

2012 DISPLAY ADVERTISING RATES

Size	1X	4X	6X	12X
Full Image	3510	3040	2900	2600
3/4 Page	3035	2620	2490	2330
1/2 Page, Island	2800	2330	2195	2060
1/2 Page	2330	2050	1970	1850
1/3 Page	1950	1750	1620	1560
1/4 Page	1460	1280	1190	1120
1/6 Page	1090	910	874	830
1/8 Page	830	730	680	630
1/12 Page	530	450	437	400
1/16 Page (Minimum 6X)	—	—	353	340
Inside Front Cover	4090	3910	3570	3100
Inside Back Cover	3965	3780	3450	2970
Back Cover	4270	4090	3710	3250
Front Cover Banner Ad	2900	—	—	—

Color Rates

2-Color \$300

4-Color \$700

Price Unit	Width	Depth	Price Unit	Width	Depth
Full Page	4 col. (9 3/4")	12 1/2"	1/4 Page	2 col. (4 3/4")	6 1/2"
3/4 Page	4 col. (9 3/4")	10"	1/4 Page	1 col. (2 1/4")	12 1/2"
3/4 Page	3 col. (7 1/4")	12 1/2"	1/6 Page	2 col. (4 3/4")	4 1/2"
1/2 Page, Island	3 col. (7 1/4")	10"	1/6 Page	1 col. (2 1/4")	9"
1/2 Page	4 col. (9 3/4")	6 1/2"	1/8 Page	2 col. (4 3/4")	3 1/4"
1/2 Page	2 col. (4 3/4")	12 1/2"	1/8 Page	1 col. (2 1/4")	6 1/4"
1/3 Page	4 col. (9 3/4")	4 1/2"	1/12 Page	2 col. (4 3/4")	2 1/2"
1/3 Page	2 col. (4 3/4")	9 1/2"	1/16 Page	1 col. (2 1/4")	3"
Front Cover Banner Ad	4 col. (9 3/4")	3"			

INSERT RATES

Full run	Cost Per Thousand	
	1x	4x
Up to .5oz.	\$260	\$250
.6oz.-1oz.	\$340	\$320
1-2oz.	\$430	\$420

- Minimum total cost: \$1,250
- Pieces not to exceed 9" by 12" at 1/2 oz or less. (Overweight charge will be based on additional postage costs.)
- Payment must accompany order.
- Partial Run-Minimum 5,000 rate is 20% above full run cost per thousand.

DEADLINE

IEBJ is published monthly, issued by the 1st of the month. Closing date is the 20th of the month prior to publication. Cancellations may not be made after 15 days prior to publication.

PRINTING SPECIFICATIONS

Printed Web offset on 30 lb. newsprint of 85-line screen. Preferred printing material in PDF electronic file. No charge to direct advertisers for straightforward composition, but complicated typesetting or artwork will be charged at \$50 per hour. Consult graphic department for charges and assistance.

WEBSITE

Tile Ad (170x170)	\$300
Banner Ad (56 x 700)	\$450

SPECIAL POSITIONS

One time only show and special position, advertisers will be charged 20% premium.

COMMISSION AND CREDIT TERMS

15% commission to accredited advertising agencies, provided payment is made within 30 days of invoice date. Payment that is later than 30 days will lose this commission.

OTHER TERMS AND CONDITIONS

Inland Empire Business Journal reserves the right to refuse any advertisement. Rates and conditions are subject to change without notice. No liability will be assumed for errors or omissions.

INLAND EMPIRE
business journal

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