



## 2010 Focus on Business Magazine Advertising Rates



**FULL PAGE ADS**

**Black & White**

1 Issue - \$1375

2 Issues - \$1175

**Color**

1 Issue - \$2295

2 Issues - \$1995

**Inside Front or Inside Back Cover**

1 Issue - \$2995

2 Issues - \$2695

**Outside Back Cover**

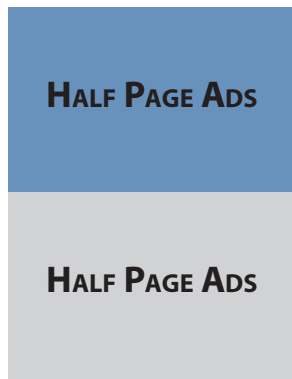
1 Issue - \$3695

2 Issues - \$3400

**2 Page Center Spread**

1 Issue - \$3895

2 Issues - \$3595



**HALF PAGE ADS**

**HALF PAGE ADS**

**Black & White**

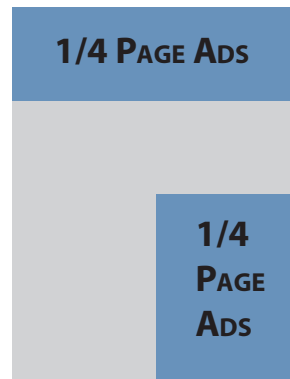
1 Issue - \$975

2 Issues - \$825

**Color**

1 Issue - \$1695

2 Issues - \$1475



**1/4 PAGE ADS**

**1/4  
PAGE  
ADS**

**Black & White**

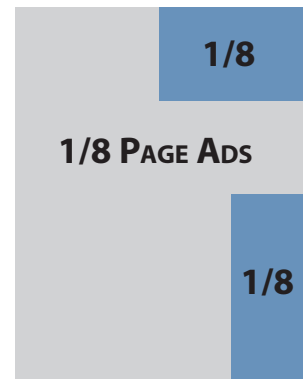
1 Issue - \$750

2 Issues - \$625

**Color**

1 Issue - \$975

2 Issues - \$825



**1/8**

**1/8 PAGE ADS**

**1/8**

**Black & White**

1 Issue - \$595

2 Issues - \$525

**Color**

1 Issue - \$795

2 Issues - \$725

**Editorial**

1/2 Page (250-300 Words)

1 Issue - \$600 2 Issues - \$500

**Full Page**

(400-575 Words includes photo+logo)

1 Issue - \$900 2 Issues - \$800

**Ad Sizes**

1/8 Page

1/4 Page

1/2 Page

**Full Page**

**Horizontal**

3.65" X 2.5"

7.5" X 2.5"

7.5" X 5"

**7.5" X 10" (Full bleed is 8.75" X 11.25")**

**Vertical**

1.75" X 4.875"

3.65" X 5"

3.65" X 10"

### Advertising Requirements

**Advertising files must be received in the following formats:** PDF, EPS, TIF, PSD, INDD or . If you are unsure, please contact us before sending, for assistance.

**Microsoft Office files such as Word, PowerPoint or others are NOT ACCEPTABLE.** If you do not have the ability to create your file in the required formats, please contact Siena Publishing. Additional fees may be incurred for the creation of your advertisement. Please contact Siena Publishing for details.