

# Display Rates #33

The following terms and conditions shall be deemed incorporated in every insertion order or space contract tendered to *Crain's Cleveland Business* unless modified by written agreement signed by an officer of Crain Communications Inc. (Publisher) and shall supercede any inconsistent statements in such order or contract.

## DISPLAY ADVERTISING RATES — BLACK & WHITE

EFFECTIVE OCTOBER 1, 2009

UNIT SIZE	ADVERTISING RATES PER COLUMN INCH							
	1x	6x	13x	19x	26x	39x	52x	104x
4" - 19"	\$160	\$154	\$152	\$148	\$145	\$133	\$126	\$122
20" - 39"	156	149	147	142	139	129	125	120
40" - 69"	154	145	142	138	135	127	124	117
70" - Page	135	130	128	126	123	112	107	102

IN. DEEP x COL. WIDE	COST PER AD BY UNIT SIZE AND FREQUENCY							
	1x	6x	13x	19x	26x	39x	52x	104x
8 col. inches	1,280	1,232	1,216	1,184	1,160	1,064	1,008	976
12	1,920	1,848	1,824	1,776	1,740	1,596	1,512	1,464
18	2,880	2,772	2,736	2,664	2,610	2,394	2,268	2,196
24	3,744	3,576	3,528	3,408	3,336	3,096	3,000	2,880
30	4,680	4,470	4,410	4,260	4,170	3,870	3,750	3,600
35	5,460	5,215	5,145	4,970	4,865	4,515	4,375	4,200
40 (Jr. Page)	6,160	5,800	5,680	5,520	5,400	5,080	4,960	4,680
70 (Full Page)	9,450	9,100	8,960	8,820	8,610	7,840	7,490	7,140
80 (Jr. Spread)	10,800	10,400	10,240	10,080	9,840	8,960	8,560	8,160
140 (2 Pg. Spr.)	18,900	18,200	17,920	17,640	17,220	15,680	14,980	14,280

## COLOR RATES (in addition to BW Display Rates—Flat rates)

(per col. inch.)	24" OR LESS	25"+	PER SPREAD	DISCOUNT COLOR CHARGES
Standard Colors	\$37	\$938	\$1,126	
2 Standard Colors	59	1,407	1,689	
Matched Colors	48	1,157	1,812	
4-Color Process	78	1,876	2,690	

**8% for 13x contract**  
**12% for 19x and above**

## DISPLAY AD SAMPLE SIZES

<b>2-Page Spread</b> 10 col.x 14" (140 col. inches) <b>1x BW \$18,900</b> <b>1x Color \$21,590</b>	<b>Junior-Page Spread</b> 8 col.x 10" or 16.75" x 10" (80 col. inches) <b>1x BW \$10,800</b> <b>1x Color \$13,490</b>
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<b>Full Page</b> Standard Tab Size 5 col.x 14" or 10.25" x 14" (70 col. inches) <b>1x BW \$9,450</b> <b>1x Color \$11,326</b>	<b>Junior Page</b> Standard Magazine Size 4 col.x 10" or 8.125" x 10" (40 col. inches) <b>1x BW \$6,160</b> <b>1x Color \$8,036</b>
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<b>1/2 Page</b> 5 col.x 7" or 10.25" x 7" (35 col. inches) <b>1x BW \$5,460</b> <b>1x Color \$7,336</b>	<b>1/3 Page</b> 3 col.x 8" or 6" x 8" (24 col. inches) <b>1x BW \$3,744</b> <b>1x Color \$5,616</b>
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<b>30 col. inches</b> 3 col.x 10" or 6" x 10" <b>1x BW \$4,680</b> <b>1x Color \$6,556</b>	<b>1/4 Page</b> 3 col.x 6" or 6" x 6" (18 col. inches) <b>1x BW \$2,880</b> <b>1x Color \$4,284</b>
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SPACE SIZE	WIDTH IN INCHES	MINI-MAXI DEPTH IN INCHES
1 Page (non-bleed)	10-1/4	14
1 Column	1-7/8	4 to 14
2 Columns	4	2 to 14
3 Columns	6	3 to 14
4 Columns	8-1/8	4 to 14
5 Columns	10-1/4	5 to 14
6 Column Spreads	12-3/4	6 to 14
8 Column Spreads	16-3/4	8 to 14
10 Column Spreads	21	8 to 14
Center Spread	21	14

# Insert & Classified Rates #33

## INSERT RATES — FULL RUN

TYPE	STITCHED	TIPPED
Post Card	\$5,161	\$5,887
Single Sheet	6,748	7,395
Four Pages	8,866	9,463
Eight Pages	10,983	11,574
Twelve Pages	13,119	13,672
Sixteen Pages	15,241	15,777
Twenty Pages	17,370	17,976

Prices based on inserts measuring 8-1/2" x 11" or smaller.

Contact Ad Director (216-771-5070) for rate and mechanical specifications applying to special inserts which are larger, novelty-folded or die-cut. Sample must be submitted before price quote can be provided.

### SPLIT RUN

Split-run inserts are available in the following zones:

**Cuyahoga County:** Downtown, West and East.

**South:** Summit, Portage and Medina Counties.

## CLASSIFIED RATES

### BLACK & WHITE RATES PER COLUMN INCH

1x	13x	26x	39x	52x-up
\$112	\$108	\$106	\$101	\$98

### COLOR RATES PER COLUMN INCH

1x	13x	26x	39x	52x-up
\$40	\$29	\$24	\$19	\$11

### BLACK & WHITE COST PER AD BY UNIT SIZE

COL. INCHES	1x	13x	26x	39x	52x-up
1	\$112	\$108	\$106	\$101	\$98
2	224	216	212	202	196
3	336	324	318	303	294
4	448	432	424	404	392
5	560	540	530	505	490
6	672	648	636	606	588
7	784	756	742	707	686
8	896	864	848	808	784
9	1,008	972	954	909	882
10	1,120	1,080	1,060	1,010	980
15	1,680	1,620	1,590	1,515	1,470
18 (1/4 page)	2,016	1,944	1,908	1,818	1,764
36 (1/2 page)	4,032	3,888	3,816	3,636	3,528

### COLOR COST PER AD BY UNIT SIZE

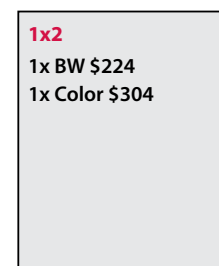
COL. INCHES	1x	13x	26x	39x	52x-up
1	\$152	\$137	\$130	\$120	\$109
2	304	274	260	240	218
3	456	411	390	360	327
4	608	548	520	480	436
5	760	685	650	600	545
6	912	822	780	720	654
7	1,064	959	910	840	763
8	1,216	1,096	1,040	960	872
9	1,368	1,233	1,170	1,080	981
10	1,520	1,370	1,300	1,200	1,090
15	2,280	2,055	1,950	1,800	1,635
18 (1/4 page)	2,736	2,466	2,340	2,160	1,962
36 (1/2 page)	5,472	4,932	4,680	4,320	3,924

## COLUMN WIDTH SIZES

SPACE SIZE	REAL ESTATE & CLASSIFIED WIDTHS	CAREER CENTER WIDTHS	DEPTH
1 column	1-5/8"	1-1/2"	Minimum 1"
2 column	3-3/8"	3-1/4"	Minimum 1"
3 column	5-1/8"	4-3/4"	Minimum 2"
4 column	6-7/8"	6-3/4"	Minimum 3"
5 column	8-5/8"	8-1/2"	Minimum 4"
6 column	10-3/8"	10-1/4"	Minimum 5"

## CLASSIFIED SAMPLE SIZES

Approximately 25 words will fit in a 1 column x 1" ad. Multiple inch ads can hold the proportional amount of copy, and will allow for layout considerations. We do not recommend logos or graphics in 1x1 ads.



# Online Rates #33

## RUN-OF-SITE ADVERTISING

AD TYPE (IN PIXELS)	10,000 – 50,000 Impressions	50,001 – 250,000	250,001 – 500,000	500,001+
Skyscraper 160 x 600	\$55 CPM	\$50 CPM	\$40 CPM	\$35 CPM
Leaderboard 728 x 90	\$55 CPM	\$50 CPM	\$40 CPM	\$35 CPM
Med. Rectangle 300 x 250	\$55 CPM	\$50 CPM	\$40 CPM	\$35 CPM
Header 185 x 100	\$55 CPM	\$50 CPM	\$40 CPM	\$35 CPM
Doormat 640 x 480	\$3,800 per week			

## SAMPLE PRICING

50,000 leaderboard ads and 50,000 skyscraper ads would be \$50/CPM (cost per thousand) and this ad buy would include 100,000 impressions. Since ads are priced “per thousand,” simply multiply the cost per thousand by the number of impressions:

$$\$50 \times 100 = \$5,000 \text{ gross rate}$$

100,000 skyscraper ads, 75,000 leaderboard ads and 100,000 medium rectangle ads would equal 275,000 impressions at \$40 CPM:

$$\$40 \times 275 = \$11,000 \text{ gross rate}$$

## WEB AD SPECIFICATIONS

30K max on GIF/JPEG, no limit on Flash, but files must be less than 10K on initial load. Flash not available on 180 x 150 e-mail tile ads. No restrictions on animation/looping.

## E-MAIL NEWS ALERTS

NEWS ALERT	AD TYPE	2 weeks	4 weeks	6 weeks	8 weeks
Weekly Alert <i>Delivered Monday morning</i>	<b>Tile*</b> 180 x 150	\$374/wk.	\$349/wk.	\$324/wk.	\$293/wk.
	<b>Banner</b> 610 x 90	\$473/wk.	\$439/wk.	\$402/wk.	\$379/wk.
	<b>Rectangle</b> 300 x 250	\$473/wk.	\$439/wk.	\$402/wk.	\$379/wk.
	<b>SkyScraper</b> 160 x 600	\$473/wk.	\$439/wk.	\$402/wk.	\$379/wk.
e!Cleveland <i>Delivered late Thursday morning</i>	<b>Tile*</b> 180 x 150	\$374/wk.	\$349/wk.	\$324/wk.	\$293/wk.
	<b>Banner</b> 610 x 90	\$473/wk.	\$439/wk.	\$402/wk.	\$379/wk.
	<b>Rectangle</b> 300 x 250	\$473/wk.	\$439/wk.	\$402/wk.	\$379/wk.
	<b>SkyScraper</b> 160 x 600	\$473/wk.	\$439/wk.	\$402/wk.	\$379/wk.
The Morning Roundup <i>Delivered every morning</i>	<b>Tile*</b> 180 x 150	\$888/wk.	\$860/wk.	\$825/wk.	\$798/wk.
	<b>Banner</b> 610 x 90	\$1,066/wk.	\$1,031/wk.	\$992/wk.	\$958/wk.
	<b>Rectangle</b> 300 x 250	\$977/wk.	\$947/wk.	\$907/wk.	\$879/wk.
	<b>SkyScraper</b> 160 x 600	\$977/wk.	\$947/wk.	\$907/wk.	\$879/wk.
Daily News Alert <i>Delivered every afternoon</i>	<b>Tile*</b> 180 x 150	\$804/wk.	\$778/wk.	\$747/wk.	\$722/wk.
	<b>Banner</b> 610 x 90	\$964/wk.	\$933/wk.	\$898/wk.	\$866/wk.
	<b>Rectangle</b> 300 x 250	\$884/wk.	\$857/wk.	\$821/wk.	\$795/wk.
	<b>SkyScraper</b> 160 x 600	\$884/wk.	\$857/wk.	\$821/wk.	\$795/wk.

\* Pricing for Tile Ad position #1

Minimum 2-week buy on all ads.

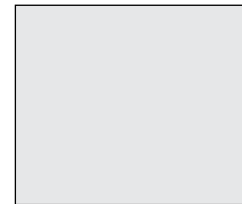
## ONLINE AD SIZES (in pixels)



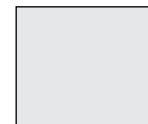
**Leaderboard**  
728 x 90



**E-mail Banner**  
610 x 90



**Medium Rectangle**  
300 x 250



**E-mail Tile**  
180 x 150



**Header**  
185 x 100



**Skyscraper**  
160 x 600