

# Flagstaff Business News

Also serving Sedona, Williams and Winslow

## Rate Card

Launching in September 2008, the Flagstaff Business News (FBN) will offer advertisers the opportunity to get its company's marketing message to the growing business communities in cities and towns across Northern Arizona, including Flagstaff, Sedona, Winslow, Williams and Grand Canyon as well as the Navajo and Hopi Nations.

Published monthly, the FBN will be read by the area's most influential business leaders and by the residents of the communities in which they serve. It will feature timely business news, pertinent profiles and up-to-date topics that drive the upstart business markets in the region.

- ▶ 15,000 press run each month
  - Household incomes over \$100K: 8,000
  - Household incomes over \$75K: 4,700
  - Rack/Pick-Up Copies: 2,200(Numbers rounded to nearest hundredth)
- ▶ Distributed via mail and pick-up points throughout Northern Arizona
- ▶ Tabloid-sized newsprint format

## Display Advertising Rates

(All Costs are per insertion)

### Premium Positions:

Back Cover: .....\$3,000  
 Inside Front Cover:...\$2,000  
 Inside Spread: .....\$5,000  
 (All costs include four-color)

### Inside Positions:

(Four Color Add \$500)  
 Full Page: .....\$750  
 Half Page: .....\$500  
 Quarter Page: .....\$275

### Frequency Discounts:

#### Full Page:

1x: ..... \$750  
 3x: ..... \$675  
 6x: ..... \$640  
 12x: ..... \$600

#### Quarter Page:

1x: ..... \$275  
 3x: ..... \$250  
 6x: ..... \$235  
 12x: ..... \$220

#### Half Page:

1x: ..... \$500  
 3x: ..... \$450  
 6x: ..... \$425  
 12x: ..... \$400

\*\*All rates are per insertion

