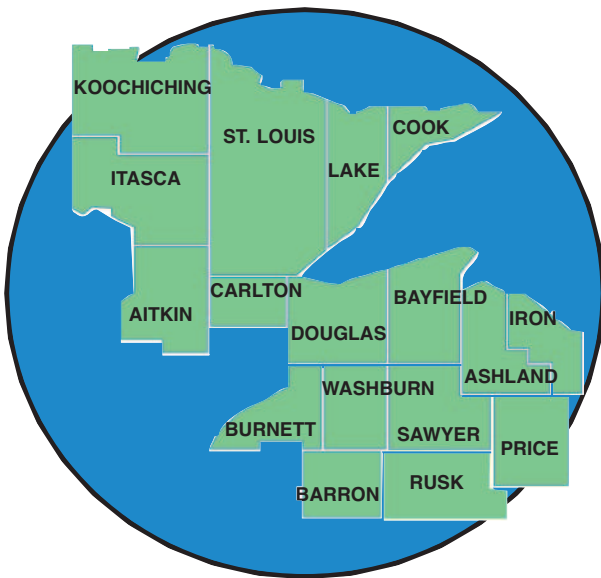


BusinessNorth®

The Region's Authority for Business News

Delivering the facts and the customers since 1992

- Our coverage of nearly three dozen industry sectors gives you a regional perspective on local news — and explains how national and international issues affect your business and investment decisions.
- Our annual Directory of Business and Industry gives you a fact-filled reference guide that will work for you all year.
- In addition to display advertising and the Business Services Guide, we offer advertising on our Web site and weekly e-newsletter.



We cover the industries in 17 counties of Northeastern Minnesota and Northwest Wisconsin.

- Estimated population 730,000¹
- 75,800 proprietors.²
- Personal incomes totaling \$15.4 billion.²

1) U.S. Census, 2006
2) U.S. Bureau of Economic Analysis, 2006



You'll like our readers

BusinessNorth readers have a higher than average income for the region.

More than 50 percent of **BusinessNorth** subscribers have personal incomes exceeding \$50,000.

BusinessNorth subscribers represent the area's largest and most successful businesses.

More than 50 percent of **BusinessNorth** subscribers are employed in a business with more than \$1 million in annual revenues.

People who read **BusinessNorth** are active and spend money enjoying themselves.

The top three hobbies of **BusinessNorth** readers are hunting, fishing and golf.

BusinessNorth reaches well beyond its subscribers.

More than 80 percent of all copies are read by more than one person. Each print edition reaches an estimated readership of 21,000.

Source: Zenith Research

Display ad rates

Black & White rates

Rates for each ad in our regular print editions. The more insertions in a year, the more you save on the cost of each ad. **Add a 15 percent premium for an ad in the Directory of Business and Industry.**

	1X	3X	6X	9X	11X
Full	\$1,950	\$1,365	\$1,090	\$1,040	\$940
3/4	1,550	1,100	890	850	770
Junior	1,275	900	725	690	625
1/2	1,020	725	585	555	425
3/8	780	550	445	425	385
1/4	535	375	300	290	265
1/8	280	195	160	150	140

All rates are invoiced gross to advertising agencies and are commissionable. Rates are subject to change.

Enhancements/ options

Color:

one (spot) color: \$100
4-color process: \$300

Position guarantee

fee: Back cover: 20%
Other placements: 10%

Insert rates: See your sales representative.

Business Services Guide

Economic Developers

UMD Center for Economic Development

Nine locations serving Northeast Minnesota
218-726-7298 / 888-387-4594
www.umdced.com ced@umdced.com

Education

Fond Du Lac Tribal & Community College, Cloquet

218-879-0743 Fax: 218-879-0814
www.fdlcc.edu

For as little as \$20 per month

Company name, 15 words of copy, phone, fax, web address and e-mail address

6-month contract:

\$25 per month, six months minimum
Total: \$150

11-month contract:

\$20 per month, 11 months minimum
Total: \$220

Web advertising

Put your advertising dollars to work at **BusinessNorth.com**. Our Web site averages **250,000 page hits and 87,000 unique visitors per month.***

Side panel:

100 x 100 pixels
(1.389" square, 72 dpi)

With print ad contract / 3x minimum
(Ask sales representative for details)

\$50 per month

Without print ad contract:
\$100 per month

*Source: DeepMatrix Corp.

The screenshot shows the BusinessNorth.com website interface. At the top, there's a navigation bar with links like 'About Us', 'Home', 'Buy Online!', 'Advertising', 'Send Us News', 'Archives', 'Tell Us What You Think!', and 'Search'. Below the navigation, there are several content sections: 'Special Focus' with a link to 'Region's banks hold their own amid national uncertainty', 'Around The Region' with a link to 'Reno addresses housing', 'On The Move' with a link to 'Back to the future: Duvich theater opens in Chetek as industry enjoys a mild rebound', 'News Makers' with a link to 'Boys & Girls Club of Duluth Construction' and 'Target, Wal-Mart face off over Miller Trunk construction'. There's also a 'Tuesday July 8, 2008' date indicator and a 'Business News' section with links to 'CNNin', 'CBSMarketwatch', 'Bloomberg', 'Reuters', and 'BusinessWeek'. A 'The Daily Briefing' section lists top stories such as 'Jauch to chair study committee on emergency management and continuity of government', 'Blandin Paper Mill employees ratify new contract', 'Scientists find bird and human E. coli in wild fish', 'Link Snacks: family business racked with dysfunction', 'Judge: Wal-Mart violated MN labor laws, must pay \$6.5M', and 'Business groups spend most to lobby this year'. A 'BusinessNorth Exclusives' section features an article about 'Electric co-op goes for gold with green expansion' by Arrowhead Electric. On the right side, there are several side panel advertisements: 'SIGN UP FOR WEEKLY E-MAIL UPDATES!', 'View this week's e-newsletter here', 'BUY ONLINE!' with a 'BusinessNorth' logo and details about a 2008 Directory of Business & Industry, 'career opportunities', 'Career Opportunities', 'business law', 'Matthew Hanka business mentor', 'Daryl Erdman', 'ENGINEERS KRECH OJARD ARCHITECTS', 'HANET FRIDE ATTORNEYS & COUNSELORS SINCE 1893', and 'MGC'.

Ad Sizes & Specifications

The Rules

Format:

- Design for newsprint.
- Use an 85-line screen.

Submitting ads digitally:

- E-mail ad copy to ads@businessnorth.com or send on CD.
- PDF files preferred. TIFF or EPS files also accepted.
- Images should be 200-300 dpi.
- We reserve the right to substitute fonts or make other needed changes if submitted files don't work.
- Send line art at 600 dpi.
- Color images/scans: CMYK.
- On color ads use plain black rather than 4-color (rich or registration) black.
- Avoid using small or fine white print against color backgrounds.
- Specify the PMS numbers for spot colors.
- Use TIFF files within an EPS file.

Camera ready positives:

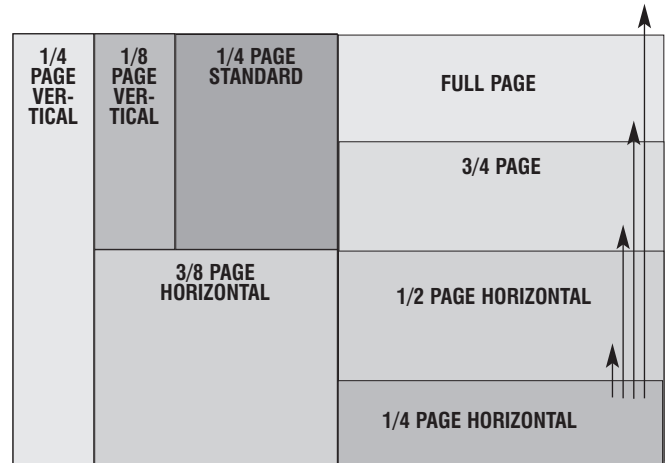
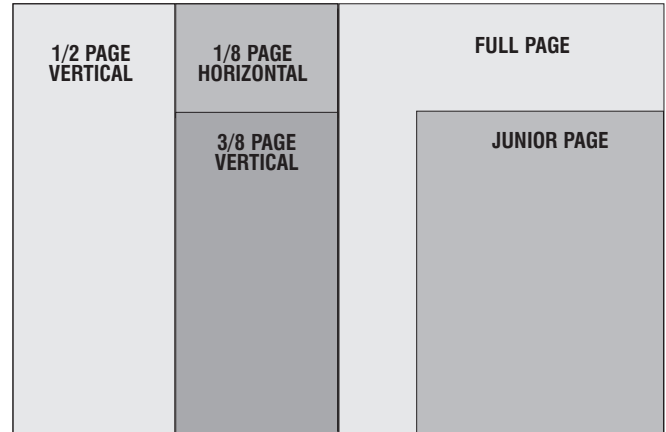
Provide clean copy on professional paper stock.

Designing your ads:

We will provide design work if ad copy is submitted by the space reservation deadline. We charge a design fee of \$60 per hour.

Questions?

Call 218-720-3060 or 1-800-777-7306 or email ads@businessnorth.com



Ad sizes (inches)	Wide	High
Double page	21	15.75
Jr. double page	15.9	11.5
Full page	10	15.75
3/4 page	10	11.5
Jr. page	7.45	11.5
1/2 vertical	4.9	15.75
1/2 horizontal	10	7.75
3/8 vertical	4.9	11.5
3/8 horizontal	7.45	7.75
1/4 vertical	2.4	15.75
1/4 horizontal	10	3.8
1/4 standard	4.9	7.75
1/8 vertical	2.4	7.75
1/8 horizontal	4.9	3.8



'BusinessNorth drives home to me how interconnected we are in this region. It educates me on the issues and opportunities facing our key industries and the businesses we serve.'

Nancy Norr

Manager, regional development,
Minnesota Power,
An ALLETE Company

Editorial Calendar

Special Focus Calendar and Deadlines

- Space reservation deadline is the first Monday of each month.
- Finished ads due the second Friday of each month.
- Materials for ads requiring design work by us are due on the space reservation date.
- Issues are mailed the first week of each month.

Month	Special Focus sections
February	Paper, Wood Products Transportation Technology
March	Health Care Employee Benefits/Workforce Issues Meetings and Conventions
April	Public Relations/Advertising Doing business in Cloquet-Duluth-Superior
May	Construction/Design/Landscaping Commercial/Residential Real Estate
June	Banking-Financial Services Tourism/Summer Recreation Golf
July	Doing Business on the Iron Range/North Shore Doing Business on Wisconsin's South Shore
August	Education & Training Sustainable, Community & Economic Development
September	Getting Down to Business: Accounting/Law/Insurance Foundations/Nonprofit Organizations
October	Doing Business in Northwest Wisconsin
November (Combined Nov.- Dec. issue mailed in mid-Nov.)	Technology Publishing & Printing Holiday Gift Guide Tourism/ Winter Recreation
December- January	Annual Directory of Business and Industry

Contract and Copy Regulations

General Policy: BusinessNorth reserves the right to refuse any advertising content. Headings, text, etc. shall not be the same or similar to that used in the news and editorial columns. Ads or copy that look like editorial material must have the word "advertisement" printed above.

Cancellations: Orders cancelled after the space reservation deadline will be billed at 100 percent. BusinessNorth has the right to change advertising rates and conditions at any time with 30 days notice, in which event the advertiser may amend or cancel the contract as of the date the change takes effect.

Contract Upgrade Options: The Advertiser has the option to increase advertisement size and frequency requirements during the contract period. Any ads that ran prior to the revision will be charged at the rates in effect when the ads were published.

Unfulfilled Contract: If the ad insertions and frequency reserved by the Advertiser aren't used according to the contract, the Advertiser agrees to pay BusinessNorth the difference between the rate agreed upon and the rate actually earned while the contract was in effect.

Commissions and Discounts: We pay a 15% commission to recognized ad agencies on display ads. Commission is allowed on all charges for space, position and color, provided all material is camera/disk-ready. BusinessNorth reserves the right to cancel commissions for charges more than 30 days past due.

Credit Policy: New accounts may be required establish credit and pre-pay their first placement.

Late Payment: Payment is due within 30 days of billing to avoid late fees.

Publisher Liability: BusinessNorth is not responsible for errors when Advertiser supplies an incorrect copy of an ad. In the event BusinessNorth makes an error, its liability shall not exceed the cost of the the ad in which the error was made. BusinessNorth will adjust for errors or omissions by reprinting the part of the advertisement in which the error or omission occurred, or will allow credit in another advertisement. Claims for adjustment due to error must be made within seven days of insertion. BusinessNorth is liable only for the first wrong insertion. BusinessNorth's liability for any error or omission shall in no event exceed the cost of the space paid for and occupied by the ad.

Advertiser Liability: The Advertiser and/or agency agrees to defend and indemnify BusinessNorth against any and all liability, loss or expense arising from claims of libel, unfair competition and trade practice, infringement of copyrights and proprietary rights resulting from the publication of the Advertiser's advertisements.

ContactUs

101 W. Second St. Suite 202 Duluth, MN 55802-2086
218.720.3060 • 1.800.777.7306 • fax 218.720.3112

Website: www.businessnorth.com

Advertising: ads@businessnorth.com

News: news@businessnorth.com

Subscriptions: maria@businessnorth.com