



## Magazine Advertising

### Rate: Contact for Availability and Rates

**Business Television Network magazine will be available in both print and web based formats. Distribution of the printed version of the Premier edition will be limited to the Delaware Valley, USA**

Business Television Network's magazine is designed with content that makes it both a business and consumer resource beyond average magazine life cycles. The utility of format size provides an easy fit for brief case, bookshelf, or pocket book, enabling a ready reference resource guide. This projected extended life cycle leverages the value of advertising content.

### Locations

The launch date for Business Television Network magazine is scheduled for May 1 2008. Magazine is published monthly. Distribution is free at locations throughout the Delaware Valley. The magazine will also be available by mail with subscription and accessible on the internet 2 weeks following print publication. Please send a contact form email for availability.

Ad Size	Run rate >	BLACK and WHITE B&W				FOUR COLOR 4/C			
		1x	4x	8x	12x	1x	4x	8x	12x
<b>A</b> Full Page (3col. x full 4.875" x 7.75")		\$1080	\$1065	\$1035	\$1020	\$1290	\$1270	\$1230	\$1210
<b>A</b> Full Page + Bleed (5.5"+.25 x 8.5" +.25)		\$1080	\$1065	\$1035	\$1020	\$1290	\$1270	\$1230	\$1210
<b>B</b> 2/3 Page (vert) (2col. x full 3.325" x 7.75")		\$ 925	\$ 910	\$ 880	\$ 865	\$1100	\$1080	\$1040	\$1020
<b>C</b> 1/2 Page (horiz) (3col. x half 4.875" x 3.75")		\$ 695	\$ 680	\$ 650	\$ 635	\$ 830	\$ 810	\$ 770	\$ 840
<b>D</b> 1/3 Page (horiz) (3col. x third 4.875" x 2.625")		\$ 645	\$ 630	\$ 600	\$ 585	\$ 775	\$ 755	\$ 715	\$ 695
<b>E</b> 1/3 Page (vert) (1col. x full 1.625" x 7.75")		\$ 645	\$ 630	\$ 600	\$ 585	\$ 775	\$ 755	\$ 715	\$ 695
<b>F</b> 1/4 Page (vert) (1.5col. x half 2.325" x 3.75")		\$ 400	\$ 385	\$ 355	\$ 340	\$ 475	\$ 455	\$ 415	\$ 395
<b>G</b> 1/5 Page (horiz) (3col. x fifth 4.875" x 1.5")		\$ 350	\$ 335	\$ 305	\$ 290	\$ 415	\$ 395	\$ 355	\$ 335
<b>H</b> 1/9 Page (vert) (1col. x half 1.625" x 3.75")		\$ 300	\$ 285	\$ 245	\$ 230	\$ 360	\$ 340	\$ 300	\$ 280
<b>I</b> 1/12 Page (vert) (1col. x half 1.625" x 1.75")		\$ 250	\$ 235	\$ 195	\$ 180	\$ 300	\$ 280	\$ 240	\$ 220
<b>J</b> Multi-page spreads <i>CALL FOR RATES</i>		<b>K</b> Inserts <i>CALL FOR RATES</i>				<b>L</b> Product Placement <i>CALL FOR RATES</i>			
<b>M</b> Business Profiles 500 words (incl. 2 size 'l' photos + 4/C 1/3 horiz ad) on 2 pages \$2,000 <i>Special</i>									
<b>N</b> Front Cover \$10,000					<b>O</b> Inside Front Cover \$5,000				
<b>P</b> Inside Back Cover \$3,500					<b>Q</b> Inside Section Divider Cover \$5,000				
<b>R</b> Back Cover \$6,000									
<b>Special</b> 'Making the Business Connection' only \$4.50 per word					<b>Graphic Design Studio hourly rate</b> \$ 75				

### Terms and conditions:

- Premier Issue all ads and paid content on a prepaid basis
- 10% to recognized agencies
- Payment by check in U.S. dollars from bank with branch in the U.S. or bank transfer. All bank fees to be paid by advertiser.
- There will be a \$150 charge per page to changes to advertisements that have already been placed.
- Publisher not responsible for an 'act of god' or any other cause beyond reasonable control.

**Specifications:**

- Ad Clips must be submitted electronically to [ca@business televisionnetwork.com](mailto:ca@business televisionnetwork.com).
- Deadline for ads & copy is midnight, the 15<sup>th</sup> day of the month.
- We only accept digital pre-press mechanicals. We currently use Adobe CS2 for our production layout. Acceptable file submissions are illustrator and photoshop files, and Adobe pdf 's. CMYK only.
- For full pages only we can add Metallic & PMS color at \$600 (net) per page.
- Fonts must either be embedded or you should supply .TTF font files with submission.
- Submissions must include crop marks and .125" bleeds.

All submissions are reviewed for content compatibility prior to insertion.

Prices subject to change with increases in distribution.