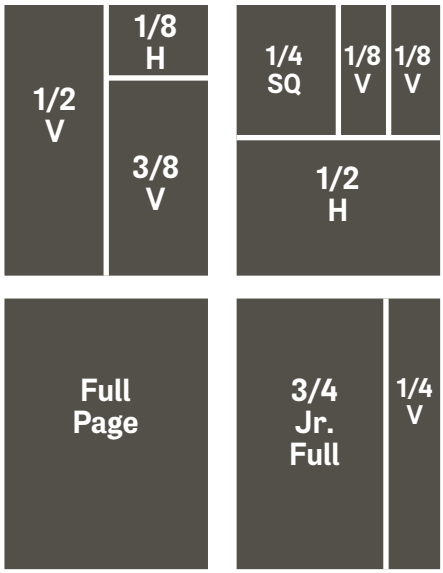
Print Advertising Rates

TwinCities BUSINESS
tcbmag.com

PRINT RATES

Ad Size	1x rate	4x rate	6x rate	12x rate
Full Page	$ 7,940	$7,630	$ 7,070	$ 6,510
3/4 page	$ 6,770	$6,490	$6,030	$5,450
1/2 Page	$ 5,120	$4,920	$4,560	$ 4,210
3/8 Page	$4,530	$4,350	$4,030	$ 3,720
1/4 Page Vertical	$4,490	$4,320	$4,000	$ 3,680
1/4 Page Square	$4,080	$ 3,910	$ 3,630	$ 3,270
1/8 Page Vertical	$2,530	$2,440	$ 2,250	$ 2,170
1/8 Page Horizontal	$ 1,360	$ 1,310	$ 1,190	$ 1,080

For black and white ads, subtract $600 from 4-color rate for all sizes except 1/8 page horizontal.



Premium Positions:
Back Cover: Add 20% to earned page rate.
Inside Front: Add 15% to earned page rate.
Inside Back: Add 10% to earned page rate.
Other Premium Positions: Add 10% to earned rate.

AD DIMENSIONS & CONFIGURATIONS

Ad Size	Wide		High
Spread (Non-Bleed)	19	x	$10\frac{3}{4}$
Full Page (Non-Bleed)	9	x	$10\frac{3}{4}$
3/4 Page	7	x	$10\frac{3}{4}$
1/2 Horizontal	9	x	$4\frac{7}{8}$
1/2 Vertical	$4\frac{9}{16}$	x	$10\frac{3}{4}$
3/8 Vertical	$4\frac{9}{16}$	x	$7\frac{7}{8}$
1/4 Vertical	$2\frac{1}{8}$	x	$10\frac{3}{4}$
1/4 Square	$4\frac{9}{16}$	x	$5\frac{1}{4}$
1/8 Horizontal	$4\frac{9}{16}$	x	$2\frac{5}{8}$
1/8 Vertical	$2\frac{1}{8}$	x	$5\frac{1}{4}$

Bleed Specifications:
Full page bleed: $10\frac{1}{4}$"x $12\frac{1}{4}$". Trim: 10" x 12".
Live matter should be kept $\frac{5}{16}$" from trim of magazine $9\frac{15}{16}$" x $11\frac{15}{16}$".

2016 DEADLINES

Issue	Ad Space	Ad Materials
January	11/20/15	11/25/15
February	12/18/15	12/23/15
March	1/21/16	1/26/16
April	2/22/16	2/25/16
May	3/22/16	3/25/16
June	4/21/16	4/26/16
July	5/20/16	5/25/16
August	6/22/16	6/27/16
September	7/20/16	7/25/16
October	8/22/16	8/25/16
November	9/21/16	9/26/16
December	10/20/16	10/25/16

> Print Ad Material Submissions

Email ad materials to: ads@tcbmag.com

Larger files can also be uploaded at:
www.mspaduploader.com
Username: mspads
Password: sonic

For ad material production questions, contact:
Tim Dallum, Production Manager
tdallum@tcbmag.com, 612-336-9245