



# Rates and Products

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# Display advertising rates

Ad size	Open Rate	\$10,000	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000	\$125,000+
2 page spread	16,100	14,815	13,280	11,850	9,745	7,695	6,970	6,640
Full page	8,165	7,510	6,900	6,095	5,025	3,900	3,535	3,365
3/4 page	7,425	6,830	6,125	5,600	4,575	3,550	3,215	3,060
Island	6,785	6,175	5,665	4,920	4,180	3,315	2,940	2,800
1/2 page spread	11,640	10,710	9,600	8,570	7,045	5,560	5,040	4,800
1/2 page	5,870	5,400	4,840	4,320	3,615	2,865	2,540	2,420
3/8 page	4,340	3,950	3,580	3,150	2,670	2,120	1,880	1,790
1/4 page	3,770	3,390	3,110	2,775	2,355	1,760	1,630	1,555
1/8 page	2,510	2,260	2,070	1,850	1,550	1,255	1,080	1,035
Belt	5,470	5,030	4,375	3,830	3,210	2,535	2,365	2,255
List Strip	2,000	1,840	1,600	1,400	1,175	930	865	825
Towers	4,630	4,260	3,705	3,240	2,640	2,085	1,945	1,850
Triangle	3,790	3,485	3,030	2,655	2,160	1,705	1,590	1,515
Front Page Silent Logo	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
U-Shape	4,200	3,865	3,360	2,940	2,395	1,890	1,765	1,680
Wave	3,365	3,095	2,690	2,355	1,920	1,515	1,415	1,345
Front Page Strip	3,600	3,310	2,880	2,520	2,052	1,620	1,512	1,440

## Additional Charges

Guaranteed Position: 15% added to cost of ad. All ads are 4-color net.

## Volume discounts

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

## 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 Houston 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.



# Pre Printed Inserts

Following are guidelines for a successful insert campaign in the Houston Business Journal. When you insert your preprinted piece, we want to ensure that you reach your market in a timely manner.

## DEADLINES:

**Delivery:** All inserts must be boxed unless they exceed 10 total boxes or 500 lbs. If any delivery exceeds 10 or more boxes or 500 lbs., please contact your advertising account executive to arrange for special shipping.

All boxes are required to be marked as follows:

- Insert taped to the outside of the box
- Houston Business Journal
- Scheduled issue date - e.g. 1/20/17
- Box ? of ? - e.g. Box 1 of 5; Box 2 of 5
- Failure to mark boxes appropriately could cause the insert to be lost or delayed.

**Midway Press** - Thursday 5:00 p.m., 8 days prior to insert date.

Send inserts to: Doug Jeffrey, Midway Press,

645 Regal Row, Dallas, TX 75247, 972-331-9351

**1. ALL INSERTS NEED TO BE APPROVED TWO WEEKS PRIOR TO ISSUE DATE.** No cancellations within two weeks of scheduled run date. Twenty copies of the printed piece must be sent to Houston Business Journal, 5444 Westheimer, Ste. 1700, Houston, TX 77056, eight days prior to insert date for approval process. A PDF will be accepted as long as detailed specs of insertion are provided including weight of piece, dimensions and any special paper treatments such as gloss.

**2. INSERT SIZE & CONSTRUCTION:** If your insert is more than 5 pages or weighs more than one ounce it will require more postage and approval of the Postmaster and the HBJ audience development director. If an insert is more than one ounce, the cost is \$25 per thousand for each additional half ounce. If insert is larger than dimensions listed below, it will be the responsibility of the advertiser to have the insert folded. If an insert exceeds dimensions and cannot be folded, we can determine if insert may be processed but an additional fee will apply. If an insert requires hand inserting, the additional cost is \$25 per thousand plus a \$35 set-up fee. Hand inserting may not be determined until press day.

**wDimensions: Width 6" (minimum) to 10" (maximum)**

**Height 4" (minimum) to 7" (maximum)**

Any insert including a Business Reply Card must meet new postal regulations, and any inserts without flush edges will need to be tested by Midway Press to ensure insertion by machine is possible. Copies will need to be provided two weeks in advance of run date.

**3. POSTAL INDICIAS** may not appear on an insert even if they are covered due to U.S. Postal Service regulations.

**4. RIDE ALONG:** Any insert not meeting postal standards per the USPS DMM may be able to insert at additional ride-along rates which can be up to an additional 20 cents per piece.

**5. THIRD-PARTY ADVERTISING:** If an insert appears to be another publication or have paid advertising, it must be approved by the U.S. post office, the HBJ's director of audience development and the HBJ's publisher.

**6. MISSED DEADLINES:** Inserts are to be delivered by the advertiser to Midway Press or HBJ office by deadline. The client can still be held responsible for the cost of the insertion if they decide to cancel past the two-week insertion deadline.

**7. HOLIDAY DATES:** All deadlines are moved up one day for the holidays. The holidays include Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas and New Year.

**8. PURCHASE REQUIREMENTS:** Please provide an additional 250 copies for setup and fluctuations in press run.

**Avg. Print Press Run**

**14,000\***

**Digital-Only Subscriptions**

**3,200 (Not included)**

**\* Please provide 14,250 copies total (including overage) for press run fluctuations.** Updated December 4, 2017

## Insert Rates (Net)

Volume Rates	\$80,000+	\$60,000	\$40,000	\$20,000	\$10,000	Open
<b>Full Run</b>	\$2,244	\$3,118	\$3,465	\$3,894	\$4,851	\$5,016

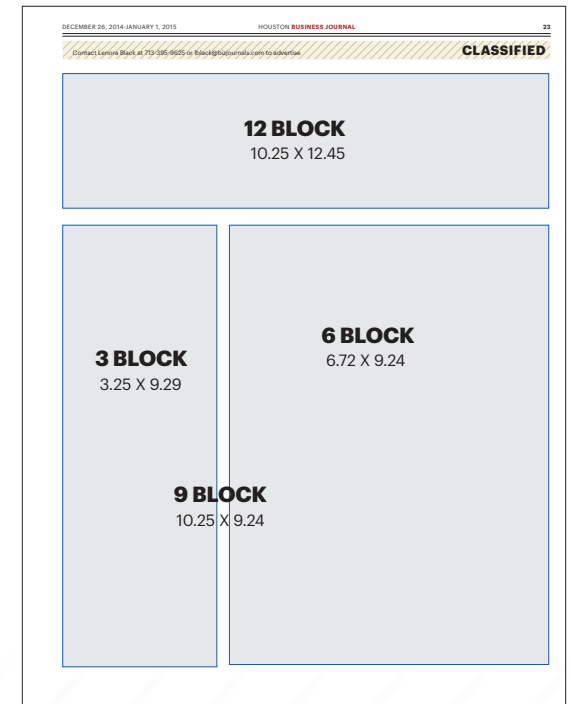
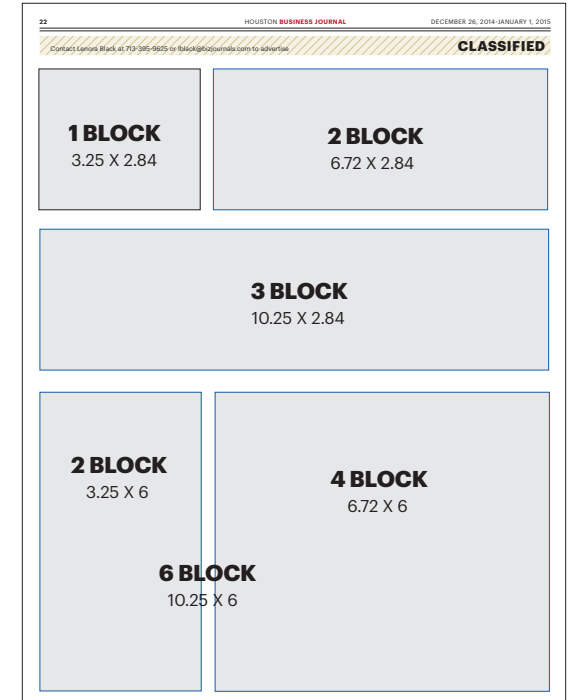


# Marketplace and Real Estate Property Ads

Volume Rate 100,000	Volume Rate 50,000	Volume Rate 25,000	Volume Rate \$10,000	Volume Rate \$5,000	Open Rate
\$205	\$225	\$250	\$325	\$400	\$475

Ad Size	Actual Dimensions
1 Block	3.25" wide 2.84" tall
2 Block H	6.72 x 2.84
2 Block V	3.25 x 6
3 Block H	10.25 x 2.84
3 Block V	3.25 x 9.29
4 Block H	6.72 x 6
4 Block V	3.25 x 12.45
6 Block H	6.72 x 9.24
6 Block V	10.25 x 6
9 Block	10.25 x 9.24
12 Block	3.25 x 12.45

All Rates are net and 4-color  
Volume Discounts are determined by the total dollar volume spent within the contract period with HBJ.





# Classified advertising rates

## Recruitment

(7 days print/30 days online)

Size	1 Inch	2 Inch	3 Inch	4 Inch	5 Inch	6 Inch	7 Inch	8 Inch	9 Inch
Rate	\$153	\$306	\$459	\$612	\$765	\$918	\$1,071	\$1,224	\$1,377

## Column Width

1 Column	2 Column	3 Column	4 Column	5 Column	6 Column
1.56"	3.25"	5"	6.75"	8.5"	10.25"

All rates are net. Rates per insertion.

## Legal Notices

Prepayment required.

Bid Notices = \$88 per inch

Notice to Creditors - \$77 per ad

Citations = \$27 per inch

Municipalities \$65 per inch

All others = \$88 per inch

# 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 21,732 subscribers

*Volume discounts available for multiple listings.*



# Weekly lists

Houston Business Journal's weekly lists are compiled with information about the top local companies in specific industries. The lists are a mixture of self-reported information, original research conducted by Houston Business Journal and established third-party sources.

## Weekly list topics

See the 2018 Editorial Calendar »

## Secure space near a list in the Book of Lists

Place your message exclusively under the list in our weekly edition and / or in our Book of Lists. Be seen as an industry leader on your own industry list, or align your ad with targeted industry lists. Space is sold on a first come basis.

# List strip ad rates

### Volume Rate

Open Rate	\$10,000	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000
	\$2,000	\$1,840	\$1,600	\$1,400	\$1,175	\$930

# Digital list sponsorships

Rankings in Houston Business Journals help business leaders analyze industry segments, uncover new opportunities and keep tabs on the competition. Sponsoring a digital list connects your brand with a resource that provides up-to-date data and links your message to one of the most popular features on our site.

## Sponsorship Includes:

- Exclusive logo (120x60) & text (60 characters) placement on specific list page
- 100% share of voice of 300x250 ad unit on list page
- Exclusive logo (120x60) placement on The Lists promotional modules and links (newsletters, homepage & article pages, adjacent to relevant content and featured in relevant content) across Houston Business Journals site
- Logo on index page when the list is the featured/current weekly list

**Investment:** \$1,000\* for 12 months of ownership

\*Must be purchased in conjunction with a half page or larger print ad in the Book of Lists.

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HOUSTON BUSINESS JOURNAL
BOOK OF LISTS 2017-18

T H E L I S T

Managed by Margaret Barrymore, 713-955-9626, @HBJMargaret, mbarrymof@houstonbusinessjournal.com  
 The list originally published on Feb. 17, 2017.

## LARGEST HOUSTON-AREA UPSTREAM ENERGY EQUIPMENT AND SERVICE PROVIDERS

RANKED BY COMPANY-WIDE REVENUE

Company Name (Prior Rank)	Address	Companywide Revenue 2016	Business Description	Top Local Executives(s)	Headquarters Year Founded/County
1 <b>ABB Inc.</b> ① 111-151-2000   abb.com   NYSE: ABB	3700 W. Sam Houston Pkwy Houston, TX 77062	\$11.38 billion	Provider of digitally connected and enabled industrial equipment and systems for energy, industry, transportation and infrastructure	Brendon Spence, vice president of, gen & electrical, U.S.	Zurich 1888
2 <b>Schlumberger Ltd.</b> ② 281-512-2000   schl.com   NYSE: SLB	5300 Sam Houston, 176th St. Houston, TX 77056	\$11.02 billion	Oil field services company	Paul Elkington, CEO	Houston, Paris and The Hague, Netherlands 1912
3 <b>TechnipFMC</b> ③ 281-212-4141   technipfmc.com   NYSE: Technip FMC	11740 Katy Pkwy, #130 Houston, TX 77079	\$1.4 billion	Equipment and services for oil and gas, food processing and air transportation	Daag Phibbs, CEO	London, Houston, Paris 1961
4 <b>Halliburton Co.</b> ④ 813-871-4000   halliburton.com   NYSE: HAL	3800 N. Sam Houston Pkwy E Houston, TX 77032	\$1.08 billion	Oil and gas equipment and services	Jeff Miller, CEO	Houston and Dallas, United Arab Emirates 1919
5 <b>Emerson</b> ⑤ 713-461-5000   emerson.com   NYSE: EMR	6005 Riverchase Rd. Houston, TX 77057	\$1.47 billion	Process control and automation technologies	David Flynn, president, valve automation	St. Louis, MO 1923
6 <b>Baker Hughes, a GE Company</b> ⑥ 281-343-6000   bakerhughes.com   NYSE: BHGE	9130 Clayson Mill Rd. Houston, TX 77037	\$0.84 billion	Oil and gas equipment and services	Lawrence Johnson, CEO John Flannery, chairman of the board	Houston 1987
7 <b>Weathford International PLC</b> ⑦ 281-838-4000   weathford.com   NYSE: WEI	2000 St. James St. Houston, TX 77059	\$1.75 billion	Provides solutions, technology and services to the oil and gas industry	Mark McCallister, CEO, president	Basel, Switzerland 1992
8 <b>Transocean</b> ⑧ 713-232-1000   transocean.com   NYSE: TSO	4 Commerce Pkwy. Houston, TX 77052	\$4.16 billion	Offshore drilling contractor and provider of drilling management services	Jeremy Thigpen, president, CEO	The Netherlands 1953
9 <b>National Oilwell Varco Inc.</b> ⑨ 281-232-2000   nov.com   NYSE: NOV	7902 Parkwood Circle Dr. Houston, TX 77055	\$1.25 billion	Oil and gas equipment and services	Cory Williams, chairman, president, CEO	Houston 1962
10 <b>Rockwell Automation Inc.</b> ⑩ 281-512-2400   rockwellautomation.com   NYSE: A	4102 W. Sam Houston Pkwy., #100 Houston, TX 77062	\$5.88 billion	Industrial automation (power, control and information solutions provider)	Terry Gilbert, vice president, general manager, Rockwell Automation Michael McInnis, executive president of integration	Milwaukee, WI 1951
11 <b>Wood Group</b> ⑪ 713-308-5000   woodgroup.com   LSE: WDS	17121 Park Row Houston, TX 77057	\$5 billion	Design, modify, construct and operate industrial facilities, mostly for oil and gas	Michael McInnis, executive president of integration	Houston 1997
12 <b>Amec Foster Wheeler</b> ⑫ 713-529-5000   amecfoster.com   NYSE: AMFW	501 N. Dairy Ashford Rd. Houston, TX 77059	\$6.21 billion	Engineering, procurement and construction of facilities in upstream oil & gas, refining, petrochemicals, chemical, power industries	John Pearson, group president, Americas	London 1982
13 <b>MRC Global Inc.</b> ⑬ 713-782-7100   mrcglobal.com   NYSE: MRC	1301 McKinney Street, #2300 Houston, TX 77002	\$1.04 billion	Distributor of pipe, valves, fittings, related products, services to the energy industry	Andrew Lane, chairman, president, CEO	Houston 1976
14 <b>EnSCO Plc</b> ⑭ 713-782-1400   enesco.com   NYSE: ESV	5847 Sam Foster St., #2300 Houston, TX 77057	\$2.78 billion	Provider of offshore drilling services including drillships, semisubmersible drilling rigs, jack-up drilling rigs	Christopher Johnson, vice president North & South America (including Brazil)	London 1987
15 <b>Superior Energy Services Inc.</b> ⑮ 281-529-7700   superior.com   NYSE: SES	1000 Louisiana St., 2000 Houston, TX 77002	\$1.45 billion	Oil and gas equipment and services	David Doolittle, president, CEO dave.doolittle@superiorenergy.com	Houston 2012
16 <b>Oceanenergy International</b> ⑯ 281-529-5000   oceanenergy.com   NYSE: OI	11551 FMB 129 Houston, TX 77041	\$2.27 billion	Integrated technical services and hardware to the oil and gas industry	M. Isaac McInnis, president, CEO	Houston 1994
17 <b>Nabors Industries Ltd.</b> ⑰ 281-529-5000   nabors.com   NYSE: NBS	511 W. Green St., #1200 Houston, TX 77002	\$1.41 billion	Onshore and offshore drilling services	Anthony Perrella, chairman, president, CEO	Houston, Minnesota, United Kingdom 1967
18 <b>Aggreko</b> ⑱ 281-585-8000   us.aggreko.com   LSE: AGK	4546 Frankford Pl., #100 Houston, TX 77062	\$1.71 billion	Power generation and transport related solutions provider for complex industrial projects and smaller projects	Brian Pook, managing director, North America Andrew Salzman, president, Americas	Chicago, United Kingdom 1987
19 <b>Exterran Corp.</b> ⑲ 281-529-7000   exterran.com   NYSE: EXN	4444 Westchase Blvd. Houston, TX 77056	\$1.22 billion	Oil and gas equipment and services	Andrew Wray, president, CEO	Houston 2007
20 <b>Sun Coast Resources Inc.</b> ⑳ 713-644-6000   suncoastresources.com   NYSE: SUNCO	6405 L Cantalero St. Houston, TX 77058	\$800 million	Fuel and lubricant additive	Kathy Lohme, CEO, president	Houston 1985
21 <b>TETRA Technologies Inc.</b> ㉑ 281-512-1000   tetra.com   NYSE: TET	28011 W. N. The Woodlands, TX 77380	\$104.76 million	Diversified oil and gas services company	Stewart Brightman, president, CEO	The Woodlands 1983
22 <b>Oil States International Inc.</b> ㉒ 281-529-5000   oilstates.com   NYSE: OSI	111 Clay St., #4020 Houston, TX 77002	\$104.44 million	Specialty products and services for the oil and gas industry	Cynthia Foster, president, CEO	Houston 2001
23 <b>Universal Plant Services Inc.</b> ㉓ 281-478-6000   universalplant.com   N/A, NYSE: UPSI	800 South St. Deer Park, TX 77536	\$111.07 million	Fixed and rotating equipment specialty services for the refining, petrochemical, power generation, midstream and offshore markets	Bradley Jones, CEO, president Steven Jones, COO, CEO	Deer Park 1965
24 <b>Wood Group Kenvi Inc.</b> ㉔ 281-478-1400   kenvi.com   NYSE: KVI	11111 Park Row Houston, TX 77057	\$4.91 billion	Energy engineering, procurement and management company	David Sutherland, regional director	London 1980
25 <b>Turner Industries Group LLC</b> ㉕ 281-477-7400   turner-industries.com   FPLSE: TIG	3870 Houston Blvd. Houston, TX 77055	\$1.64 billion	Heavy industrial construction, pipe, vessels and vessel fabrication, equipment, rigging and heavy hauling	Robert Toop, CEO, chairman	Baton Rouge, LA 1980

① Houston-based FMC Technologies Inc. (NYSE: FTY) and Paris-based Technip merged in an all-stock deal to create a new \$1.3 billion company in Jan. 2017. The new company is named TechnipFMC. ② Converted from Euros using exchange rate July 2017. ③ Includes revenue for parent company.

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# Reprints

## Featured in Houston Business Journal? Market your success!

Show your customers your success with Houston Business Journal reprints!  
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- » Hard Copy Reprints | Prices vary by quantity
- » Digital ePrints | Starting at \$550
- » Wall Plaques & Awards | Starting at \$169
- » Photos | Starting at \$150
- » Press Releases | Prices vary

Contact [reprints@bizjournals.com](mailto:reprints@bizjournals.com) | 877.397.5134 for full options and pricing.



# 2019 Book of Lists Opportunities

## New Sponsorship Opportunity for Book of Lists

Advertising Space: 11/09/18  
 Art Due: 11/16/18  
 Issue Date: 12/28/18

### Sponsorship - \$15,000

• One 4/color full-page ad and benefits listed below

### Sponsorship Benefits for the 2018 Book Of Lists and Event includes:

1. Company logo will appear on the front cover of the 2019 BOOK OF LISTS.
2. Bio and photo in the front of the 2019 BOOK OF LISTS.
3. Podium time at BOOK OF LISTS event.
4. All sponsorships are industry-exclusive.
5. First right of refusal, 60 days after publication date 12/28/18.
6. Logo included in print & email marketing blast 6 – 8 weeks prior to event.
7. Logo on event website.
8. 10 invitations to the 2019 BOOK OF LISTS event.
9. Signage at the 2019 BOOK OF LISTS event.
10. Receive a database of attendees after event.
11. Logo on Thank you ad.

### Sponsorship Add-on Rates:

Chapter Tab Sponsorships + \$3,500 (Total \$18,500)

Front/Back Cover Sponsorships + \$5,000 (Total \$20,000)

Front Gatefold + \$10,000 (Total \$25,000)

#### Ad rates:

	OPEN	\$20k	\$40k	\$60k	\$80k
FULL	\$12,645	\$11,380	\$10,115	\$8,850	\$7,585
HALF	\$ 9,515	\$8,560	\$7,615	\$6,660	\$5,710
QUARTER	\$5,745	\$5,170	\$4,600	\$4,020	\$3,450
LIST STRIP	\$ 4,000	2 or more \$3,500	With FP \$2,000		

Rates based on annual revenue spent

Book of Lists positions are first come first served

All ads are 4-color

*Houston's #1 Business Reference Guide Just Got Better*  
*Featuring Premium Glossy Paper Throughout The Entire Book*



# Digital advertising rates

## Run of site (houstonbusinessjournal.com) for four weeks - digital rates include website/mobile

	Open	\$10,000	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000	\$125,000+	
400,000 impressions	\$9,730	\$8,760	\$7,860	\$7,000	\$6,740	\$6,520	\$6,390	\$6,260	
330,000 impressions	\$8,710	\$7,910	\$6,730	\$6,000	\$5,790	\$5,590	\$5,470	\$5,370	
200,000 impressions	\$5,810	\$5,010	\$4,490	\$4,000	\$3,860	\$3,720	\$3,650	\$3,580	
130,000 impressions	\$4,350	\$3,750	\$3,370	\$3,000	\$2,890	\$2,790	\$2,740	\$2,680	
80,000 impressions*	\$2,900	\$2,510	\$2,240	\$2,000	\$1,930	\$1,860	\$1,820	\$1,790	
50,000 XL impressions**	\$2,890	\$2,500	\$2,230	\$2,000	\$1,920	\$1,860	\$1,820	\$1,780	*80,000 impression packages run for two weeks.
Business Pulse***	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	** Must be purchased in conjunction with a ROS package (if purchased with 80K package will run two weeks)
Special Section***	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	*** Must be purchased in conjunction with a 130k ROS package or higher
People on the Move***	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	
List Sponsorship	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	

**Website Specifications:** Accepted file types: .gif, .jpg, Flash (up to 30 seconds), Dynamic HTML, HTML banners, Image map, and Java Script. **B.** Send questions regarding file specifications to localads@bizjournals.com. Download the full specifications sheet

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.





# XL Banner Ad Units

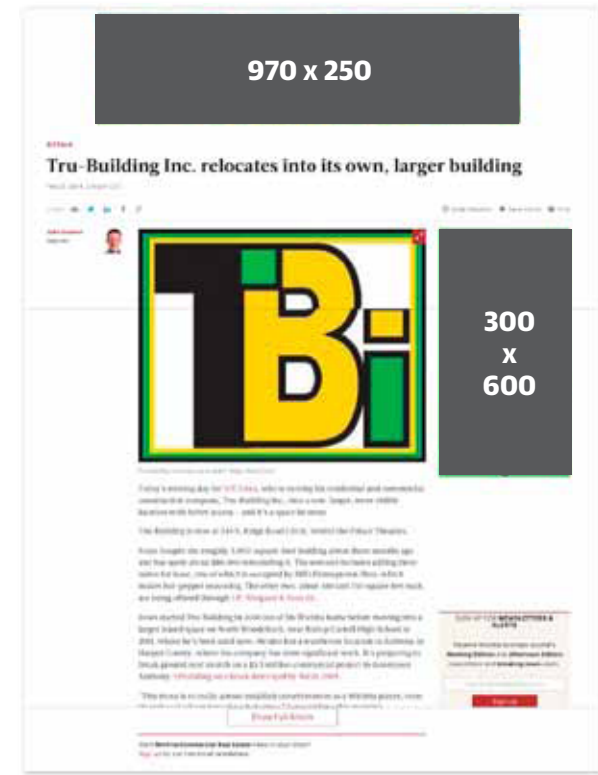
Impressions	Open	>\$10,000	>\$20,000	>\$40,000	>\$60,000	>\$80,000	>\$100,000	>\$125,000
50,000 XL Banners	\$2,890	\$2,500	\$2,230	\$2,000	\$1,920	\$1,860	\$1,820	\$1,780

## XL BANNER PACKAGE

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

970x250 and 300,600 XL Banners run in place of the 728x90 and 300x250 units on the website in both above- and below-the-fold placements.

XL Banners must be purchased in conjunction with a Run of Site advertising package. When combined with an 80k package, impressions will run over two weeks. When combined with a 130k or greater package, impressions will run over four weeks.



# Houston Business Journal Morning Edition

The Houston Business Journal Morning Edition email is a morning round up of HBJ's business news and reaches more than 26,871 email in-boxes every Monday through Friday.

	Open	\$10,000	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000	\$125,000+
Top 728 x 90	\$5,855	\$5,204	\$4,554	\$3,903	\$3,383	\$3,123	\$2,862	\$2,602
Middle 728 x 90	\$4,554	\$3,903	\$3,643	\$3,123	\$2,993	\$2,732	\$2,472	\$2,342
Bottom 728 x 90	\$2,602	\$2,342	\$2,082	\$1,691	\$1,561	\$1,431	\$1,171	\$1,041
Upper Logo and Text	\$2,602	\$2,342	\$2,082	\$1,691	\$1,561	\$1,431	\$1,301	\$1,171
Middle Logo and Text	\$1,952	\$1,822	\$1,561	\$1,301	\$1,171	\$1,041	\$911	\$781

Notes: All rates are NET. Costs quoted are "per week" (five drops per week: Monday-Friday)

**Email Newsletter Specifications:** Only .gif or .jpg accepted. **Maximum file size is 200KB.** Animated .gif of up to 15 seconds may be used; NO Flash files accepted. Animated GIFs in email newsletters should have a first frame equivalent to a static image (Outlook 2007 and newer workaround) Send questions regarding file specifications to [digital@bizjournals.com](mailto:digital@bizjournals.com).

Third party redirect or standard tags accepted for non-text ad units. 1x1 tracking pixels can be used for the Text placement but not for the other banner sizes.

Upper and Middle Text plus logo 120 x 60 - GIF/JPG 80k (static image) plus 255 characters of text including spaces.

Any clickable call to action must be at the end of the text ad and counts toward the 255 character count. The clickable call to action may be 120 characters max.

The screenshot shows the top of an email newsletter. At the top left is the Wells Fargo logo with the text "It's your time. Make the most of it." and "Meet with a banker when it's convenient for you." Below this is a "Make an Appointment" button and a clock icon. The main header features "HOUSTON BUSINESS JOURNAL" and "MORNING EDITION August 16, 2016".

The main content area lists several news items, each with a small image and a category tag:

- Houston nonprofit embarks on multimillion-dollar inner-Loop expansion** (PHILANTHROPY & NONPROFITS)
- Boutique Chicago investment firm relocates HQ to Houston** (BANKING & FINANCIAL SERVICES)
- Developer sets opening date for largest retail project under construction in Houston** (COMMERCIAL REAL ESTATE)
- Sylvia's Enchilada Kitchen reopens following July fire** (FOOD & LIFESTYLE)
- Upstream energy co. gets another delisting warning** (ENERGY)

Below the news items is a large banner for "GET DIGITAL ACCESS FOR YOUR ENTIRE TEAM" with a "LEARN MORE >>" button and "THE BUSINESS JOURNALS" logo.

The "BUSINESS PULSE" section features a graphic of a donkey and an elephant with the text: "In the U.S. House and Senate races, which party's candidates are you most likely to vote for?" and a "See All Business Pulse" link.

The "MORE STORIES" section lists several articles:

- Houston named one of the best places in America to start a business** (CAREER & WORKPLACE)
- Drilling Permit Roundup: BHP Billiton gears up for a new round of drilling** (ENERGY)
- BHP full-year profit plunges 81 percent on price collapse (Video)**
- Exclusive: International energy tech co. to open U.S. headquarters in Houston** (COMMERCIAL REAL ESTATE)
- Baytown hospital to close, jobs to be cut**

Sign up for the free Morning Edition at [www.bizjournals.com/account/houston/newsletter](http://www.bizjournals.com/account/houston/newsletter)



# Houston Business Journal Afternoon Edition

The Houston Business Journal Afternoon Edition delivers top stories and news alerts to more than 24,334 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+
Top Banner 728x90	\$5,475	\$4,867	\$4,258	\$3,650	\$3,163	\$2,920	\$2,677	\$2,433
Middle Banner	\$4,258	\$3,650	\$3,407	\$2,920	\$2,798	\$2,555	\$2,312	\$2,190
Upper Logo + Text	\$2,433	\$2,190	\$1,947	\$1,582	\$1,460	\$1,338	\$1,217	\$1,095
Middle Logo + Text	\$1,825	\$1,703	\$1,460	\$1,217	\$1,095	\$973	\$852	\$730

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

**Email Newsletter Specifications:** Only .gif or .jpg accepted. **Maximum file size is 200KB.** Animated .gif of up to 15 seconds may be used; NO Flash files accepted. Animated GIFs in email newsletters should have a first frame equivalent to a static image (Outlook 2007 and newer workaround) Send questions regarding file specifications to [digital@bizjournals.com](mailto:digital@bizjournals.com).

Third party redirect or standard tags accepted for non-text ad units. 1x1 tracking pixels can be used for the Text placement but not for the other banner sizes.

Upper and Middle Text plus logo 120 x 60 - GIF/JPG 80k (static image) plus 255 characters of text including spaces.  
Any clickable call to action must be at the end of the text ad and counts toward the 255 character count. The clickable call to action may be 120 characters max.

DRIVE YOUR BUSINESS WITH A SUBSCRIPTION
FUEL UP NOW! >

Powered by LiveIntent
AdChoices >

HOUSTON BUSINESS JOURNAL

**AFTERNOON EDITION**  
August 16, 2016

**Exclusive: Spacious park to rise near River Oaks District**

COMMERCIAL REAL ESTATE

**Houston apartment concierge startup raises funds, plans Dallas expansion**

TECHNOLOGY

**Exclusive: One of Houston's oldest bars set to close Labor Day weekend**

FOOD & LIFESTYLE

**Houston entrepreneur named among top business inventors**

CAREER & WORKPLACE

**Update: 9 residential projects under construction in downtown Houston**

RESIDENTIAL REAL ESTATE

GET **DIGITAL ACCESS** FOR  
YOUR **ENTIRE TEAM**

LEARN MORE >>

Powered by LiveIntent
AdChoices >

**Fast-growing pizza chain continues Houston expansion**

FOOD & LIFESTYLE

**Developer sets opening date for largest retail project under construction in Houston**

COMMERCIAL REAL ESTATE

You're passionate about your business. Liberty Mutual Insurance is passionate about protecting it. [Get the coverages you need to help your business thrive.](#)

**Houston nonprofit embarks on multimillion-dollar inner-Loop expansion**

PHILANTHROPY & NONPROFITS

**Boutique Chicago investment firm relocates HQ to Houston**

BANKING & FINANCIAL SERVICES

**Managing: How can I make sure my team meets deadlines?**

CAREER & WORKPLACE

**10 people who didn't give up**

CAREER & WORKPLACE

**How to turn your most embarrassing failure into good fortune**

CAREER & WORKPLACE

[Get customers to actually read your emails](#)

Sign up for the free Morning Edition at  
[www.bizjournals.com/account/houston/newsletter](http://www.bizjournals.com/account/houston/newsletter)

PAGE 12 OF 25 HOUSTON BUSINESS JOURNAL » 2018 RATES AND PRODUCTS

# Houston Business Journal

## Content Vertical Sponsorship

### OVERVIEW

The Houston Business Journal reporters provide key market insight across 18 industry categories. Align your brand with a relevant industry while reaching an audience of business decision makers in Houston.

**Features include:** Breaking Industry News and related topics, Top Lists/Events relevant to the industry.

### PER MARKET PACKAGE INCLUDES:

#### Industry Landing Page

- 100% share of voice and "Sponsored By" logo

#### Ads on Industry Articles & Run of Site Supporting Media

- 200K banner impressions
- Up to half appearing on industry article pages, the remaining to ROS

#### Run of Site Supported Media

- Impressions run across desktop and mobile

#### Content Module

- Appears one day per week in Afternoon Edition
- Includes 255 characters of text and 120x60 logo

#### Native Advertising (Optional Add-On)

- Two articles per month
- Total of 200K headline impressions
- One social promotion per article



	Open	\$10,000	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000	\$125,000+
Content Vertical Sponsorship Banking & Financial Services, Commercial Real Estate, Energy, Health Care, Manufacturing, Professional Services, Technology (200K Impressions)	\$6,972	\$6,012	\$5,388	\$4,800	\$4,632	\$4,464	\$4,380	\$4,296
Content Vertical Sponsorship Career & Workplace, Education, Food & Lifestyle, Govt & Regulations, Philanthropy & Non-Profit, Media & Marketing, Retailing & Restaurants, Residential Real Estate, Sports Business, Transportation, Travel & Tourism (130K impressions)	\$5,220	\$4,500	\$4,044	\$3,600	\$3,468	\$3,348	\$3,288	\$3,216





# 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](http://bit.ly/Homepage_Takeover))

100% Share of voice estimated 65,000 impressions	\$3,900	<ul style="list-style-type: none"> <li>• 970x415,</li> <li>• 970x66 pushdown</li> <li>• 1600x660 skin</li> <li>• 300x250</li> <li>• 320x50</li> </ul>
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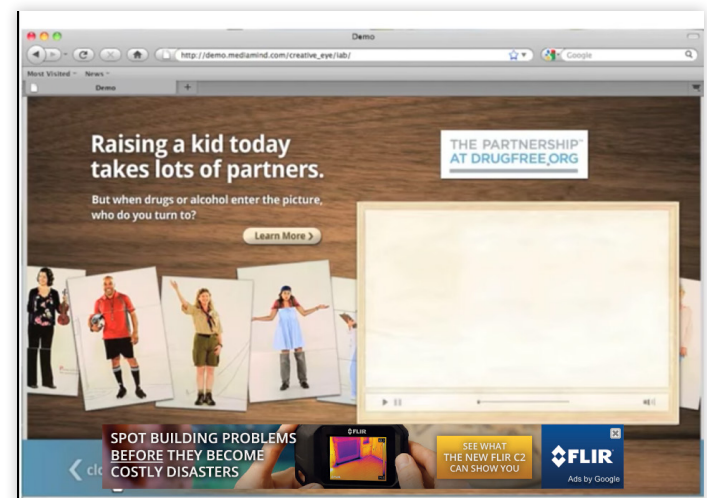
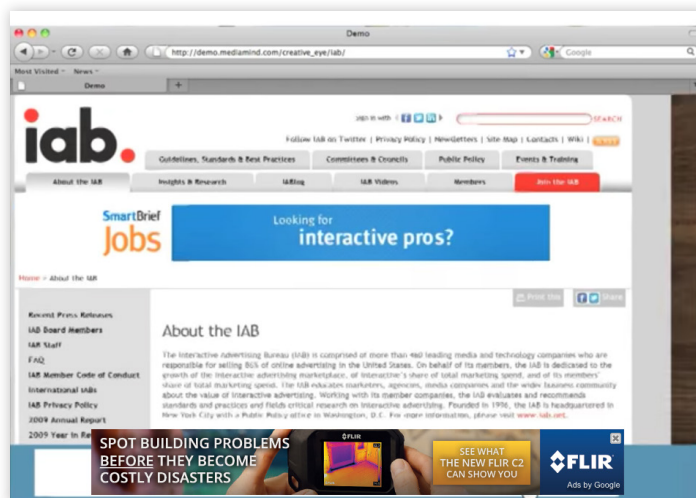
# Bottom line/slider

**Runs 30 days, total of 74,834 guaranteed impression**

(Example found at <http://bit.ly/BottomLineSlider>)

	Cost	Ad unit
74,834 impressions	\$2,990	1034x90/1034x30 for bottom line, 970x90/970x550 for slider

**Max of 2 clients/month. Delivery capped at 3 impressions/unique user every 24 hours.**





# Crane Watch

Crane Watch is a premier content destination for professionals seeking market intelligence on commercial development and construction projects in Houston. This digital section features an interactive map linked to related development news and analysis written by Houston Business Journal.

This innovative resource hub is customizable to meet the individual needs of the user, making it a return destination for business professionals with ties to construction, commercial real estate and development.

## Crane Watch Features

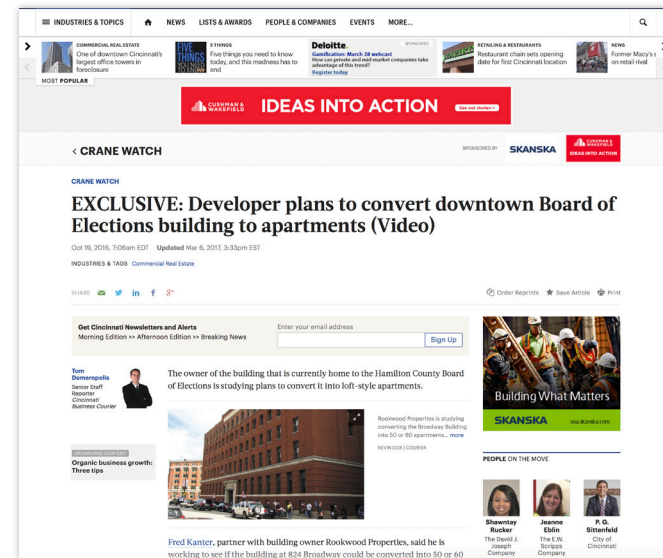
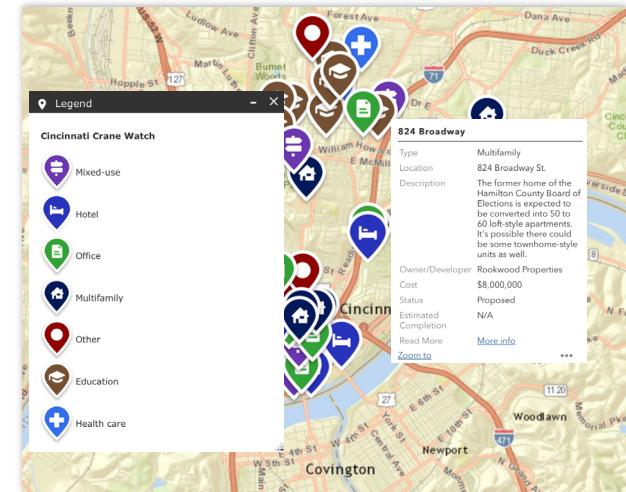
- Continuous updates keep content relevant to users
- Highly visible, multi-platform promotion drives traffic and user engagement
- Interactive map that provides a rich user experience
- Data heavy tool

## Sponsorship Benefits

- Limited to three sponsors
- Industry exclusivity
- Display banner ads in Crane Watch section
- Unique content alignment and ownership opportunity

**Cost \$9,000 (\$3,000 per month)**

*Minimum 3 month commitment*



Crane Watch Article Page



# Energy Inc

## Statewide email update: Energy Inc

Includes Houston, Dallas, Austin and San Antonio

The Energy Inc email update has an edge in the energy industry and boasts nearly 10,298 subscribers. Energy Inc features all the latest energy news and a comprehensive coverage of the industry in the region.

### About

- Subscriber based product with a focus on energy news
- Sent out Mondays
- Opt-in audience

Top Banner & Logo	728 x 90	\$ 3,770/month
Skybox upper	200 x 200	\$ 3,200/month
Middle banner	728 x 90	\$ 2,750/month
Skybox lower	200 x 200	\$ 2,500/month
Bottom banner	728 x 90	\$ 900/month

**ENERGY INC. TEXAS EDITION**  
January 22, 2018

**DEPTH** Extraordinary Depth In Energy Transactions  
FIND OUT MORE

**THIS WEEK IN TEXAS ENERGY**  
Shareholders have approved Switzerland-based Transocean Ltd.'s \$3.38 billion acquisition of Songa Offshore SE. Meanwhile, New York-based Hess Corp. is cutting about 300 jobs companywide to reduce costs. Read about these stories and more in Energy Inc. Texas edition.  
Sign up for Energy Inc.

**Transocean shareholders approve nearly \$3.4B acquisition**  
The deal was originally supposed to close in the fourth quarter of 2017.

**5 things to know in Texas energy this week**  
Despite speculation otherwise, Citgo Petroleum Corp. has said it will keep its headquarters in Houston.

**Hess Corp. cutting hundreds of jobs, including some from Houston**  
The cuts were expected to occur this week, and most reportedly are coming from Houston, where the company has a majority of its employees.

**POWERED BY**

Joshua Mann, Staff Writer, HOUSTON BUSINESS JOURNAL  
Jeff Schrick, Editor-in-Chief, DALLAS BUSINESS JOURNAL  
Sergio Chapa, Staff Writer, SAN ANTONIO BUSINESS JOURNAL  
Christopher Calnan, Staff Writer, AUSTIN BUSINESS JOURNAL

**TOP HEADLINES**  
Houston upstream co.'s executive chairman to retire, board of directors expands  
Houston-based energy services co. prices IPO at high end of range  
Law roundup: Partner, principals named at two Houston firms  
Baseball superstar Alex Rodriguez leads \$10 million funding in Austin firm  
Houston-based oil field manufacturer opens Russian facility

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# Breaking News

The Houston Business Journal delivers timely, unique content to a highly influential and engaged audience of 24,401 business leaders and influencers. Breaking news is what we do best and what our reader's have come to expect. We are pleased to announce an exclusive 12-month opportunity for one of our premium clients.

## Benefits:

- Exclusivity
- Client logo and ad positioned around the latest breaking news
- Open rates that are double that of industry standards

## Annual Sponsorship:

\$54,000

## Six Month Sponsorship:

\$30,000

## Three Month Sponsorship:

\$16,300

## Breaking News specs

- 300x250 – GIF/JPG, 200 KB max file size, 15 sec max animation length, RGB Color
- 120x60 - GIF/JPG (static image), 80k KB max file size, RGB Color (this asset remains the same)

## Breaking News Enhancements

- Responsive template so it can be viewed across all devices
- Slimmer logo and head area
- More prominent ad position
- Adding reporter headshot and bio

**HOUSTON BUSINESS JOURNAL**

**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](#)

**Weather any storm**  
The insights you need to shine through anything  
[Deloitte Growth Enterprise Services](#)  
**Deloitte.**

New 300x250  
Former 728x90 Banner

### RELATED NEWS

- Vinyl Banners With Its Different Types Kinds And Applications**  
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- Improve Your Business Cards And Enhance Your Sales**  
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- A Right Media Mix Can Make The Difference**  
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# Content Publishing

Houston Business Journal offers advertisers the opportunity to publish on our site through native advertising.

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

**Package Timing: One month**

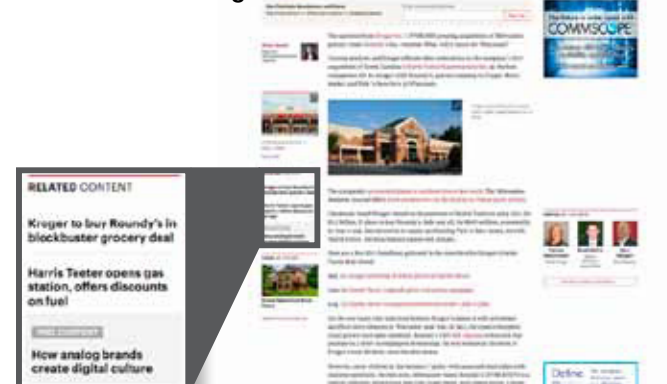
**Investment: \$2,000 + minimum 130K run of site package at earned rate**

*\*Additional cost for content creation if needed*

## Sample Content Promotion



## Article Page



## Home Page





# Custom Content Hub

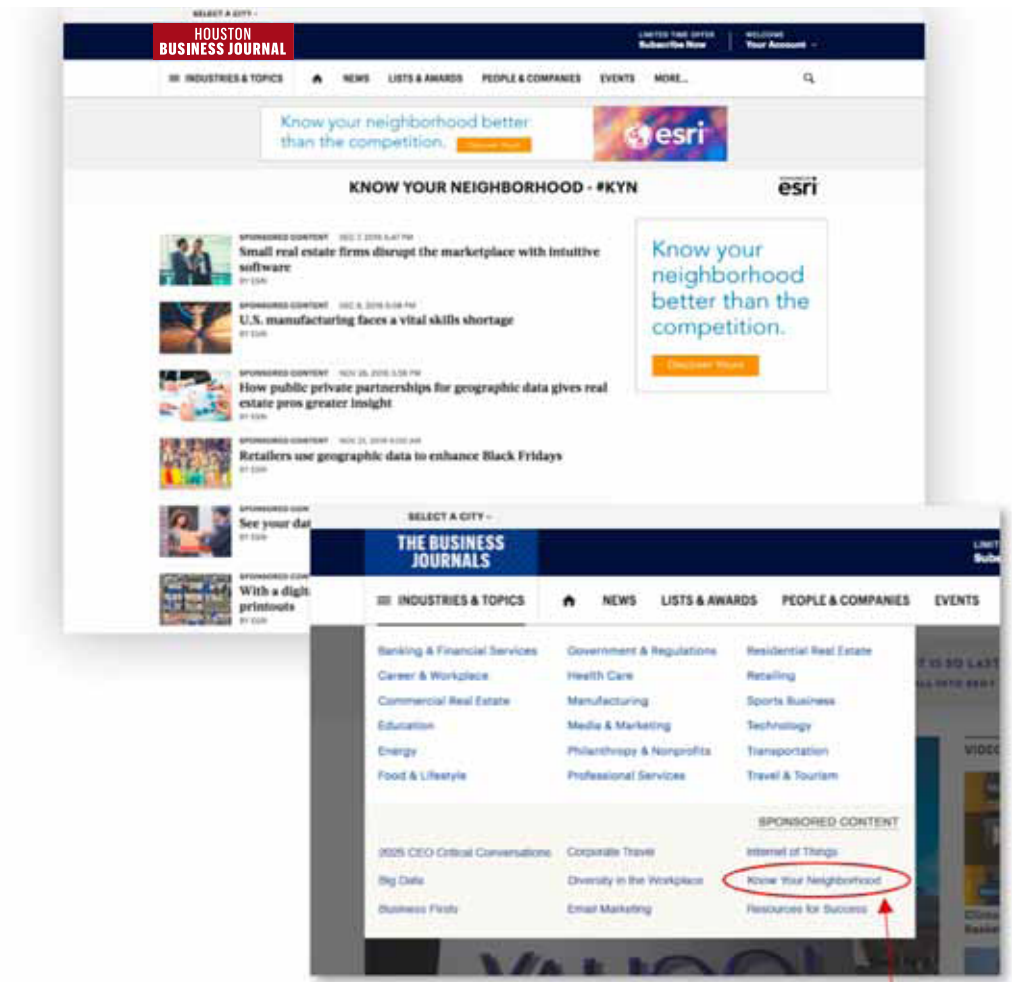
The Custom Content Hub offers a high-profile, customized, thought-leadership platform on the Houston Business Journal site to house your branded content.

- » Accessible via top navigation within Industries & Topics
- » Content Hub named to fit industry focus
- » One social push per article
- » Syndicated to appear within the appropriate site section & industry landing pages
- » Searchable on bizjournals search & potentially on external search engines
- » Paid amplification
- » Up to 6 pieces of custom content

## Investment:

- » Cost: \$4,500 per month with a 3 month minimum\*
- » 1,200,000 native headline ad impressions running over

\* Months must be consecutive



Content Hubs Accessible Via Top Level Navigation





# 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 Afternoon Edition with logo
- » Unlimited text
- » All listings are searchable on Google, Yahoo and other search engines
- » 30 day campaign

## Standard Job Postings | \$295

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

## Volume Featured Job packages

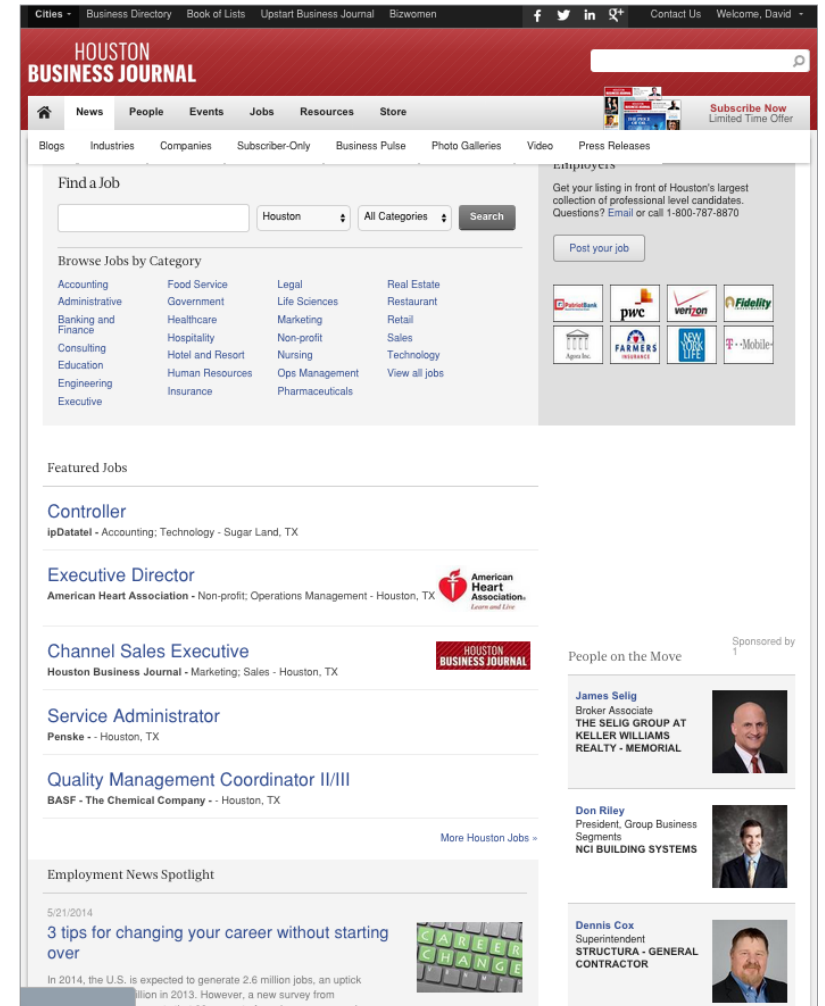
- » 5 featured online job postings for \$1,500
- » 10 featured online job postings for \$2,500
- » Can be used all at once or spread over a year
- » Multi-market and custom packages also available

## Recruitment Sponsorships Include:

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

## Recruitment Sponsorship Rates

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



# Deadlines and cancellations

## Weekly newspaper

Houston Business Journal publishes weekly, 52 times a year, on Fridays. Premium positions are sold on a first-come basis. Deadlines for the Dec. 21 issue are two weeks earlier than the deadlines below. Please see the 2018 Production Calendar for other deadline exceptions.

Section/advertising type	Deadline
General display advertising insertion	Wednesday, 10 days prior to publication
Classified advertising insertion	Friday, 7 days prior to publication
Camera-ready artwork due	Friday, 1 week prior to publication
Cancellation	Wednesday, 15 days prior to publication

## Special sections and publications

Special sections and publications such as Best Places to Work, Best Real Estate Deals, and Women Who Mean Business, are published periodically (see Production Calendar for dates) and are inserted into, or run as a part of, the weekly Friday paper.

Section/advertising type	Deadline
General display advertising insertion	Friday, 3 weeks prior to publication
Camera-ready artwork due	Friday, 3 weeks prior to publication
Cancellation	Friday, 4 weeks prior to publication

## Free-standing inserts

Inserts for the weekly newspaper

	Deadline
Reservation	21 days prior to publication.
Delivery	7 days prior to publication

## Book of Lists

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

Section/advertising type	Deadline
General display advertising insertion	Friday Nov. 02, 2018
Camera-ready artwork due	Friday Nov. 9, 2018
Cancellation	Cannot be canceled

## 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%.



# Contact us

Find more information at [HoustonBusinessJournal.com](http://HoustonBusinessJournal.com)



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## AD ARTWORK SUBMISSION

via web upload      [filetransfer.amcity.com](http://filetransfer.amcity.com)

## PRODUCTION QUESTIONS

Creative Services Director

George Wiltz • 713-395-9624 • [gwiltz@bizjournals.com](mailto:gwiltz@bizjournals.com)



# 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 2017. Announcement of any changes in rates will be made thirty (30) days in advance of the closing date for the first issue affected by such new rates. Rates will be honored by Publisher until the current contract expires. Advertising rates are not contingent on Business Journal reaching any circulation or readership level that may be represented in Business Journal's marketing materials.

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

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

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

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

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

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

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

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

**B. INTERACTIVE ADVERTISING BUREAU STANDARD TERMS AND CONDITIONS:** Except to the extent modified below, the Interactive Advertising Bureau Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0 - Dec 2009 (found at [http://www.iab.net/media/file/IAB\\_4As-tsandcs-FINAL.pdf](http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf)) ("IAB Terms") shall also apply to all digital advertisements Published on Publisher's Websites and Apps. To the extent the IAB Terms directly conflict with or are inconsistent with Sections III(A) or III(C) herein, Sections III(A) and III(C) shall govern with respect to digital advertising placed on Publisher's Websites and Apps. The IAB Terms are hereby modified as follows:

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

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

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

## **C. ADDITIONAL DIGITAL ADVERTISING TERMS & CONDITIONS**

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

## **2. ERRORS IN OR OMISSIONS OF ADVERTISEMENTS:**

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

## **3. ADDITIONAL ADVERTISER WARRANTIES; INDEMNITIES:**

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





# Terms and conditions continued

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

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

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

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

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

