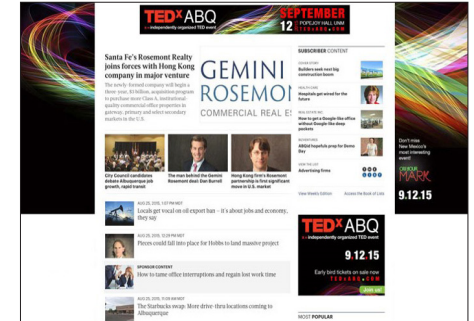


Homepage takeover

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)

	Cost	Ad unit
47,000 impressions	\$2,800	<p>970x415 Expanded – GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length 970x66 Reminder – GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length</p> <p>Close button on expanded pushdown, initiated by click.</p> <p>Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a click</p> <p>Skin- 1600x660 - JPG/GIF, 200k max file size Skin Template - Homepage_Skin_Template_2015.psd</p> <p>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 320x50 - GIF/JPG/Flash/HTML5, 50 KB max file size, 15 sec max animation length</p>

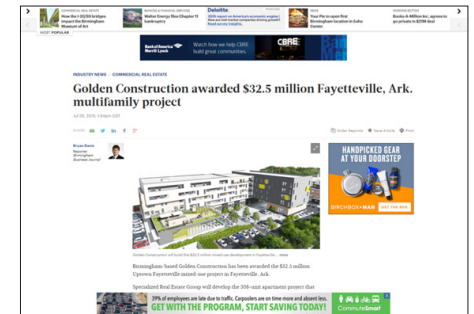


Bottom line

Runs 30 days, served to one unique user per day

Maximun 2 advertisers per month. (Example found at <http://bit.ly/BottomLineSlider>)

	Cost	Ad unit
73,000 impressions	\$2,930	<p>1034x90 Expanded – GIF/JPG/Flash/HTML5, 200 KB max file size, no animation 1034x30 Reminder – GIF/JPG/Flash/HTML5, 200 KB max file size, no animation</p>

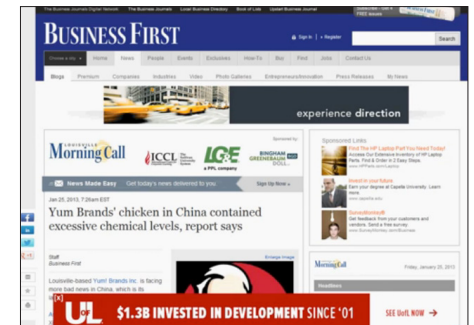


Slider

Runs 30 days, served to one unique user per day

Maximun 2 advertisers per month. (Example found at <http://bit.ly/BottomLineSlider>)

	Cost	Ad unit
73,000 impressions	\$2,930	<p>970x90 Footer – GIF/JPG/Flash/HTML5, 200 KB max file size, no animation 970x550 Full Page – GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length</p> <p>IAB Style Guide</p>



Energy Inc.

The Energy Inc. weekly email update has an edge in the energy industry and boasts over 7,000 subscribers. Energy Inc. features all the latest Energy news and a comprehensive calendar of the best business events in the region.

About

- Subscriber based product with a focus on energy news.
- Sent out every Tuesday
- Opt-in audience

Position	Size	Cost
Top banner + logo	728x90	\$4,000/month
<i>Includes: Energy Landing Page 100% SOV, Afternoon Edition Content Module, Targeted Energy Content</i>		
Skybox upper	200x200	\$2,500/month
<i>Includes 117,801 ROS</i>		
Skybox lower	200x200	\$1,500/month
<i>Includes 65,445 ROS</i>		
Middle banner	468 x 60	\$1,850/month
<i>Includes 88,351 ROS</i>		
Lower banner	468 x 60	\$850/month
<i>Includes 35,995 ROS</i>		

Sign up for Energy Inc. at
DenverBusinessJournal.com



Tech Flash

TechFlash newsletter allows you to sponsor content covering the latest tech, startup, venture capital, and entrepreneurship news. With an engaged, opt-in subscriber base, TechFlash is a great way to leverage brand opportunities with relevant content. Over 5,000 subscribers receive the weekly newsletter.

Presenting Sponsorship

- Top 728x90 banner with logo
- Tech industry landing page 100% SOV
- Targeted Tech Content 20% SOV
- Afternoon Edition content module with logo

\$4,000/month

Skybox Sponsorship

- Upper 200x200
- 104,712 ROS impressions

\$2,500/month

Middle Banner Sponsorship

- 468x60 banner
- 101,440 ROS impressions

\$1,850/month

Lower Banner Sponsorship

- 468x60 banner
- 39,267 ROS impressions

\$850/month

The screenshot displays the TechFlash newsletter interface. At the top left is a large blue banner labeled "728 x 90". Below it is the "TechFlash" logo with a signal icon. To the right, a smaller blue box is labeled "Sponsored by: 120 x 60". The main content area features several articles with accompanying photos: "Tablet maker Motion Computing puts turnaround expert in CEO seat" with a photo of Peter Poulin; "Box revs up IPO engines, hopes to raise up to \$187M this month" with a photo of a man in a suit; "Capital Factory continues to expand downtown Austin offices" with a photo of a man in a black t-shirt. Below these is another blue banner labeled "468 x 60". Further down, there are more articles: "In the money Jan. 12: Austin startup funding wrap-up" with a photo of stacks of money; "SAP CEO McDermott describes the formula that propelled his career" with a photo of a man in a suit; and "Austin slips in top-performing city rankings -- but still among U.S. best" with a photo of a city skyline. At the bottom left of the newsletter is another blue banner labeled "468 x 60". On the right side, there is a profile for "Greg Avery, Reporter" with contact info "303-803-9222" and email "gavery@bizjournals.com". Below this is a blue box labeled "200 x 200". At the bottom right, there is a "Connect with us" section with social media icons for Facebook, Twitter, LinkedIn, and Google+. Below that are links for "Sign up for other free news emails", "Austin Business Events", and "From Upstart Business Journal".

Sign up for Tech Flash at
DenverBusinessJournal.com



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

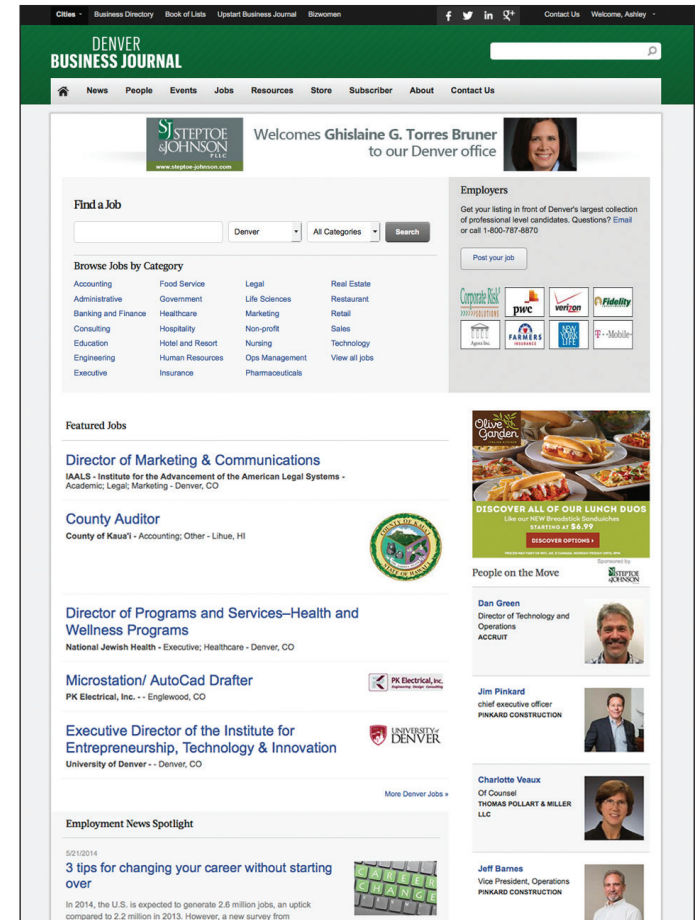
- Appears in career center only
- Unlimited text
- All listings are searchable on Google, Yahoo and other search engines
- 30 day campaign

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.



Breaking News

The DBJ delivers timely, unique content to a highly influential and engaged audience of business leaders and influencers. Breaking news is what we do best and what our readers have come to expect.

Benefits:

- Exclusivity
- Client logo and ad positioned around the latest breaking news
- Open rates that are double that of industry standards
- Approximately 21,400 opt-in subscribers

12 month sponsorship: \$53,000

6 month sponsorship: \$29,000

3 month sponsorship: \$16,000

Digital List Sponsorship

Weekly rankings in the DBJ 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 Benefits:

- 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 (728x90, 300x250)
- 130,000 ROS impressions (including in section banners)

\$1,000/month.

Must be purchased with a minimum 130,000 ROS impression package.

CHARLOTTE BUSINESS JOURNAL November 3, 2016

BREAKING NEWS SPONSORED BY **Deloitte.**

Jeld-Wen to build 200-job headquarters in Charlotte

Erik Spanberg
Senior Staff Writer
Charlotte Business Journal

Jeld-Wen Inc., the window and door company that quietly moved into Charlotte from Oregon in 2012, is planning to make the Queen City headquarters into a real home.

The company announced this morning it would move or hire 200 employees here and build its own headquarters in southwest Charlotte.

[Read Full Article](#)

RELATED NEWS

Vinyl Banners With Its Different Types Kinds And Applications
HEALTH CARE

THE LIST SPONSORED BY **esri**

All Lists • The Book of Lists • Build Your Own Lists

LISTS REAL ESTATE AND CONSTRUCTION [SUBSCRIBE CONTENT](#)

Apartment Management Companies

Ranked by No. of local units managed

Locally Researched by: Amy Shapiro, Charlotte Business Journal | Jan 22, 2016, 6:00am EST

This is a list of Charlotte area apartment management companies, ranked by number of local units managed. This List was compiled by Amy Shapiro, research director, and contains data from surveys and from Real Data's Charlotte Apartment Report. For additional information on this List, see her Top 25 List blog.

Access all lists available for download [here](#).

INDUSTRY: Commercial Real Estate

[Purchase CSV](#) Download all 26 companies for **\$26**.

Rank	Business Name	No. of Local Units Managed	No. of Local Apartment Properties Managed	Representative Local Properties	Top Local Executive(s)	Year Founded Locally	No. of Full-time Local Employees	No. of Employees Nationwide
1	Crestar Real Estate Partners 821 E. Morehead St. #202 Charlotte, NC 28202 704.332.0404 crestar.com	11,858	45	1500 South Apartments, Ashton South End Apartments, Crescent District Apartments	Stephanie Hevel, shevel@crestar.com	2005	310	NA
2	Southland Realty Co. P.O. Box 280 Gastonia, NC 28053	7291	38	South Fork Village, The Village of Ballantyne, The Chimes at	Dan Ratchford, Gene Ratchford	1975	300	NA



Native Content Advertising

- Two articles per month (provided by client and approved by ThinkBeat*)
- In addition to article, client 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 "Sponsored Content".
- Market homepage/edit well promotion
- 100k native headline impressions per article
- Headline promotion on article page could include related content headlines (left rail)
- One Social Push (posted on DBJ LinkedIn, Facebook & Twitter and labeled as Paid Content)
- Dedicated landing page for all paid content accessible via search
- Content eligible to appear within internal "Most Popular" rankings listed in module on homepages and skybox on article pages
- Content syndicated to appear within the appropriate site section & industry landing pages

Package Timing/Rate

One month minimum; \$1,500 + minimum 130K ROS package at earned rate

* additional cost for content creation if needed

The screenshot displays a news website interface with several content sections:

- Subscriber Content:** A grid of article teasers with images and titles such as "How difficult is it to find qualified tech experts in Charlotte?", "Can protests stall I-77 toll road plan?", "Finally, a big game for ACC", and "How boards can confront challenges".
- PHOTOS: Best Places to Work winners are serious about fun:** A photo gallery with a caption: "The ranking of our 2013 Best Places to Work winners will be revealed later this week during a sold-out awards banquet. For now, the 'Selfie Challenge' offers a glimpse at the fun those honorees incorporate into their operations."
- PHOTOS: What to expect at the new Rusty Bucket in SouthPark:** A photo of a restaurant dish.
- Hints on Kroger's game plan hidden in Harris Teeter deal?:** A photo of a Kroger store.
- Travelers to Paris face tough security, closures after attacks:** A photo of people walking.
- Analysts: I-77 fight could take a toll on Gov. Pat McCrory:** A photo of a road.
- How analog brands create digital culture:** A photo of colorful abstract shapes.
- Bank consulting firm launches cyber-security division:** A photo of a server rack.
- Silicone company ups the ante with \$6M investment in York County:** A photo of a person.
- Most Popular:** A list of trending articles with red numbered markers, including "Former CEO delivers damaging testimony in case against Electrolux deal", "ACC football tickets in Charlotte? Good luck with that", "I-77 groundbreaking won't silence critics", "PHOTOS: Fresh Market's new Dilworth store offers historic touches", "BoFA spinout Ridgement Equity Partners closes \$99.5M fund", "What Charlotte beer just took top honors internationally?", "Developers discuss big projects coming to Providence and I-485", "BoFA names new Charlotte-based general counsel", "Could Duke Energy's pipeline investment be riskier than it looks?", and "How much do the top-earning Panthers' players pay in taxes?".
- Featured Posts:** A section with author bios and titles: Jennifer Thomas (SouthPark's Diamonds Direct acquired by private-equity firm), Hilary Burns (Bank of North Carolina CEO on how recent acquisitions affect Charlotte), Ken Elkins, and Jenna Martin.
- Deloitte:** A sponsored content block with the text "Finding your fit | Thinking about international expansion? Many factors influence location decisions. Learn More."



Crane Watch

Commercial real estate news impacts the local economy across all industries. Local business executives rely on the Denver Business Journal for its insight into new developments that could 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 DBJ.

Sponsorship Benefits:

- Industry exclusivity
- Up to four sponsors (25% share of voice on the map)
- Interactive sponsor logos featured at the top of the page
- ROS co-branded ads promoting Project Watch
- Minimum 130,000 ROS impressions per month
- Inclusion in two promotional print ad units per month

Minimum 3 month commitment
\$1,000/month. Must be purchased with 130,000 ROS impressions,
3 consecutive months minimum.

Crane Watch: New projects break ground as others are completed
 Aug 29, 2016, 10:04am MDT Updated: Nov 30, 2016, 9:54am MST

Apartment and office space are the key additions to Crane Watch, the Business Journal's map of development projects in metro Denver, while other projects that have been completed have dropped off the map.

Ten projects were added to Crane Watch in November, seven of which are either multifamily or mixed-use projects, totaling more than 1,600 apartment units.

Two big office projects have also been added to the map for a total of 491,000 square feet, but the bulk of that space is already leased. The larger of the two projects, the final phase of development at Shea Properties' Village Center Station, will include 306,000 square feet that has been leased to Charter Communications Inc.

The smaller office building, a 185,000-square-foot project located at 5050 S. Syracuse St. and developed by Corum Real Estate Group, is being constructed speculatively, or without any tenants signed up ahead of time.

The tenth added project is a 129,800-square-foot industrial building for Republic National Distributing Co., an alcohol distributor in Littleton.

Three projects have been removed from Crane Watch because they are complete. The first tenants in a 22-story office building in downtown Denver at 1401 Lawrence opened in late October. That project, developed by First Gulf, broke ground in 2014 and its anchor tenant is law firm Polstine PC.

Two residential projects have also been removed from the map following their completion. SkyHouse Denver, a 26-story luxury apartment complex, broke ground in early 2015 and Welton Park apartments, an affordable-housing project with 223 units at 2300 Welton St., celebrated its opening on Nov. 1.

Take a look *at the new and improved map (below) and keep an eye out for next month's update.*

In the meantime, tell us about projects you know about by clicking here, and by following these guidelines:

- Please include only projects located in our seven-county coverage area: Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson counties.
- Only projects valued at \$10 million or more will be considered.
- Please only include projects that have pulled a building permit and that are still under construction. Completed buildings will not be included in the map.
- Please send a rendering to Jim Carr at jcarr@bizjournals.com, with the project's name and 'Crane Watch' in the subject line.
- The form will require you to answer all the questions and incomplete submissions will not be considered.
- Please include contact information so we can reach out with any clarifying questions.

Questions? Comments? Email mambirster@bizjournals.com.

Projects Key
 ● Office ● Other ● Hotel ● Multifamily ● Mixed-use ● Retail ● Health Care ● Industrial

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 ROBINSON NEFF + RAGONETTI
 ottenjohnson.com



Bizspace Property Spotlight is a unique opportunity to showcase commercial space online to an influential audience of business decision makers.

Bizspace Property Spotlight Showcase includes:

- Up to 15 high resolution property photos
- 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
- Tools to share property on social networks or via email
- Bizspace Property Spotlight promotion includes a multi-platform approach to reach a wide audience:
- Gallery promotional unit on article pages

	3 Month Commitment	6 Month Commitment	1 Year Commitment
2-5 Property Spotlights	\$900 per spot/month	\$800 per spot/month	\$700 per spot/month
6+ Property Spotlights	\$800 per spot/month	\$700 per spot/month	\$600 per spot/month

The screenshot shows a web page for a property spotlight. At the top, it says 'DENVER BUSINESS JOURNAL' and 'REGION 2016'. Below that are navigation tabs for 'INDUSTRIES & TOPICS', 'NEWS', 'LISTS & AWARDS', 'PEOPLE & COMPANIES', 'EVENTS', and 'MORE...'. There are several news snippets, including one about Deloitte and another about a university. A large banner for 'Colorado Business Bank' is visible. The main article title is 'Bizspace Property Spotlight: John Madden Company Presents Fiddler's View'. Below the title is a date 'Nov 16, 2015, 1:25pm MST' and an update date 'Updated Jun 30, 2016, 1:51pm MDT'. There are social media share icons and a 'Sign Up' button for newsletters. The article features a photo of the building and a 'VIEW GALLERY' button. Text below the photo describes the building as a unique opportunity for small office users. A list of features includes: SF: 40,000; Property Type/Building Class: Class AA Office; Net Zero Energy: Net Zero Energy (entirely on renewable energy); Parking Space: Up to 41,000 parking on-site; Planned LEED® Platinum, Net Zero or Net Regenerative Capabilities. At the bottom, there is a 'Contact Us' link and a video player for 'John Madden Company Dev...'. A 'click here to view brochure' link is also present.



Content Vertical

A content vertical sponsorship allows you to target the industry content surrounding your ads. This product allows you to demonstrate your service offerings and brand to a targeted industry segment.

Sponsorship includes:

- 100% SOV on industry landing page
- 20% SOV on industry article pages
- Sponsored by logo on afternoon edition and landing page
- Sold with 130k+ ROS package
- Weekly promotion on the Afternoon Edition
- Native content can be added for an additional costs (see Content Publishing)

Select Industries:

- Banking & Financial Services
- Career & Workplace
- Commercial Real Estate
- Education
- Food & Lifestyle
- Government & Regulation
- Health Care
- Manufacturing
- Media & Marketing
- Philanthropy & Nonprofits
- Professional Services
- Residential Real Estate
- Retailing
- Sports Business
- Technology
- Transportation
- Travel & Tourism

For Content Vertical Pricing contact your DBJ Sales Representative.

Audience Extension

Through audience extension, we can target ads to a similar audience across an aggregate of sites using an ad exchange. Some examples of sites would include sports, weather, entertainment, etc. You can be confident in a brand-safe environment because our platform scans and categorizes thousands of sites daily, guaranteeing your ads appear on reputable sites.

Sample Personas:

- Bizjournals' Look-alike User
- Health Care Professional
- Bizwomen
- High Net-Worth Individual
- C-Level Executives
- Hospitality
- Continuing Education Seekers
- Human Resources Decision Maker
- Energy Decision Makers
- Legal Decision Maker
- Executives of Large Businesses
- Non-Profit Executives
- Finance Decision Makers
- Small Business Owner
- Frequent Business Traveler
- Technology Decision Maker
- CRE/Construction Decision Maker

For Audience Extension Pricing contact your DBJ Sales Representative



Dedicated Third Party E-Blast

Dedicated e-blasts are a unique opportunity to share your brand's expertise on a topic to an opt-in subscriber base of affluent, influential business decision-makers. Denver Business Journal will work with your brand to develop a compelling e-blast message from your supplied content to be sent to an opt-in list derived from our active, engaged newsletter subscribers and site users. These business leaders have agreed to receive valuable information from American City Business Journals' pre-approved partners.

Benefits:

- Access: third party opt-in affluent, business decision maker audience
- Exclusivity: only your message will be sent to recipients
- Measurable: able to measure open rate, clicks and conversions and combine with your data to assess engagement
- Thought leadership: Able to position your brand as a leader by giving recipients something useful, actionable and educational that they did not have before

Email Composition:

1. Opt-in messaging at top
2. Market logo
3. Creative banner / headline
4. Brief actionable message
5. Call to action button
6. Supporting copy (optional)
7. Supporting call to action (optional)

Number of sends: 94,350

Cost: \$9,435 per send.

(limited to 2 per month)



Deadlines and cancellations

Weekly newspaper

Denver Business Journal publishes weekly, 52 times a year, on Fridays. Premium positions are sold on a first-come basis. Please see the 2017 Production Calendar for other deadline exceptions.

Section/advertising type	Deadline
General display advertising insertion	Wednesday, 9 days prior to publication
Focus sections advertising insertion	Monday, 11 days prior to publication
Focus sections artwork	Thursday, 10 days prior to publication
Classified advertising insertion	Friday, 1 week prior to publication
Cancellation	Wednesday, 9 days prior to publication
Workup information due	Tuesday, 10 days prior to publication
Camera-ready artwork due	Friday, 1 week prior to publication

Special sections and publications

Special sections and publications such as Forty Under 40 and Outstanding Women in Business, are published periodically (see Production Calendar for dates) and are inserted into, or run as a part of, the weekly Friday paper.

Cancellation policy

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

Free-standing inserts

Inserts for the weekly newspaper are capped at 3 per week. Check date availability.

	Deadline
Reservation	2 weeks prior to publication.
Delivery	Friday 1 week prior to publication

Deliver inserts to:

Lehman Printing Center
Attn: Mailroom
801 2nd Street
Berthoud, CO 80513

Phone: 970-532-3509

Book of Lists

The Book of Lists is published once a year. Positions are sold on a first-come basis. Publication date: December 29, 2017

Section/advertising type	Deadline
General display advertising insertion	October 20, 2017
Camera-ready artwork due	November 10, 2017
Cancellation	Cannot be canceled



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 NON-INFRINGEMENT, 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.

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



Terms and conditions continued

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.

