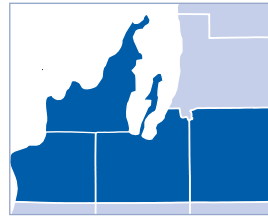


TRAVERSE CITY
**BUSINESS
 NEWS**

2009 MEDIA KIT



Covering Traverse City and the four counties of Benzie, Kalkaska, Grand Traverse and Leelanau in Northwest Michigan.



Business news and information for Michigan's fastest growing region.

The Media Outlet To Reach *The* Influentials

The region's leading media outlet to reach successful, well-educated professionals – more than 12,000 readers per month

Reader Survey

Traverse City Business News readers...

- **Love & Respect the paper:**
 - 98% find it Somewhat, Very or Extremely Useful
 - 99% find it Somewhat, Very or Extremely Interesting
- **Are the decisionmakers:**
 - 80% have a role in their companies' purchasing decisions
- **Have disposable time & money:**
 - Average income of \$94,000
 - Hobbies include travel, reading, music & cooking
 - 95% attended college; 21% have graduate degrees
- **Learn about your company here:**
 - 91% have learned of a new business by reading the paper in the past year
 - 31% contacted a company featured in the paper
- **Subscribers receive emailed NewsFlashes of breaking stories, Monday & Thursday Morning Ticker, and the monthly newsletter of the Traverse City Area Chamber of Commerce**

The Traverse City Business News is a subscription-based publication.
To subscribe, visit www.tcbusinessnews.com

Rates & Specifications

ADVERTISING RATES - Black & White

Add \$50 for color.

Size	1x	4x	6x	12x
Back Cover	\$1,650	1,440	1,360	1,300
Inside Cover	1,440	1,270	1,160	1,090
Full Page	1,350	1,160	1,050	1,010
Island	850	750	660	640
1/2 Page	815	715	645	615
1/3 Page	710	590	500	460
1/4 Page	545	455	385	335
1/6 Page	450	370	300	275
1/8 Page	325	250	230	215
1/16 Page	170	140	125	100

INSERTS: Rates for preprinted inserts supplied by advertisers are \$125 per thousand. Inquire for more details.

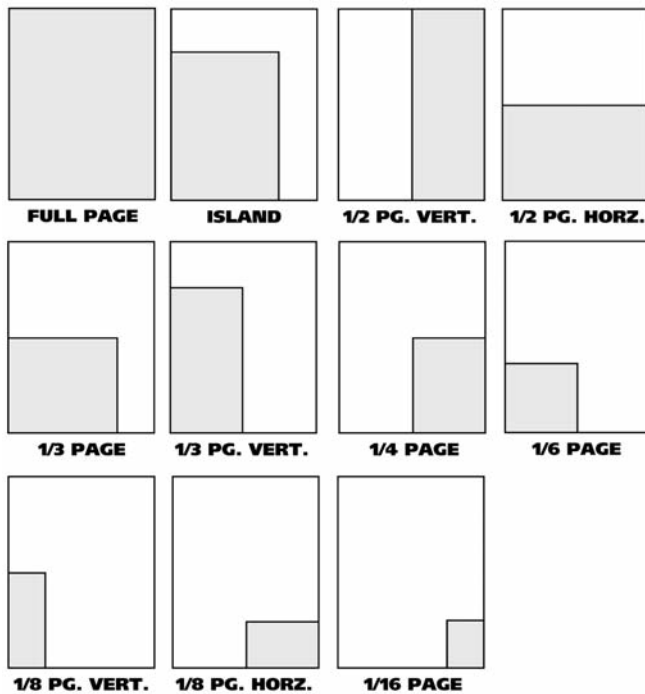
(ROP Display Advertising Rates are NET and Represent Price Per Insertion)
Two or more ads in same issue - 10% off additional ads

\$75 - Simple ad layout/creation.

ADVERTISING DIMENSIONS

Size	Inches
Full Page	10.25 x 12.875
1/2 Pg. Island	7.625 x 9.625
1/2 Pg. Horz.	10.25 x 6.375
1/2 Pg. Vert.	5.031 x 12.875
1/3 Pg. Horz.	7.656 x 6.375
1/3 Pg. Vert.	5.031 x 9.625
1/4 Page	5.031 x 6.375
1/4 Pg. Vert.	2.437 x 12.875
1/6 Page	5.031 x 4.75
1/8 Pg. Vert.	2.437 x 6.375
1/8 Pg. Horz.	5.031 x 3.125
1/16 Page	2.437 x 3.125

ADVERTISING SIZE CHART



ADVERTISING SUBMISSIONS

Ads can be submitted to ads@tcbusinessnews.com

PDF files are encouraged, but only accepted if all colors are converted to CMYK and all fonts are embedded.

We also accept Adobe PhotoShop, Adobe InDesign, and Adobe Illustrator files. All type in Illustrator or InDesign files must be converted to paths.

Ads submitted on CD must be accompanied by a proof.

ADVERTISING DEADLINES

Space Deadline15th of each month
Materials Deadline . . .20th of each month
Inserts are due to the printer by the 23rd day of the month they appear.



Traverse City Business News
109 S. Union St., Suite 205
Traverse City, MI 49684

Contact: **John Watkins**, Advertising Sales
jwatkins@tcbusinessnews.com
Cyndi Csapo, Advertising Sales
csapo@tcbusinessnews.com

231-929-7919 Ph • 231-929-7914 Fax

2009 Editorial Calendar

January

- People, Products, Places 2009
- Business Outlook Survey
- Law & Insurance
- BONUS distribution to all NW Michigan Businesses

February

- Banking/Finance
- Health Care
- Spring Break & Snowbirds
- BONUS distribution to Ultra-affluent

March

- Construction & Real Estate
- Survey: Women in Business
- Roundtable: Women in Business

April

- Technology
- Green Issue
- BONUS distribution to Conservation & Environmental Groups

May

- Banking & Finance
- Health Care
- Tourism
- Survey: Tourism

June

- Construction & Real Estate
- Eat & Drink!
- BONUS distribution to Food, Wine & Cigar Aficionados

July

- Lists: Law, Insurance, Advertising, Hotels/Resorts, Real Estate, Construction, CPAs
- Technology
- Recreation
- Additional Issues Delivered to Area Hotels

August

- Banking and Finance
- Education
- Law/Insurance/Accounting

September

- 40 Under 40
- Manufacturing
- Roundtable: Manufacturing
- BONUS distribution to NW Michigan Manufacturers (10 Counties)

October

- Construction & Real Estate
- Health Care
- 7 Over 70
- BONUS distribution to Ultra-affluent

November

- Technology
- Advertising & Promotion
- Automotive
- Insert: TC Chamber Business Expo

December

- Banking & Finance
- Downtown TC
- Giving & Non-profits
- Survey: Giving

Special Opportunities

The Ticker

Each Monday and Thursday morning, more than 5,000 professionals open their emails to read this new, weekly "must read." The Ticker includes a news story, a calendar of events, and more.

Specs and cost on following pages.

NewsFlash

Approximately 80 times per year, the Business News emails breaking news to more than 2,500 email subscribers, which include business owners and decisionmakers. Now you can include your banner ad on these NewsFlashes and reach the desktops of these influential readers.

Specs and cost on following pages.

40Under40

Each year, the TCBN assembles a list of the 40 most influential people in the region under age 40. The sponsor of this popular list receives naming rights on the special section, the ability to host the Winners' Reception, a full-page advertisement, and much more. This is

a customized opportunity to reach the up-and-comers in business.

Inquire for more details

Recess

A monthly after-work party hosted by The Business News, Recess is a popular venue for cutting loose and networking. Sponsors get promotion in the print publication and email newsletters, and also display/sample their product/service at the Recess event.

\$200 plus product samples or prizes for companies with liquor license

\$450 plus product samples or prizes for those without liquor license

Special Events

As the professional media authority, The Business News is in a unique position to host other well-attended events. A community business luncheon and a political forum are among the two events in the planning stages. Get your company's name on the event, and your key professionals on the dais!

Inquire for more details

Advertorials

Rates are \$1,600 each. Full page advertorials include 600-word story written by a TC Business News writer and one photo from our photographer. Advertorial will be labeled as advertisements at top of page.

Customized Co-Branded Research

Leveraging our list of subscribers, the TCBN has the unique ability to survey northern Michigan business leaders on virtually any topic. Inquire about our ability to work with companies to deliver custom insights about the marketplace.

Inquire for more details

TCBusinessNews.com

Our web site, including breaking local news and archived stories going back several years, is an increasingly popular source for information about the region. We offer five ad positions on our home page: two 'button' ads along the top and three banner ads along the bottom. All include a link to an outside domain to bring traffic to your web site.

Button ads: \$80/month

Banner ads: \$50/month.



NewsFlash Banner Ads



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(SAMPLE TEXT)



Banner

- 1x \$90
- 2-3x \$80
- 4x+ \$70

Specs:
540 pixels x 165 pixels
RGB Jpeg



The Ticker Banner Ads

The

TICKER

Your Monday Morning News Source
from the Traverse City Business News

Date Here

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Upcoming Events

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Buying or selling a business?

Investment Bankers
Serving the Middle Market

www.cfaw.com
231.932.1280

CORPORATE FINANCE ASSOCIATES

Banner Mid \$120
Specs: 540 x 165 pixels
RGB Jpeg

Safe and Sound

www.nwbank.com/safeandsound

Member FDIC

Banner Bottom \$90
Specs: 540 x 165 pixels
RGB Jpeg

Fighting for your business interests

- Business/Corporate Law • Litigation
- Bankruptcy • Strategic Planning
- Startup Consulting • Criminal • Divorce

The Proven Fighter

231-929-7744
24/7 answering

TheProvenFighter.com

Banner Top \$60
Specs: 165 x 140 pixels
RGB Jpeg

Investment Bankers
Serving the Middle Market

www.cfaw.com
231.932.1280

CORPORATE FINANCE ASSOCIATES

Button Mid \$40
Specs: 165 x 140 pixels
RGB Jpeg

Advertising
Marketing
Public Relations
Market Research

THE INTELLIGENCE AGENCY

Tower \$120
Specs: 165 x 540 pixels
RGB Jpeg

Certified Public Accountants
Business Advisors

- Tax Preparation & Planning
- Audit & Accounting
- Financial Statement Analysis
- Business Management Specialists
- Certified QuickBooks ProAdvisors
- MAS 90 & Great Plains Sales & Support
- Estate & Retirement Planning
- Wealth Management

DENNIS, GARTLAND & NIERGARTH

231.946.1722
dgnpcpa.com

Purchase 12 or more ads in The Ticker and receive a 20% discount.

John Watkins, Advertising Sales • jwatkins@tcbusinessnews.com
Cyndi Csapo, Advertising Sales • csapo@tcbusinessnews.com

231-929-7919 Ph • 231-929-7914 Fax