# PRINT ADVERTISING RATES

## Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x Rate</th>
<th>4x Rate</th>
<th>6x Rate</th>
<th>9x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$7,940</td>
<td>$7,630</td>
<td>$7,070</td>
<td>$6,510</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$6,770</td>
<td>$6,490</td>
<td>$6,030</td>
<td>$5,450</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$5,120</td>
<td>$4,920</td>
<td>$4,560</td>
<td>$4,210</td>
</tr>
<tr>
<td>3/8 Page</td>
<td>$4,530</td>
<td>$4,350</td>
<td>$4,030</td>
<td>$3,720</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>$4,490</td>
<td>$4,320</td>
<td>$4,000</td>
<td>$3,680</td>
</tr>
<tr>
<td>1/4 Page Square</td>
<td>$4,080</td>
<td>$3,910</td>
<td>$3,630</td>
<td>$3,270</td>
</tr>
<tr>
<td>1/8 Page Vertical</td>
<td>$2,530</td>
<td>$2,440</td>
<td>$2,250</td>
<td>$2,170</td>
</tr>
<tr>
<td>1/8 Page Horizontal</td>
<td>$1,360</td>
<td>$1,310</td>
<td>$1,190</td>
<td>$1,080</td>
</tr>
</tbody>
</table>

### 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 page rate.

## Ad Dimensions & Configurations

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Wide</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (Bleed)</td>
<td>20 ¼</td>
<td>12 ¼</td>
</tr>
<tr>
<td>Full Page (Bleed)</td>
<td>10 ¼</td>
<td>12 ¼</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>7</td>
<td>10 ¾</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>9</td>
<td>4 7/8</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4 9/16</td>
<td>10 ¾</td>
</tr>
<tr>
<td>3/8 Vertical</td>
<td>4 9/16</td>
<td>7 7/8</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>2 1/8</td>
<td>10 ¾</td>
</tr>
<tr>
<td>1/4 Square</td>
<td>4 9/16</td>
<td>5 ¼</td>
</tr>
<tr>
<td>1/8 Horizontal</td>
<td>4 9/16</td>
<td>2 5/8</td>
</tr>
<tr>
<td>1/8 Vertical</td>
<td>2 1/8</td>
<td>5 ¼</td>
</tr>
</tbody>
</table>

### Bleed Specifications:
- Spread trim: 20" x 12"
- Full-page trim: 10" x 12"
- Live matter should be 5/16" from the trim.

## 2020 Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Space</th>
<th>Ad Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/19/19</td>
<td>11/22/19</td>
</tr>
<tr>
<td>February</td>
<td>12/18/19</td>
<td>12/23/19</td>
</tr>
<tr>
<td>March</td>
<td>1/17/20</td>
<td>1/23/20</td>
</tr>
<tr>
<td>April</td>
<td>2/19/20</td>
<td>2/24/20</td>
</tr>
<tr>
<td>May</td>
<td>3/18/20</td>
<td>3/23/20</td>
</tr>
<tr>
<td>Jun/Jul</td>
<td>5/20/20</td>
<td>5/26/20</td>
</tr>
<tr>
<td>Aug/Sept</td>
<td>7/10/20</td>
<td>7/15/20</td>
</tr>
<tr>
<td>Oct/Nov</td>
<td>9/10/20</td>
<td>9/15/20</td>
</tr>
<tr>
<td>Dec/Jan</td>
<td>11/5/20</td>
<td>11/10/20</td>
</tr>
</tbody>
</table>

## Submission Instructions:

Email ad materials to: ads@tcbmag.com
For production questions contact:
Tim Dallum
Production Manager
tdallum@tcbmag.com
612-336-9245

See where our connections can take your business.

TWIN CITIES BUSINESS