

# BIZ

NEW ENGLAND

## ADVERTISING INFORMATION

Terms and Conditions  
Rates  
Standard Ad Sizes  
Material Requirements



The  
New England  
Business  
Publications  
Network

**We've got**

**NEW ENGLAND**

**covered**



<b>Publication</b>	<b>State</b>	<b>Market</b>	<b>Circulation</b>
<i>Hartford Business Journal</i>	CT	Central Connecticut	11,000
<i>Business New Haven</i>	CT	South-Central Connecticut	12,500
<i>Mainebiz</i>	ME	Maine	13,000
<i>BusinessWest</i>	MA	Pioneer Valley	8,000
<i>Worcester Business Journal</i>	MA	Central Massachusetts/MetroWest	11,000
<i>New Hampshire Business Review</i>	NH	New Hampshire	16,000
<i>Providence Business News</i>	RI	Rhode Island & S.E. Mass.	10,000
<i>Vermont Business Magazine</i>	VT	Vermont	6,000

**TOTAL CIRCULATION**

**87,500**

**TOTAL READERSHIP**

**253,750**

*Total readership number is based on  
total circulation of 87,500 x 2.9 readers per copy*

**BIZ**  
NEW ENGLAND

[www.BizNewEngland.com](http://www.BizNewEngland.com)

**1-866-240-6323**

*Please consult our Web site for the following information:*

Editorial Calendars, Special Supplements & Sections,  
Deadline Information, Publication Dates and more

**ADVERTISING POLICY**

All contracts and insertion orders are subject to the approval of *Biz New England: The New England Business Publications Network*.

**FREQUENCY DISCOUNTS**

Advertising will be billed at the open rate unless a contract has been submitted for a specific frequency rate and time period. Frequency discounts are determined by the total number of insertions used within a 12-month period. Flight program discounts are based on the number of consecutive months that ads are run in all issues. Each insertion counts toward the earned frequency discount regardless of the total number of publications used or the number of ads per publication.

**AGENCY COMMISSION**

A 15% commission is allowed to recognized and accredited advertising agencies provided they contract the space, supply camera-ready material and are billed on the client's behalf. No agency commission will be allowed on accounts outstanding past 90 days.

**PREMIUM POSITIONS**

Guaranteed positioning may be available at an additional 20% of earned rate for the back cover, an additional 15% of earned rate for the second or third cover and an additional 15% of earned rate for other specifically requested positions. Premium positions are reserved by signed insertion orders on a first-come, first-served basis and availability will vary by publication.

**CANCELLATION/SHORT RATES**

Cancellation of signed programs must be received in writing at *Biz New England's* office prior to closing date. Advertising ordered at a frequency discount, and not earned during the contract year, will be billed at the actual earned rate (short rate).

**PAYMENTS AND CREDIT TERMS**

All accounts must submit payment with advertising insertion order unless credit has been established with the *Biz New England* credit office in Worcester, MA. All invoices are due and payable within 30 days from the date of invoice. Accounts not paid within 30 days are subject to a late payment finance charge of 1.5% per month. All payment for advertising must be made to:

*Biz New England*  
172 Shrewsbury St.  
Worcester, MA 01604

Payment for advertising may be made with Visa, MasterCard or American Express.

**PRE-PRINTED INSERTS**

Inserts up to one ounce in weight, are available at \$170 per thousand. A sample must be sent in order to assure that it meets mechanical requirements. Special rates apply for custom inserts, quotes will be given when supplied with a sample. No postal indicia permitted on finished piece.

**COLOR**

Custom PMS colors may not be available; custom color requests will be matched whenever possible with a process mix. Full process color is available on limited pages.

**ADVERTISING DEADLINES**

Publication dates and deadlines vary, please consult our Web site at [www.BizNewEngland.com](http://www.BizNewEngland.com) or contact your *Biz New England* account manager.

**SHIPPING INSTRUCTIONS**

Please send all insertion orders and contracts to your *Biz New England* representative. Production materials may be sent directly to each individual publication's office, or distributed through the Network office. See Material Requirements page in the media kit or on the Web site for all electronic spec information including e-mail addresses.

**FULL NETWORK BUY**

RATE CARD #1  
Effective January 1, 2002

**BLACK & WHITE RATES**

Frequency	1X	3x	6x	9x	12x
Discount	5%	10%	15%	20%	25%
Full	\$19,870	\$18,824	\$17,779	\$16,733	\$15,687
Junior	\$14,483	\$13,721	\$12,958	\$12,196	\$11,434
Half	\$11,474	\$11,181	\$10,560	\$9,939	\$9,318
Quarter	\$6,447	\$6,108	\$5,769	\$5,429	\$5,090

\* "Spread" rates available on a per-request basis. \*\* Inserts, up to one ounce, are available at \$170 per thousand.

**CUSTOM NETWORK BUY**

**BLACK & WHITE RATES BY TOTAL AD INSERTIONS** (within 12 months)

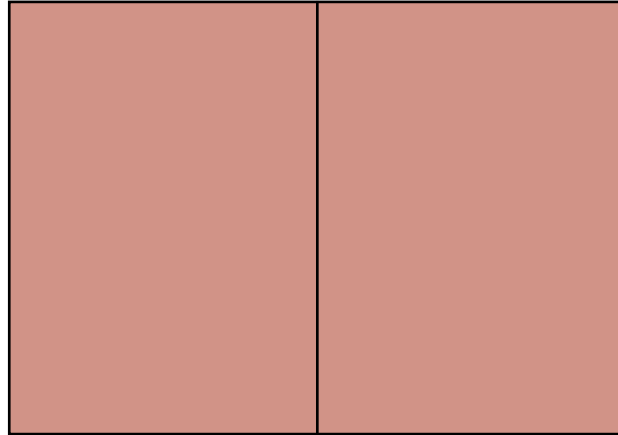
Frequency		1x	10x	25x	50x	75x	100x	125x	150x+
Discount		0%	5%	10%	15%	20%	25%	30%	35%
<b>CONNECTICUT</b>									
	Full	\$3,379	\$3,210	\$3,041	\$2,872	\$2,703	\$2,534	\$2,365	\$2,196
	Junior	\$2,493	\$2,369	\$2,244	\$2,119	\$1,995	\$1,870	\$1,745	\$1,621
	Half	\$1,994	\$1,895	\$1,795	\$1,695	\$1,595	\$1,496	\$1,396	\$1,296
	Quarter	\$1,091	\$1,037	\$982	\$928	\$873	\$819	\$764	\$709
<b>CONNECTICUT</b>									
	Full	\$2,006	\$1,905	\$1,805	\$1,705	\$1,604	\$1,504	\$1,404	\$1,304
	Junior	\$1,701	\$1,616	\$1,531	\$1,446	\$1,361	\$1,276	\$1,191	\$1,106
	Half	\$1,172	\$1,113	\$1,055	\$996	\$937	\$879	\$820	\$762
	Quarter	\$615	\$584	\$554	\$523	\$492	\$461	\$431	\$400
<b>MAINE</b>									
	Full	\$2,197	\$2,087	\$1,977	\$1,867	\$1,757	\$1,647	\$1,538	\$1,428
	Junior	\$1,645	\$1,562	\$1,480	\$1,398	\$1,316	\$1,233	\$1,151	\$1,069
	Half	\$1,495	\$1,420	\$1,346	\$1,271	\$1,196	\$1,121	\$1,047	\$972
	Quarter	\$799	\$759	\$719	\$679	\$639	\$599	\$559	\$520
<b>MASSACHUSETTS</b>									
	Full	\$2,024	\$1,923	\$1,822	\$1,720	\$1,619	\$1,518	\$1,417	\$1,316
	Junior	\$1,438	\$1,366	\$1,294	\$1,222	\$1,150	\$1,078	\$1,006	\$934
	Half	\$1,196	\$1,136	\$1,076	\$1,017	\$957	\$897	\$837	\$777
	Quarter	\$702	\$666	\$631	\$596	\$561	\$526	\$491	\$456
<b>MASSACHUSETTS</b>									
	Full	\$3,379	\$3,210	\$3,041	\$2,872	\$2,703	\$2,534	\$2,365	\$2,196
	Junior	\$2,493	\$2,369	\$2,244	\$2,119	\$1,995	\$1,870	\$1,745	\$1,621
	Half	\$1,994	\$1,895	\$1,795	\$1,695	\$1,595	\$1,496	\$1,396	\$1,296
	Quarter	\$1,091	\$1,037	\$982	\$928	\$873	\$819	\$764	\$709
<b>NEW HAMPSHIRE</b>									
	Full	\$2,216	\$2,105	\$1,994	\$1,883	\$1,773	\$1,662	\$1,551	\$1,440
	Junior	\$1,389	\$1,319	\$1,250	\$1,180	\$1,111	\$1,041	\$972	\$903
	Half	\$1,389	\$1,319	\$1,250	\$1,180	\$1,111	\$1,041	\$972	\$903
	Quarter	\$712	\$677	\$641	\$606	\$570	\$534	\$499	\$463
<b>Rhode Island</b>									
	Full	\$3,960	\$3,762	\$3,564	\$3,366	\$3,168	\$2,970	\$2,772	\$2,574
	Junior	\$2,607	\$2,477	\$2,346	\$2,216	\$2,086	\$1,955	\$1,825	\$1,695
	Half	\$2,189	\$2,080	\$1,970	\$1,861	\$1,751	\$1,642	\$1,532	\$1,423
	Quarter	\$1,117	\$1,061	\$1,005	\$949	\$893	\$837	\$782	\$726
<b>VERMONT</b>									
	Full	\$1,681	\$1,597	\$1,513	\$1,429	\$1,345	\$1,261	\$1,177	\$1,093
	Junior	\$1,405	\$1,335	\$1,265	\$1,195	\$1,124	\$1,054	\$984	\$913
	Half	\$995	\$945	\$895	\$846	\$796	\$746	\$696	\$647
	Quarter	\$659	\$626	\$593	\$560	\$527	\$494	\$461	\$428

**COLOR RATES:** Spot color: \$250, Four-color: \$500 (color priced on a per-publication, per-issue basis)

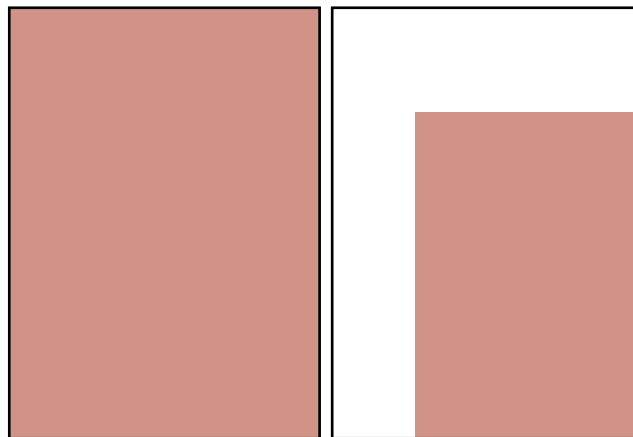
*Biz New England: The New England Business Publications Network* has incorporated specific ad sizes. These sizes will either fit the publications' mechanical requirements or will float into the space provided. The receiving journal will do necessary size reductions for all basic black & white ads not containing screens and/or

halftones. Ads containing color, screens and/or halftones should be prepared to the specific mechanical requirements of the receiving journal.

Contact your *Biz New England* account manager for any questions on mechanical requirements, and /or exceptions to the standard ad sizes.

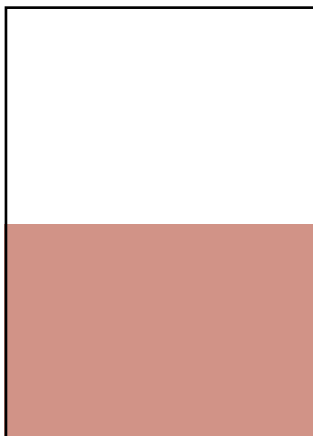


**SPREAD** 20 <sup>3</sup>/<sub>4</sub>" x 13 <sup>5</sup>/<sub>8</sub>"

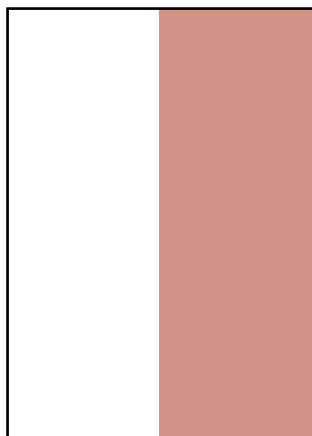


**FULL PAGE**  
9 <sup>7</sup>/<sub>8</sub>" x 13 <sup>1</sup>/<sub>8</sub>"

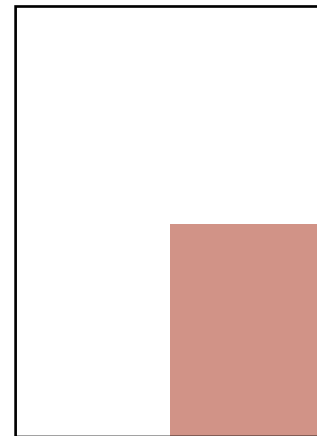
**JUNIOR PAGE**  
7 <sup>7</sup>/<sub>16</sub>" x 9 <sup>5</sup>/<sub>8</sub>"



**1/2 HORIZONTAL**  
9 <sup>7</sup>/<sub>8</sub>" x 6 <sup>5</sup>/<sub>16</sub>"



**1/2 VERTICAL**  
4 <sup>7</sup>/<sub>8</sub>" x 13"



**1/4 PAGE**  
4 <sup>7</sup>/<sub>8</sub>" x 6 <sup>3</sup>/<sub>8</sub>"

**PUBLICATION**

**FILE FORMATS**

**SPECIAL INSTRUCTIONS**

**Hartford Business Journal**

E-Mail:graphics@hbjournal.com

Mac:Collected  
QuarkXpress  
Photoshop 5.5  
Illustrator 8.0, PDFs

Must include all images in TIFF, EPS or JPEG. Convert colors into CYMK. PDF only accepted when saved as Acrobat 3.0, no RGB images used, all fonts embedded and spot colors must be changed to processed color. Color & Grayscale @ 200 DPI, bitmap @ 600 DPI. 1.3 MB floppy disk, zip disk 100MB

**Business New Haven**

E-Mail:production@businessnewhaven.com

PDFs

All images no more than 300 DPI; all fonts embedded

**Mainebiz**

E-Mail:mainebiz@maine-biz.com

Mac: QuarkXpress  
Illustrator 8.0  
or EPS files  
PDFs

Must include all images in TIFF or EPS. Convert 4-color ads into CMYK. PDFs only accepted for B&W and 4-color. Send PDFs if ad is final and requires no changes, embed all fonts.

**BusinessWest**

E-Mail:phillips@businesswest.com

Mac:Adobe PageMaker  
6.0 & 6.5  
Adobe Illustrator 6.0  
QuarkXpress 4.01  
Photoshop 6.0

Include all fonts and all artwork. When e-mailing line art, save as 300 dpi as EPS or TIFF. When e-mailing photos, save as 300 dpi as an EPS or JPEG. Zip disk or CD.

**Worcester Business Journal**

E-Mail:wbjads@wpltd.com

Mac: QuarkXpress  
Illustrator 8.0 or  
EPS files, PDFs

Must include all images in TIFF or EPS. Convert 4-color ads into CMYK. PDFs only accepted for B&W and 4-color. Send PDFs if ad is final and requires no changes, embed all fonts.

**New Hampshire Business Review**

E-Mail:ads@nhbr.com

Mac:QuarkXpress,  
EPS, PDFs

**Providence Business News**

E-Mail:production@pbn.com

Mac: QuarkXpress,  
Pagemaker, Photoshop,  
Illustrator, Acrobat/PDFs

Include all fonts and imported/placed graphics Photoshop-flatten file and save as TIFF or EPS. Illustrator-create outline/paths on all type in file Acrobat/PDF-B&W and 4-color only zip or floppy disk, CD

**Vermont Business Magazine**

E-Mail:graphics@vtbusinessmagazine.com

Mac: QuarkXpress 4.04  
Photoshop 5.0  
Illustrator 8.0  
WordPerfect

Files supplied on disk must have all fonts and graphics attached. Ads supplied on disk are output to paper.

# KEY STAFF CONTACT LIST

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**FOR GENERAL QUESTIONS ABOUT BIZ NEW ENGLAND:**

**Mike Pepin, General Manager**  
**Phone: 1-207-761-8379, ext. 28**  
**E-mail: [mpepin@biznewengland.com](mailto:mpepin@biznewengland.com)**

**SALES, SCHEDULES & DEADLINE QUESTIONS:**

**Gary White, Sales Manager**  
**Phone: 1-866-240-6323, ext. 280**  
**E-mail: [gwhite@biznewengland.com](mailto:gwhite@biznewengland.com)**

**BILLING OR CREDIT QUESTIONS:**

**Craig Thornton, Business Manager**  
**Phone: 1-866-240-6323, ext. 252**  
**E-mail: [businessoffice@biznewengland.com](mailto:businessoffice@biznewengland.com)**

**PRODUCTION OR MECHANICAL QUESTIONS:**

**Nick Angelo, Production Director**  
**Phone: 1-866-240-6323, ext. 247**  
**E-mail: [production@biznewengland.com](mailto:production@biznewengland.com)**

**or visit our Web site at: [www.BizNewEngland.com](http://www.BizNewEngland.com) for:  
Editorial Calendars, Special Supplements & Sections,  
Deadline Information, Publication Dates and more**

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