

2011 Advertising Rates & Deadlines At-A-Glance

Advertising Deadlines

Publication Date	Space Reservation	Final Ad Deadline
Spring 2011	Feb. 4, 2011	Feb. 18, 2011
Summer 2011	May 6, 2011	May 20, 2011
Fall 2011	Aug. 5, 2011	Aug. 19, 2011
Winter 2012	Nov. 4, 2011	Nov. 18, 2011
Spring 2012	Feb. 3, 2012	Feb. 17, 2012

Inside Columbia's **CEO** provides in-depth coverage of key business issues and personalities in Columbia's business community, including:

- CEO Profiles
- In-depth Analysis of Key Business Issues
- Industry Forecasts
- Business Technology
- Economic Development News
- Columbia CEO Economic Index
- Family-Owned Businesses
- Executive Living and Lifestyle
- Entrepreneur Profiles
- Behind the Scenes with a Successful CEO
- Commercial Property Listings and Profiles

Contact Us

For more information, please contact your marketing representative.

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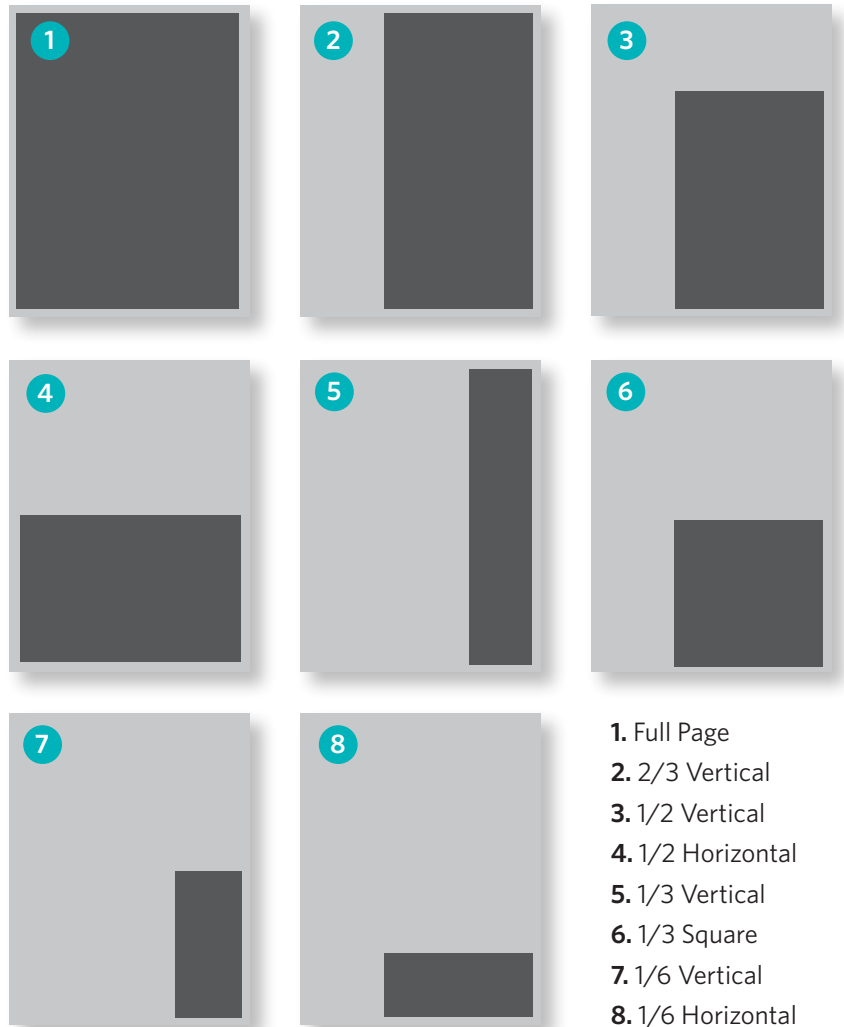
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INSIDE COLUMBIA'S
CEO

An *Inside Columbia* magazine publication
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www.ColumbiaCEO.com

Advertising Page Units



1. Full Page
2. 2/3 Vertical
3. 1/2 Vertical
4. 1/2 Horizontal
5. 1/3 Vertical
6. 1/3 Square
7. 1/6 Vertical
8. 1/6 Horizontal

Mechanical Specifications & Advertising Rates

Ad Size	Mechanical Specifications	Open (Trade)	4x Contract	Monthly Payment
1 Full Page	Nonbleed: 7.5" x 10" Bleed: 8.75" x 11.25"	\$2,095	\$1,575	\$525
2 2/3 Vertical	4.875" x 10"	\$1,680	\$1,260	\$420
3 1/2 Vertical	4.875" x 7.375"	\$1,445	\$1,110	\$370
4 1/2 Horizontal	7.5" x 4.875"	\$1,160	\$870	\$290
5 1/3 Vertical	2.375" x 10"	\$840	\$630	\$210
6 1/3 Square	4.875" x 4.875"	\$715	\$540	\$180
7 1/6 Vertical	2.375" x 4.875"	\$595	\$450	\$150
8 1/6 Horizontal	4.875" x 2.375"	\$565	\$420	\$140

Rates effective 04/01/11