Rates and Products

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

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

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

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Actual dimensions</th>
<th>52x</th>
<th>26x</th>
<th>13x</th>
<th>7x</th>
<th>4x</th>
<th>Open rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Block (Multiple block sizes available)</td>
<td>3” wide x 3.25” tall</td>
<td>$205</td>
<td>$250</td>
<td>$285</td>
<td>$300</td>
<td>$315</td>
<td>$340</td>
</tr>
</tbody>
</table>

**Color charge:** 4-color: $65

### Marketplace | Display

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Actual dimensions</th>
<th>52x</th>
<th>26x</th>
<th>13x</th>
<th>7x</th>
<th>4x</th>
<th>Open rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page</td>
<td>9.5” w x 6.63” h</td>
<td>$1,185</td>
<td>$1,390</td>
<td>$1,515</td>
<td>$1,630</td>
<td>$1,760</td>
<td>$1,850</td>
</tr>
<tr>
<td>1/4 page</td>
<td>4.63” w x 6.63”h</td>
<td>710</td>
<td>835</td>
<td>910</td>
<td>975</td>
<td>1,055</td>
<td>1,110</td>
</tr>
<tr>
<td>Full page</td>
<td>9.5” w x 13” h</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3,000</td>
</tr>
</tbody>
</table>

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

### Line Ads | In Print

<table>
<thead>
<tr>
<th>Type of legal notice</th>
<th>Actual dimensions</th>
<th>13+x</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line Ad</td>
<td>1 column = 1.5625”</td>
<td>$18</td>
<td>$28</td>
</tr>
<tr>
<td>Legal Notice</td>
<td>1 column = 1.5625”</td>
<td>-</td>
<td>$8</td>
</tr>
</tbody>
</table>

(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.

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Rate 1</th>
<th>Rate 2</th>
<th>Rate 3</th>
<th>Rate 4</th>
<th>Rate 5</th>
<th>Rate 6</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$125,000</td>
<td>$205</td>
<td>$215</td>
<td>$225</td>
<td>$235</td>
<td>$245</td>
<td>$255</td>
<td>$295</td>
</tr>
<tr>
<td>$100,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$305</td>
</tr>
<tr>
<td>$80,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$60,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$40,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$20,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$10,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Deliver inserts to:**

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

Phone: 970-532-3509
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.

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$8,750</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$5,425</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$4,215</td>
</tr>
<tr>
<td>List strip</td>
<td>$3,050</td>
</tr>
<tr>
<td>Back cover</td>
<td>$9,750</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$9,750</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$8,750</td>
</tr>
</tbody>
</table>

Book of Lists

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

Rates Effective 01/01/2017
**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
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.

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Contract rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two page spread</td>
<td>$4,350</td>
</tr>
</tbody>
</table>

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
## Digital advertising rates

### Run of site \( (\text{DenverBusinessJournal.com}) \) for four weeks

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Open</th>
<th>$10,000</th>
<th>$20,000</th>
<th>$40,000</th>
<th>$60,000</th>
<th>$80,000</th>
<th>$100,000</th>
<th>$125,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>400,000</td>
<td>$9,270</td>
<td>$8,346</td>
<td>$7,481</td>
<td>$6,663</td>
<td>$6,419</td>
<td>$6,208</td>
<td>$6,084</td>
<td>$5,962</td>
</tr>
<tr>
<td>330,000</td>
<td>$8,294</td>
<td>$7,532</td>
<td>$6,405</td>
<td>$5,714</td>
<td>$5,510</td>
<td>$5,321</td>
<td>$5,214</td>
<td>$5,110</td>
</tr>
<tr>
<td>200,000</td>
<td>$5,529</td>
<td>$4,771</td>
<td>$4,274</td>
<td>$3,806</td>
<td>$3,674</td>
<td>$3,547</td>
<td>$3,407</td>
<td>$3,407</td>
</tr>
<tr>
<td>130,000</td>
<td>$4,147</td>
<td>$3,576</td>
<td>$3,207</td>
<td>$2,857</td>
<td>$2,755</td>
<td>$2,660</td>
<td>$2,607</td>
<td>$2,555</td>
</tr>
<tr>
<td>80,000 impressions*</td>
<td>$2,764</td>
<td>$2,391</td>
<td>$2,131</td>
<td>$1,909</td>
<td>$1,837</td>
<td>$1,774</td>
<td>$1,738</td>
<td>$1,703</td>
</tr>
<tr>
<td>50,000 XL impressions**</td>
<td>$2,750</td>
<td>$2,382</td>
<td>$2,123</td>
<td>$1,901</td>
<td>$1,830</td>
<td>$1,767</td>
<td>$1,731</td>
<td>$1,696</td>
</tr>
</tbody>
</table>

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.

---

### 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.

### Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Pulse*</td>
<td>$1,000</td>
</tr>
<tr>
<td>Special Section*</td>
<td>$1,000</td>
</tr>
<tr>
<td>People on the Move*</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

* Must be purchased with minimum 130,000 impressions.
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.

<table>
<thead>
<tr>
<th>Open</th>
<th>&gt;$10,000</th>
<th>&gt;$20,000</th>
<th>&gt;$40,000</th>
<th>&gt;$60,000</th>
<th>&gt;$80,000</th>
<th>&gt;$100,000</th>
<th>&gt;$125,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper 728x90</td>
<td>$4,055</td>
<td>$3,605</td>
<td>$3,154</td>
<td>$2,704</td>
<td>$2,343</td>
<td>$2,163</td>
<td>$1,983</td>
</tr>
<tr>
<td>Middle 728x90</td>
<td>$3,154</td>
<td>$2,704</td>
<td>$2,523</td>
<td>$2,163</td>
<td>$2,073</td>
<td>$1,893</td>
<td>$1,712</td>
</tr>
<tr>
<td>Lower 728x90</td>
<td>$1,802</td>
<td>$1,622</td>
<td>$1,442</td>
<td>$1,172</td>
<td>$1,081</td>
<td>$991</td>
<td>$811</td>
</tr>
<tr>
<td>Upper Text &amp; Logo</td>
<td>$1,802</td>
<td>$1,622</td>
<td>$1,442</td>
<td>$1,172</td>
<td>$1,081</td>
<td>$991</td>
<td>$901</td>
</tr>
<tr>
<td>Middle Text &amp; Logo</td>
<td>$1,352</td>
<td>$1,262</td>
<td>$1,081</td>
<td>$901</td>
<td>$811</td>
<td>$721</td>
<td>$631</td>
</tr>
</tbody>
</table>

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

**Morning & Afternoon Editions Bundle**

<table>
<thead>
<tr>
<th>Open</th>
<th>$10,000</th>
<th>$20,000</th>
<th>$40,000</th>
<th>$60,000</th>
<th>$80,000</th>
<th>$100,000</th>
<th>$125,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper 728x90</td>
<td>$6,039</td>
<td>$5,368</td>
<td>$4,697</td>
<td>$4,026</td>
<td>$3,489</td>
<td>$3,221</td>
<td>$2,952</td>
</tr>
</tbody>
</table>

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

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.

<table>
<thead>
<tr>
<th>Open</th>
<th>&gt;$10,000</th>
<th>&gt;$20,000</th>
<th>&gt;$40,000</th>
<th>&gt;$60,000</th>
<th>&gt;$80,000</th>
<th>&gt;$100,000</th>
<th>&gt;$125,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper 728x90</td>
<td>$4,572</td>
<td>$4,064</td>
<td>$3,556</td>
<td>$3,048</td>
<td>$2,642</td>
<td>$2,438</td>
<td>$2,235</td>
</tr>
<tr>
<td>Middle 728x90</td>
<td>$3,556</td>
<td>$3,048</td>
<td>$2,845</td>
<td>$2,438</td>
<td>$2,337</td>
<td>$2,134</td>
<td>$1,930</td>
</tr>
<tr>
<td>Upper Text &amp; Logo</td>
<td>$2,032</td>
<td>$1,829</td>
<td>$1,626</td>
<td>$1,321</td>
<td>$1,219</td>
<td>$1,118</td>
<td>$1,016</td>
</tr>
<tr>
<td>Middle Text &amp; Logo</td>
<td>$1,524</td>
<td>$1,442</td>
<td>$1,219</td>
<td>$1,016</td>
<td>$914</td>
<td>$813</td>
<td>$711</td>
</tr>
</tbody>
</table>

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

Morning & Afternoon Editions Bundle

<table>
<thead>
<tr>
<th>Open</th>
<th>$10,000</th>
<th>$20,000</th>
<th>$40,000</th>
<th>$60,000</th>
<th>$80,000</th>
<th>$100,000</th>
<th>$125,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper 728x90</td>
<td>$6,039</td>
<td>$5,368</td>
<td>$4,697</td>
<td>$4,026</td>
<td>$3,489</td>
<td>$3,221</td>
<td>$2,952</td>
</tr>
</tbody>
</table>

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

Afternoon Editions Bundle

<table>
<thead>
<tr>
<th>Monthly Rotation</th>
<th>3 Months</th>
<th>6 Months</th>
<th>9 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90 2 Positions *</td>
<td>$8,000</td>
<td>$7,200</td>
<td>$6,400</td>
<td>$4,800</td>
</tr>
</tbody>
</table>

* 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)

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>Ad unit</th>
</tr>
</thead>
</table>
| $2,800 | 1034x90 Expanded – GIF/PG/Flash/HTML5, 200 KB max file size, no animation  
1034x30 Reminder – GIF/PG/Flash/HTML5, 200 KB max file size, no animation |

### Bottom line

**Runs 30 days, served to one unique user per day**

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>Ad unit</th>
</tr>
</thead>
</table>
| $2,930 | 1034x90 Expanded – GIF/PG/Flash/HTML5, 200 KB max file size, no animation  
1034x30 Reminder – GIF/PG/Flash/HTML5, 200 KB max file size, no animation |

### Slider

**Runs 30 days, served to one unique user per day**

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>Ad unit</th>
</tr>
</thead>
</table>
| $2,930 | 970x90 Footer – GIF/PG/Flash/HTML5, 200 KB max file size, no animation  
970x550 Full Page – GIF/PG/Flash/HTML5, 200 KB max file size, 15 sec max animation length  
IAB Style Guide |
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

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner + logo</td>
<td>728x90</td>
<td>$4,000/month</td>
</tr>
</tbody>
</table>

Includes: Energy Landing Page 100% SOV, Afternoon Edition Content Module, Targeted Energy Content

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skybox upper</td>
<td>200x200</td>
<td>$2,500/month</td>
</tr>
</tbody>
</table>

Includes 117,801 ROS

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skybox lower</td>
<td>200x200</td>
<td>$1,500/month</td>
</tr>
</tbody>
</table>

Includes 65,445 ROS

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle banner</td>
<td>468 x 60</td>
<td>$1,850/month</td>
</tr>
</tbody>
</table>

Includes 88,351 ROS

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower banner</td>
<td>468 x 60</td>
<td>$850/month</td>
</tr>
</tbody>
</table>

Includes 35,995 ROS

Sign up for Energy Inc. at DenverBusinessJournal.com
Tech Flash 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

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

**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

**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

**Recruitment Sponsorship Rates**

<table>
<thead>
<tr>
<th>Package</th>
<th>Impressions</th>
<th>Impressions</th>
<th>Impressions</th>
<th>Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposure</td>
<td>Homepage, Article Pages, Career Center</td>
<td>Homepage, Article Pages, Afternoon Edition Emails, Career Center</td>
<td>Homepage, Article Pages, Afternoon Edition Emails, Career Center</td>
<td>Package 1</td>
</tr>
<tr>
<td>Package 1</td>
<td>160,000</td>
<td>500,000</td>
<td>Up to 5 postings</td>
<td>$5,000/mo.</td>
</tr>
<tr>
<td>Package 2</td>
<td>330,000</td>
<td>500,000</td>
<td>Up to 5 postings</td>
<td>$7,500/mo.</td>
</tr>
</tbody>
</table>
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.
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
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.
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

<table>
<thead>
<tr>
<th>2-5 Property Spotlights</th>
<th>3 Month Commitment</th>
<th>$900 per spot/month</th>
<th>6 Month Commitment</th>
<th>$800 per spot/month</th>
<th>1 Year Commitment</th>
<th>$700 per spot/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>6+ Property Spotlights</td>
<td>$800 per spot/month</td>
<td>$700 per spot/month</td>
<td>$600 per spot/month</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.

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

**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.

<table>
<thead>
<tr>
<th>Section/advertising type</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reservation</td>
<td>2 weeks prior to publication</td>
</tr>
<tr>
<td>Delivery</td>
<td>Friday 1 week prior to publication</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Section/advertising type</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>General display advertising insertion</td>
<td>October 20, 2017</td>
</tr>
<tr>
<td>Camera-ready artwork due</td>
<td>November 10, 2017</td>
</tr>
<tr>
<td>Cancellation</td>
<td>Cannot be canceled</td>
</tr>
</tbody>
</table>
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 the period to the extent the advertising is the volume rate for 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 hereafter as “Published” or “Publish”), including, but not limited to, 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 portion of any advertising order/contract or failure to publish and/or Agency’s failure to deliver furnished inserts, and (b) charge and collect any charges incurred by, or on behalf of, Publisher arising out of Advertiser and/or Agency’s failure to deliver furnished inserts and/or any portion of any advertising order/contract, and Publisher shall have the option to cancel any advertising agreement, or if Publisher does not so, (i) upon resumption of printing 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 clearly identified by the consumer, shall be neither clearly identified and labeled “ADVERTISEMENT” or any other label as determined by Publisher at the top of the advertisement, and Publisher, 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 should 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 responsible for errors or omissions in, or for any failure to deliver furnished inserts, and/or for failure to deliver advertising of any type or form (for any earned advertising Dollar Volume Discount in the event Publisher is not able 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 (i) the cost of error (omission) in the event 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, business, organization or website. 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 American City Business Journals, as well as the Websites and Apps Published or used by American City Business Journals, advertisers and/or users 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, accessible, easy-to-read, opt-out-to-delete confidentiality 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. Publisher, in its discretion, may adjacencies or other requirements may be accepted

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 trademarks of American City Business Journals, and/or its Affiliates and/or created by Publisher on behalf of Advertiser or Agency and/or its Affiliates. The use of the above trademarks in any manner by Publisher or any third party will not change the status of either as registered or unregistered trademarks of American City Business Journals, or any of its Affiliates, and any such use shall be at Publisher’s sole discretion.

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 properties and/or services provided to individual or general public at large, or to any customer, 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, accessible, easy-to-read, opt-out-to-delete confidentiality 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. Publisher, in its discretion, may adjacencies or other requirements may be accepted

J. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

K. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

L. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

M. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

N. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

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P. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

Q. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

R. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

S. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

T. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

U. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

V. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

W. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

X. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

Y. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.

Z. LIMITATION OF LIABILITY: Publisher is not responsible for errors or omissions in, or for any failure to deliver furnished inserts, in the event Advertiser is not able 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.
Terms and conditions continued

In the event an order is placed by an Agency
Advertiser
Payment is due thirty (30) days

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
the 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 sums due hereunder 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 billing 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
thereof is received by Publisher within ten (10) days
from the billing date. Failure to pay a bill within ten (10)
days from the billing date shall subject the Agency to
interest at the rate of 1.5% per month on past due balances. Publisher, at its option, may require cash in advance with order or
interest may, at Publisher’s discretion, be charged at a
rate of 24% per annum on past due balances. Publisher may
at its option require cash in advance with order or
cash payment terms.

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 reprinted, re-reprinted, 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
other 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. Any change in advertising rates will be made thirty (30) days in advance of the clos-
ding 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 reader-
ship 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
cash 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 OR 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 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, quotes or other documents or on Publishers
website shall 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
to time to time. The 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-
tandscs-FINAL.pdf) (“IAB Terms”) shall also apply to
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 the Services.

C. ADDITIONAL DIGITAL ADVERTISING TERMS &
CONDITIONS

1. IMPRESSION GUARANTEES: Publisher
doesnot guarantee or represent 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
or/and 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
published 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, or allow a third
party to conduct or undertake, or in any way, directly
or indirectly, perform any acts or conduct any 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.