

# advertising

## 2006-2007 EVENTS & ISSUES

Cedar Valley Business Monthly, an informative, business-to-business publication, is mailed directly to over 6,500 businesses in Waterloo, Cedar Falls and Waverly twelve times a year. Members of the business community turn to Cedar Valley Business Monthly for news, information and ideas about the Cedar Valley, the economy, and local and global business trends.

If you need to speak "business to business", then Cedar Valley Business Monthly provides the perfect access to local owners and managers. Your advertising message will reach those decision-makers right in their offices—where their decisions are made.

Many advertising options and discounts are available. Boost your sales by advertising in Cedar Valley Business Monthly.

### STRICTLY BUSINESS

March 1, 2007  
Five Sullivan Brothers  
Convention Center

### December 2006

Deadline November 7  
Mailed November 29

### January 2007

Deadline December 5  
Mailed December 29

### February 2007

Deadline January 8  
Mailed January 26

### March 2007

Deadline February 2  
Mailed February 23

### April 2007

Deadline March 2  
Mailed March 30

### May 2007

Deadline April 2  
Mailed April 27

### June 2007

Deadline May 4  
Mailed May 25

### July 2007

Deadline June 8  
Mailed June 29

### August 2007

Deadline July 6  
Mailed July 27

### September 2007

Deadline August 3  
Mailed August 31

### October 2007

Deadline September 7  
Mailed September 28

### November 2007

Deadline October 1  
Mailed October 26

### December 2007

Deadline November 7  
Mailed November 30

# advertising RATES & SIZES

	Open	4 issues	8 issues	12 issues	12 issues + 4 Issues CVBQ
1/16 page (4").....	\$96.80	\$82.40	\$77.00	\$58.80	\$49.60
1/8 page (8").....	\$193.60	\$164.80	\$154.00	\$117.60	\$99.20
1/4 page (15").....	\$272.25	\$270.00	\$252.00	\$192.75	\$162.75
1/2 page (28.5").....	\$483.08	\$475.95	\$444.60	\$344.85	\$287.85
3/4 page (46").....	\$752.10	\$724.50	\$683.10	\$524.40	\$437.00
Full Page (57.5").....	\$764.75	\$738.88	\$695.75	\$531.88	\$448.50
Back Cover (57.5").....	N/A	\$849.71	\$800.11	\$611.66	\$515.78
Insider Cover (57.5").....	N/A	\$812.77	\$880.12	\$672.83	\$567.36

Your ad will appear as printed online for 30 days!

BIZCARD.....	\$50.00 Per Biz Card, Per Issue
Specialty Pages.....	\$12.75 pci
Contractors.....	30% off open rate to promote vendor pages

Pick-up any Courier or Insider ad including Special Sections for 30% off above rates.

11/06

## color

Create a stronger desire for your products and services by investing in color. Studies have proven that color increases recognition by 62%.\*

### Business Link

1 color and black ..... **\$65**

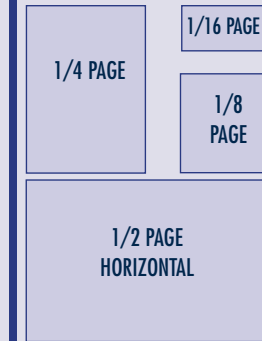
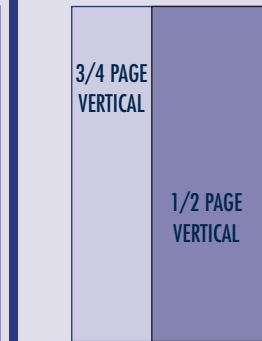
Full Color..... **\$160**

Ads under 10"..... **\$15 pci full color**

\*Source: Newspaper Association of America (NAA) Roper Starch

### Full Run

## ad sizes



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