

# Midlands Business Journal

## 2017 ADVERTISING RATES

<b>Sizes:</b>	<b>Full</b>	<b>2/3</b>	<b>1/2</b>	<b>1/3</b>	<b>1/4</b>	<b>1/6</b>	<b>1/12</b>
<b>Open</b>	940.00	765.00	585.00	455.00	365.00	250.00	140.00
<b>+color</b>	235.00	191.25	146.25	113.75	91.25	62.50	35.00
<b>Total</b>	1175.00	956.25	731.25	568.75	456.25	312.50	175.00
<b>6-11x</b>	850.00	695.00	535.00	405.00	310.00	215.00	125.00
<b>+color</b>	212.50	173.75	133.75	101.25	77.50	53.75	31.25
<b>Total</b>	1062.50	868.75	668.75	506.25	387.50	268.75	156.25
<b>12-25x</b>	765.00	640.00	490.00	370.00	280.00	190.00	120.00
<b>+color</b>	191.25	160.00	122.50	92.50	70.00	47.50	30.00
<b>Total</b>	956.25	800.00	612.50	462.50	350.00	237.50	150.00
<b>26-51x</b>	665.00	565.00	425.00	305.00	245.00	155.00	105.00
<b>+color</b>	166.25	141.25	106.25	76.25	61.25	38.75	26.25
<b>Total</b>	831.25	706.25	531.25	381.25	306.25	193.75	131.25
<b>52x</b>	575.00	500.00	380.00	270.00	210.00	130.00	90.00
<b>+color</b>	143.75	125.00	95.00	67.50	52.50	32.50	22.50
<b>Total</b>	718.75	625.00	475.00	337.50	262.50	162.50	112.50
<b>Special</b>	955.00	780.00	600.00	475.00	395.00	280.00	160.00
<b>+color</b>	238.75	195.00	150.00	118.75	98.75	70.00	40.00
<b>Total</b>	1193.75	975.00	750.00	593.75	493.75	350.00	200.00

*Special section rates apply to bold listings, unless under 6x or more contract*