

NORTH

Dakota Business

the decision maker's magazine

A
NEW ERA
FOR BUSINESS EXECUTIVES



2013

advertising rates
+ planning calendar

Month	Editorial Features		Industry Roundtable	Field Report
January Space 11/23/12 Materials 11/30/12	Legislative Issues	Economic Forecast	Tourism	Mineral Rights
February Space 12/21/12 Materials 12/28/12	Most Respected CEO's	Oil and Gas	Healthcare	Crew Camps
March Space 1/18/13 Materials 1/25/13	Agriculture	Tax Issues	Energy	Employee Recruitment and Benefits
April Space 2/15/13 Materials 2/22/13	Best Companies to Work For	Education	Transportation	Price of Oil
May Space 3/15/13 Materials 3/22/13	Tourism	Economic Development	Legal	Drilling Technology
June Space 1/19/13 Materials 4/26/13	Power Poll	Infrastructure	Education	Exploration
July Space 5/17/13 Materials 5/24/13	Manufacturing	Staffing Issues	Commercial Real Estate	Environmental Stewardship
August Space 6/23/13 Materials 6/30/13	Financial Issue	Land Issues	Elected Officials	Government Regulations
September Space 7/19/13 Materials 7/26/13	Healthcare	Residential	Agri-Business	Production Sustainability
October Space 8/23/13 Materials 8/30/13	Logistics: Importing Goods	Telecommunications	Economic Development	Global Production
November Space 9/20/13 Materials 9/27/13	Construction and Development	Oil Impact Report	Bankers	Water Issues
December Space 10/18/13 Materials 10/25/13	Ranching	Legal Elite	Housing	Community Involvement

2013 advertising rates

Black & White Rates

Frequency	1x	3x	6x	12x	18x	24x
Discount	-	5%	15%	20%	25%	30%
Full Page	4000	3800	3400	3200	3000	2800
2/3 Page	3500	3300	3000	2800	2625	2450
1/2 Page	2500	2375	2125	2000	1875	1750
1/3 Page	1900	1805	1615	1520	1425	1330
1/6 Page	1200	1140	1020	960	900	840
2-Page Spread	7500	7125	6375	6000	5600	5250
1/2-Page Spread	4700	4465	3395	3760	3500	3290

Four-Color Rates

Frequency	1x	3x	6x	12x	18x	24x
Full Page	5500	5300	4900	4700	4500	4300
2/3 Page	5000	4800	4500	4300	4125	3950
1/2 Page	4000	3875	3625	3500	3375	3250
1/3 Page	3400	3305	3115	3020	2925	2830
1/6 Page	2700	2640	2520	2460	2400	2340
2-Page Spread	9000	8625	7875	7500	7100	6750
1/2-Page Spread	6200	5965	5495	5260	5000	4790

Add A Color

For any size ad, add the following to the black-and-white rate:
 One process color \$500 Two process colors \$1000

Bleeds: Add 10 percent.

Position: For guaranteed position, add 15 percent.

North Dakota Business Magazine Covers

(Includes all supplement and insert covers)

Price includes four-color; no additional charge for bleeds.

Frequency	1x	3x	6x	12x	18x	24x
Inside Front	6500	6250	5750	5500	5250	5000
Inside Back	6500	6250	5750	5500	5250	5000
Back Cover	7500	7200	6600	6300	6000	5700

Discounts & Commissions

Prepayment (upon contract signing)	2%
Non-Profit Organization (qualifying)	10%
Accredited Advertising Agencies (commissions)	15%

Production Costs

	Black & White	Four-Color
Full Page	285	480
2/3 Page	235	410
1/2 Page	210	340
1/3 Page	175	225
1/6 Page	115	150
Custom Photography		Call for Quote

(Includes: typesetting, photography, layout/design, one laser/inkjet proof and one change/correction if necessary)

Supplements, Overruns & Sponsorships

North Dakota Business Magazine Supplements can present your company's image in a slick, professional format at a fraction of standard production costs. Prepared completely by the North Dakota Business Magazine editorial staff, these booklets can serve as the keystone piece to any corporate media kit. Customized to fit your budget – call for price quotes.

Advertorials

A hybrid between advertising and editorial, advertorials allow companies to provide readers with in-depth information about the products and services they offer. North Dakota Business Magazine provides professional copywriting, design, four-color photography and printing. Placement may be applied to frequency rates. All advertorials are clearly marked as such and are subject to publisher's approval. Price includes 1,000 additional copies.

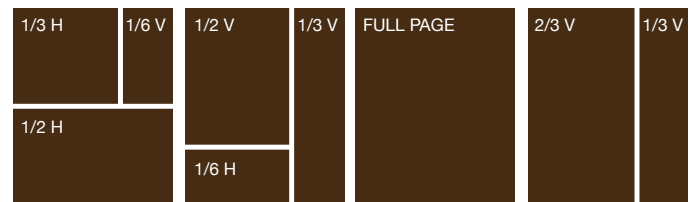
Single-Page Four Color	6540
Two-Page Four Color	9165

Online & Interactive

NDakotaBusiness.com is destined to be among the top online destinations providing information on companies doing business in North Dakota. From the online articles to surveys and feedback forms, our website attracts a targeted and powerful audience.

A number of opportunities for online exposure and sponsorships are available. Call your North Dakota Business Magazine representative for more information.

Specifications



Description	Width	Depth
Two-Page Spread	15.75"	9.875"
Full Page	7.25"	9.875"
2/3 Page	4.75"	9.875"
1/2-Page Spread	15.75"	4.75"
1/2-Page Horizontal	7.25"	4.75"
1/2-Page Vertical	4.75"	7.25"
1/3-Page Horizontal	4.75"	4.75"
1/3-Page Vertical	2.25"	9.875"
1/6-Page Horizontal	4.75"	2.25"
1/6-Page Vertical	2.25"	4.75"

Bleed Dimensions

	Bleed Size		Trim Size	
	Width	Depth	Width	Depth
Two-Page Spread	17"	11.125"	16.75"	10.875"
Full Page	8.625"	11.125"	8.375"	10.875"
1/2-Page Spread	17"	5.375"	16.75"	10.875"

Bleeds: Add .125" from trim edges. Live Matter Margins:
 Allow .5" from the trim edges. All measurements are in inches.

For Submission requirements go to www.NDakotaBusiness.com

RESOURCES

North Dakota Business Magazine

1529 Creekside Drive West
Williston, ND 58801

701.595.0090

Sales/Advertising

sales@ndakotabusiness.com

Editorial

editor@ndakotabusiness.com

Publisher

connie@ndakotabusiness.com

Subscriptions

Subscribe online at

www.ndakotabusiness.com

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downloaded in PDF format from
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