Bloomberg Businessweek

2011 BLOOMBERG BUSINESSWEEK RATES

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RATE BASE: 900,000	RATE
1 page	\$139,500
2/3 page vertical	\$104,600
1/2 page horizontal	\$87,200
1/3 page vertical	\$55,660
1 and 1/3 page	\$279,000
2nd cover spread	\$334,800
Opposite TOC	\$153,450
3th cover	\$153,450
4th cover	\$181,350

FREQUENCY:

Published 50x a year.

PREMIUM POSITIONS

Limited premium positions available including covers, center spread, and selected editorial adjacencies. Based on availability.

COMPETITIVE SEPARATION

Advertisers are guaranteed a three page competitive separation; separation not guaranteed in "Focus On" section.

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REGIONALS/METRO EDITIONS	RATE	RATE BASE
Northeast	\$45,800	155,000
Midwest	\$35,000	115,000
California	\$35,000	115,000
New York Metro	\$27,700	80,000
Washington/Baltimore	\$12,400	35,000
Chicago	\$12,400	35,000

Custom state/metro buys: rates available on request, 150,000 circulation minimum

Frequency: Regionals, metros, and custom state/metro ad editions are available 12x a year on: 1/10, 2/7, 3/7, 4/4, 5/2, 6/6, 7/4, 8/1, 9/5, 10/3, 11/7, 12/5

Fractional units not available.

No position, editorial adjacency, or competitive separation guaranteed.

A 10% margin should be allowed in the circulation of the U.S. regional, metro, and custom editions.

Regional, metro, and custom buys are not available on the newstand.

REGIONAL/METRO DEFINITIONS

Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, and Vermont.

Midwest: Illinois, Indiana, Michigan, Ohio, and Wisconsin.

New York Metro: Three digit zip code ranges 068-076,078,079,088,089,100-119

New York: New York City, Nassau, Rockland, Suffolk, and Westchester counties; parts of Orange County.

New Jersey: Bergen, Essex, Hudson, Morris, Passaic, Union, and parts of Hunterdon, Middlesex, Somerset, Sussex, and Warren Counties

Connecticut: Part of Fairfield County

Chicago Metro: Three digit zip code ranges 600-608

Cook, DeKalb, Dupage, Grundy, Kane, Kendall, LaSalle, Lake, McHenry, Will

Washington/Baltimore: Three digit zip ranges 200-215, 217-223

District of Colombia

Maryland: Allegany, Anne Arundel, Baltimore, Calvert, Caroline, Carrol, Cecil, Charles, Dorcester, Frederick, Harford, Howard, Kent, Montgomery, Prince Georges, Queen Annes, St. Marys, Talbot, Washington

Virginia: Arlington, Clarke, Culpepper, Farifax, Fauquier, Frederick, King George, Louden, Page, Prince William, Rappahannock, Shenandoah, Spotslvania, Stafford, Warren, Westmoreland

West Virginia: Berkeley, Hampshire, Jefferson, Mineral, Morgan

Pennsylvania: Franklin





AD SIZE	NET CPM
728x90	\$115
300x250	\$144
300x600	\$220
Prestitial 640x480	\$231
120x60	\$58
Text	\$18

Special targeting, new/beta products, exclusive content, and sponsorships carry incremental space and sponsorship charges of 50%.