

- Small Business rates only apply to companies that have fewer than 100 full-time employees company wide.
- Frequency earned at *Crain's* small business rate does not apply to general display or Business Lives or Auto Dealer rates.
- PAYMENT must accompany all orders from accounts which have not established credit with *Crain's* Detroit Business. Payment can be made with credit card or cashiers check. The payment must be received by the date the issue closes for advertising.
- All advertising should be provided in a digital format.
- Required format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format (version 3.0 compatible) with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (pixels per inch). Color images must be CMYK.
- Postscript Type 1 fonts are strongly preferred. Files containing composite or master fonts will not be accepted.
- Files containing RGB or LAB images will not be accepted.
- Files containing Open Prepress Interface (OPI) comments will not be accepted.

For further instructions on how to prepare your digital advertisement and upload to *Crain's* Digital Ad Processing Center please visit our Web site at [www.crain.com/digital\\_ad](http://www.crain.com/digital_ad).

## NOTE

This sheet is a supplement to *Crain's Detroit Business* Rate Card #25, and advertisers are advised that they shall be bound by the terms and conditions of Rate Card # 25.

T W E N T Y F I V E

SUPPLEMENTAL TO RATE CARD 25 • EFFECTIVE OCTOBER 1, 2008

**CRAIN'S DETROIT BUSINESS**

On The Desktops Of Smart Businesses  
[crainsdetroit.com](http://crainsdetroit.com)

# Crain's Detroit Business

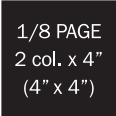
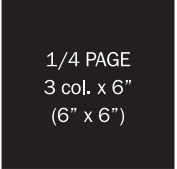
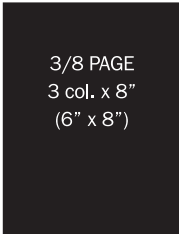
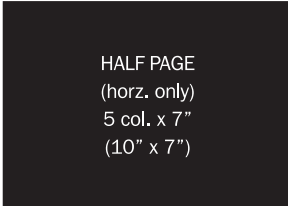
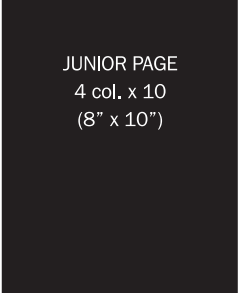
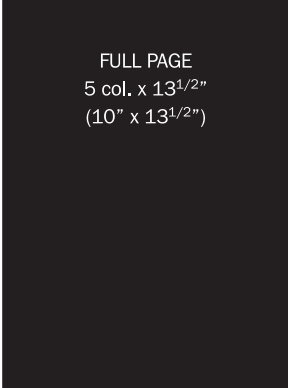
## SMALL BUSINESS RATE CARD

### UP TO 50% OFF REGULAR RATES

Crain's Small Business rates are designed specifically for companies with fewer than 100 full-time employees company wide. These special rates will save you up to 50% off our regular display ad rates.

#### 2009 Small Business Rates

FOUR COLOR	1x	4x	8x	12x	24x
Full Page	\$9,683	\$8,397	\$7,474	\$7,025	\$6,675
Jr. Page	\$8,231	\$7,139	\$6,353	\$5,973	\$5,674
1/2 page (horz. only)	\$6,810	\$5,896	\$5,247	\$4,932	\$4,686
1/3 page	\$5,197	\$4,492	\$3,997	\$3,758	\$3,569
3/8 page	\$4,554	\$4,198	\$3,737	\$3,512	\$3,336
1/4 page	\$3,562	\$3,274	\$2,914	\$2,738	\$2,601
1/6 page	\$2,756	\$2,542	\$2,263	\$2,126	\$2,020
1/8 page	\$1,615	\$1,473	\$1,311	\$1,232	\$1,171
BLACK & WHITE	1x	4x	8x	12x	24x
Full Page	\$8,237	\$6,990	\$6,220	\$5,847	\$5,437
Jr. Page	\$7,001	\$5,940	\$5,287	\$4,931	\$4,621
1/2 page (horz. only)	\$5,797	\$4,908	\$4,368	\$4,106	\$3,826
1/3 page	\$4,475	\$3,787	\$3,371	\$3,168	\$2,955
3/8 page	\$3,977	\$3,626	\$3,227	\$3,033	\$2,824
1/4 page	\$2,982	\$2,719	\$2,418	\$2,273	\$2,117
1/6 page	\$2,323	\$2,118	\$1,887	\$1,772	\$1,649
1/8 page	\$1,398	\$1,267	\$1,125	\$1,058	\$ 993



To place your ad call 313-446-6052 today  
or e-mail [advertising@crain.com](mailto:advertising@crain.com).