

Rates Per Inch

| Dollar Volume Agreements | VBJ | Magazines |
|--------------------------|---------|-----------|
| Less than \$2750 | \$32.00 | \$43.00 |
| \$2750 to \$4999 | \$26.50 | \$36.50 |
| \$5000 to \$9999 | \$24.00 | \$33.50 |
| \$10,000 to \$17,499 | \$21.00 | \$28.50 |
| \$17,500 to \$24,999 | \$19.00 | \$26.50 |
| \$25,000 to \$32,499 | \$18.00 | \$25.50 |

Cost Per Color

| 1 Color | Full Color |
|---------|------------|
| \$180 | \$500 |
| \$170 | \$450 |
| \$150 | \$400 |
| \$130 | \$385 |
| \$110 | \$355 |
| \$110 | \$325 |

Rates for advertising investments exceeding \$32,499 per year are available. Ask your sales representative for a customized proposal detailing the investment requirements and discounts.

Add 15% to the space cost for guaranteed placement in any of the Vancouver Business Journal Publications.

| | 1X | 3X | 6X | 12X | 24X |
|----------------------------------|-------|-------|-------|-------|-------|
| Industry List Hi-Lite | \$75 | | | | |
| Industry lists (5colX1 inches) | \$345 | \$295 | \$240 | \$215 | \$160 |
| Focus Sections (5colX1.5 inches) | \$345 | \$295 | \$240 | \$215 | \$160 |
| DateBook (5colX1.5 inches) | \$345 | \$295 | \$240 | \$215 | \$160 |

Premium Positions Magazine (includes full color)

Magazine publications include: Book of Lists, Top Projects and Health Resource Guide

| | |
|-------------------------------------|---------|
| Page 3 | \$2,400 |
| Inside Front Cover | \$2,300 |
| Inside Back Cover | \$2,300 |
| Back Cover | \$2,500 |
| Center Spread (two facing pages) | \$4,225 |
| Industry List Sponsor ad (b/w only) | \$425 |
| Industry List Hi-lite (BOL) | \$100 |

Sponsorships

Magazine sponsorships: *Sponsorships are available on a first come basis for each of the publications. Call your advertising account manager for information.*

Billing & Payment

Invoices detailing advertising activity for the month are mailed no later than the 5th business day following month end. Terms are net 15 days.

Mastercard and Visa cards are accepted, or make checks payable to Vancouver Business Journal. A late fee of 1.5% of the outstanding monthly balance (18% APR) or a minimum of \$5.00 may be added to accounts not paid within 30 days. Advertising run and billed based on discounted contract rates which is cancelled prior to completion will result in all advertising run to date being rebilled at the rate earned.

Non-profits with 501c3 status receive a 10% discount on costs including space and color charges.
Vancouver Business Journal Tax ID #20-1690213

Rates may change without notice. Contact an advertising account manager with any rate questions.

Conditions of Acceptance

- All advertisements are subject to approval of the publisher.
- The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of the advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any money paid for the advertisement.
- The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyright, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- Any advertising material not meeting specifications stated here may be modified and billed to the advertiser.