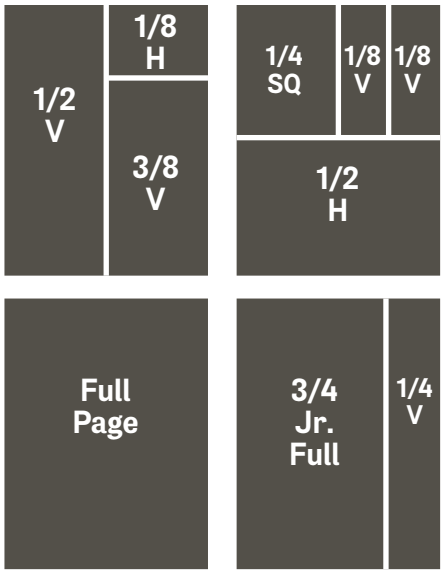
Print Advertising Rates

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 3/4
Full Page (Non-Bleed)	9	x	10 3/4
3/4 Page	7	x	10 3/4
1/2 Horizontal	9	x	4 7/8
1/2 Vertical	4 9/16	x	10 3/4
3/8 Vertical	4 9/16	x	7 7/8
1/4 Vertical	2 1/8	x	10 3/4
1/4 Square	4 9/16	x	5 1/4
1/8 Horizontal	4 9/16	x	2 5/8
1/8 Vertical	2 1/8	x	5 1/4

Bleed Specifications:
Full page bleed: 10 1/2"x 12 1/2". Trim: 10" x 12".
Live matter should be kept 5/16" from trim of magazine 9 3/8" x 11 3/8".

2015 DEADLINES

Issue	Ad Space	Ad Materials
January	11/17 /14	11/20/14
February	12/12 /14	12/17 /14
March	1/21/15	1/26/15
April	2/18 /15	2/23/15
May	3/18 /15	3/23/15
June	4/22/15	4/27/15
July	5/19 /15	5/22/15
August	6/23/15	6/26/15
September	7/22/15	7/27/15
October	8/19 /15	8/24/15
November	9/23/15	9/28/15
December	10/21/15	10/26/15

> 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