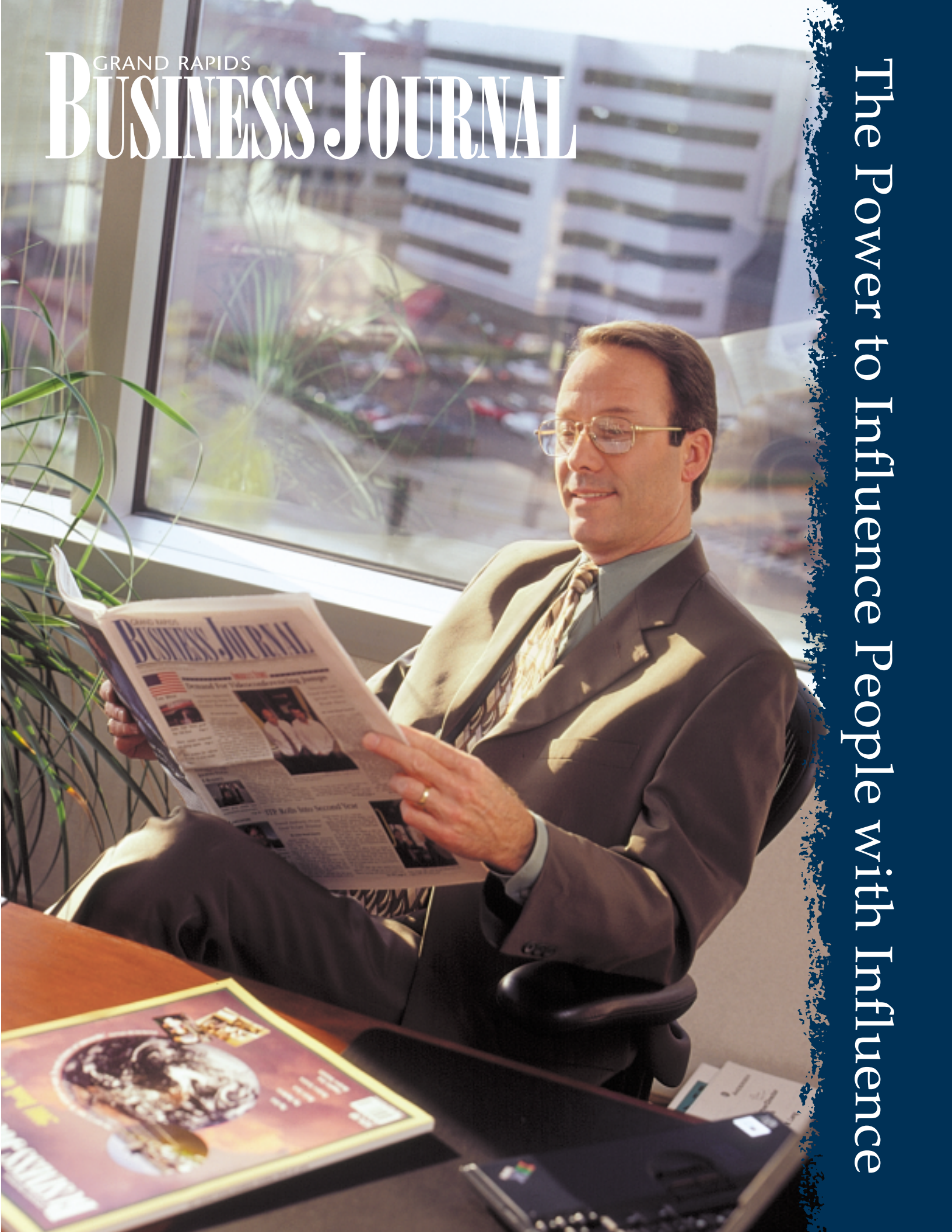


GRAND RAPIDS  
**BUSINESS JOURNAL**

The Power to Influence People with Influence



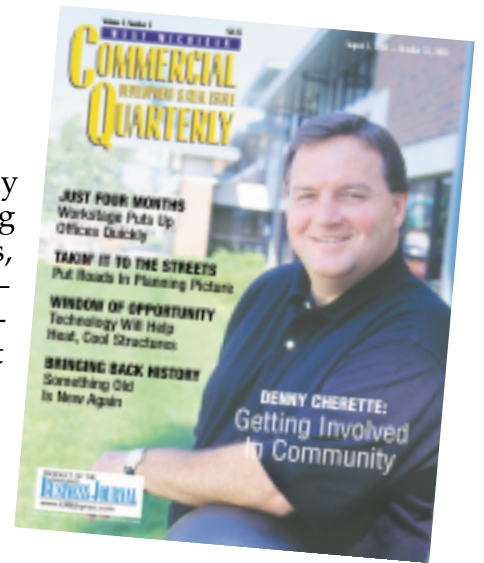
*Business publications of the Grand Rapids Business Journal*



The weekly Grand Rapids Business Journal is the No.1 choice for accurate, reputable, local business news. Each issue features:

- Business news and developments of the entire region
- Personality profiles
- Informative columns
- Special Journal Focus section
- Personnel changes
- Business Calendar
- Public Record

Commercial Quarterly is the only local publication serving the interests and needs of builders, buyers, brokers, bankers, developers, contractors—anyone who has anything to do with commercial real estate and development in West Michigan. Each issue reveals up-close interviews with key players in the market and breaks out quarterly building activity, reports on trends and personnel changes, the latest news, and more.



The Grand Rapids Business Journal's Business Resource Guide is a collaborative effort of Fifth Third Bank, The Right Place Program, GVSU's Siedman School of Business and the Greater Grand Rapids Area Chamber of Commerce. The Business Resource Guide is a "how to" and "what not to do" guide written and formatted as a business plan for start-up businesses. It's also a good refresher course for entrepreneurs in business 3-5 years.

The Grand Rapids Business Journal annual Book of Lists is a compilation of the lists published weekly in the GRBJ the past 52 weeks. The Book of Lists is a resource unequalled in providing readers a "Who's Who" of local area business leaders and decision-makers.



### COLOR ADS

All color ads **MUST** include a current color proof, such as a Rainbow proof.  
**IF FURNISHING COLOR COPIES OR LOW-END DIGITAL COLOR PROOFS  
COLOR CANNOT BE GUARANTEED.**

### FILE CREATION SPECS

- Size:** Please check dimension chart to make sure your ad is the correct size.  
**Images:** File type: **TIFF or EPS (not jpeg)**  
 Color mode: CMYK (for full color ads only). No spot colors.  
**Resolution:** Applies to raster images (tiffs, photoshop eps files, scans, etc.)  
 Grayscale halftones = 200 dpi/linescreen of 100 lpi  
 Bitmap images/line art = 1200 dpi  
 Color halftones = 200 dpi / linescreen of 100 lpi

### ACCEPTABLE FILE FORMATS

Digital files are acceptable in the following formats only:

- 1. QuarkXpress 4.11 (or older)**  
 Macintosh is preferred, but we can convert Windows files.  
 Font substitution will take place.
- 2. Illustrator/Freehand EPS (8.0 or older)**  
 Embed all images  
 Include all fonts. You can convert to outlines, but then file cannot be edited.
- 3. Photoshop 5.5 (or older)**  
 Save final image as a TIFF and as PSD with any layers.  
 Once text layers are rendered they cannot be edited.
- 4. PDF**  
 Only send a PDF if your ad is FINAL and requires no changes.  
 Double check that file creation specs were followed.  
 Is your ad Black & White? Make sure ALL images are grayscale or b&w (*not* RGB).  
 Is your ad 4 Color? Make sure ALL images are CMYK (*not* RGB)  
**EMBED ALL FONTS**  
 Please use Adobe Distiller settings as shown below:

**Page dimensions.** Page trim size is 11<sup>3</sup>/<sub>8</sub>" (68.5 picas) wide x 14<sup>1</sup>/<sub>2</sub>" (87 picas) deep. Live matter area is 10" (60 picas) wide x 13" (87 picas) deep. Four column format except classified pages. Column width is 2<sup>3</sup>/<sub>8</sub>" (14.25 picas). Five column width is 1<sup>7</sup>/<sub>8</sub>" (11.2 picas). Left margin is <sup>5</sup>/<sub>8</sub>" (3.75 picas). Right margin is <sup>13</sup>/<sub>16</sub>" (4.75 picas).

Page Size Unit	Col. Width	Col. Depth
Two-Page Spread	22"	13"
3/4 Page Spread (Horz)	22"	9 <sup>11</sup> / <sub>16</sub> "
3/4 Page Spread (Vert)	16 <sup>3</sup> / <sub>16</sub> "	13"
Junior Page Spread	16 <sup>3</sup> / <sub>16</sub> "	9 <sup>11</sup> / <sub>16</sub> "
1/2 Page Spread	22"	6 <sup>7</sup> / <sub>16</sub> "
Full Page	10"	13"
3/4 Page (Hor.)	10"	9 <sup>11</sup> / <sub>16</sub> "
3/4 Page (Vert.)	7 <sup>7</sup> / <sub>16</sub> "	13"
Junior Page	7 <sup>7</sup> / <sub>16</sub> "	9 <sup>11</sup> / <sub>16</sub> "
1/2 Page (Hor.)	10"	6 <sup>7</sup> / <sub>16</sub> "
1/2 Page (Vert.)	4 <sup>7</sup> / <sub>8</sub> "	13"
1/4 Page (Hor.)	4 <sup>7</sup> / <sub>8</sub> "	6 <sup>7</sup> / <sub>16</sub> "
1/4 Page (Vert.)	2 <sup>3</sup> / <sub>8</sub> "	13"
1/6 Page (Hor.)	4 <sup>7</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>16</sub> "
1/6 Page (Vert.)	2 <sup>3</sup> / <sub>8</sub> "	8 <sup>7</sup> / <sub>16</sub> "
1/8 Page (hor.)	4 <sup>7</sup> / <sub>8</sub> "	3 <sup>3</sup> / <sub>16</sub> "
1/8 Page (Vert.)	2 <sup>3</sup> / <sub>8</sub> "	6 <sup>7</sup> / <sub>16</sub> "
1 Column Inch	2 <sup>3</sup> / <sub>8</sub> "	1"

### General

Compatibility 3.0  
 Optimize PDF  
 Resolution 2400

### Compression

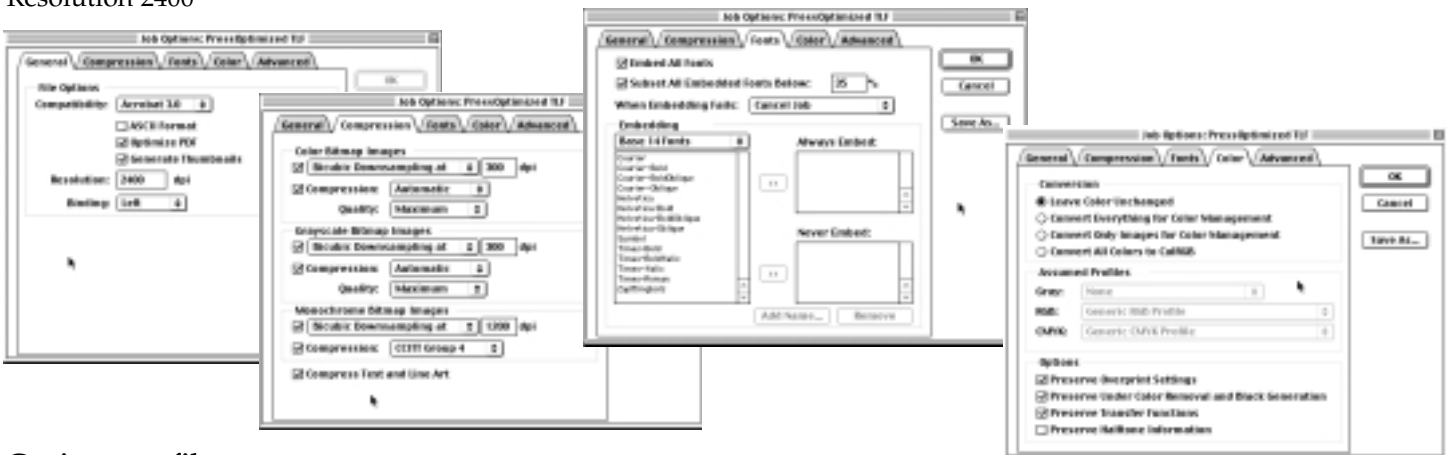
Keep resolution  
 Maximum quality

### Fonts

Embed all fonts

### Color

Leave color unchanged



### Getting your file to us

Please mail or fax a copy of your ad to your sales representative. This will be used to proof the electronic ad we generate from your files. If you are sending a Quark file you **MUST SEND ALL IMAGES AND FONTS** along with the Quark file.

**By disk - Zip, CD or Floppy**  
 549 Ottawa Ave NW, Suite 201  
 Grand Rapids MI 49503  
 Attn: your sales representative

**By Email:**  
 production@geminipub.com  
 Please include the advertiser name, the publication name and date, and your sales representative's name.  
 Files should be collected and stuffed as one attachment.  
 Do not email fonts to us singularly. *They must be stuffed.*

# The Power to Influence People with Influence

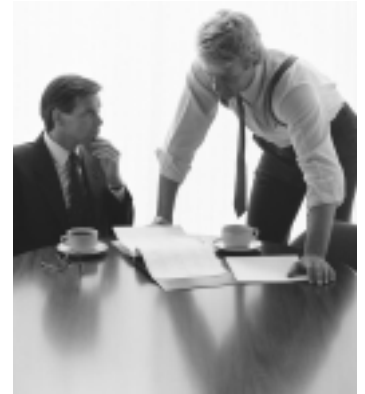
The most successful business owners in West Michigan know where to get the information they need—the Grand Rapids Business Journal.

The Business Journal has long been regarded among our paid subscribers as the No. 1 source of local business news, emerging trends and developments.

Each week, our readers spend more time with the Grand Rapids Business Journal than any other business publication. This one-to-one relationship enables our advertising customers to build bonds with key decision-makers not otherwise achieved through conventional sales methods.

Advertising in the Grand Rapids Business Journal serves many purposes.

- Allows you to build brand or image awareness
- Sets you apart from the competition
- Reinforces your relationship with existing customers
- Helps you attract and develop new customers
- Influences people with influence on key purchasing decisions



Weekly circulation . . . . .	7,200		
Weekly adult readers . . . . .	28,080		
Average age . . . . .	48		
Average business annual gross sales . . . . .	<b>1997</b> \$74m	<b>1999</b> \$115m	<b>2001</b> \$124m
Median business annual gross sales . . . . .	<b>1997</b> \$4.8m	<b>1999</b> \$3.9m	<b>2001</b> \$5.7m
Average household income . . . . .	<b>1997</b> \$165,000	<b>1999</b> \$176,000	<b>2001</b> \$185,000
Read at work . . . . .	<b>1997</b> 71%	<b>1999</b> 78%	<b>2001</b> 83%
Primary source of local business news . . .	<b>1997</b>	<b>1999</b>	<b>2001</b>
Grand Rapids Business Journal . . . . .	.60%	53%	56%
Shoreline/MiBiz West . . . . .	.11%	5%	10%
BDW/Business Update (combined) . .	.7%	2%	6%

Source: Readex subscriber study,  
53% response rate, July 2001



# Readership Profile

## *Other business publications read*

Wall Street Journal	.36%
BusinessWeek	.15%
Fortune	.13%
Forbes	.11%
Fast Company	.8%
Inc.	.7%

## *Vehicle Ownership*

Average number of vehicles per HH	.2.6
Type	
Sedan	.69%
SUV	.49%
Sports Car	.25%
Van/minivan	.24%
Foreign	.40%
Domestic	.89%
Average price of most recent vehicle purchased	\$.28,800
Plan to purchase new vehicle in next 12 months	.28%
Average number of cars company owns or leases	.9
Average number of trucks company owns or leases	.18

## *Business*

Incidence of influencing product lease or purchase	.90%
Incidence of influencing service lease or purchase	.83%
Company plans to purchase, expand, upgrade, install in next 12 months:	
Website	.53%
PCs	.52%
Laptops	.38%
Printers	.29%
Internet access	.20%
Cell phones	.20%
Telephone/data lines	.17%
Fax equipment	.16%
Local Area Network (LAN)	.13%
Wide Area Network (WAN)	.7%
Average number of business trips in past 12 months	.3.3
Average number of overnight hotel visits in past 12 months	.10.4

## *Home*

Own home	.93%
Home office	.53%
Home office furniture	.93%
Home office computer	.97%
Home office phone	.93%
Home office Internet access	.80%
Average home price	\$.327,000

## *Personal*

Average age	.48
Gender:	
Male	.75%
Female	.25%
Average HH income	\$.185,000
Average HH net worth	\$.1.47 million
Investment holdings:	
Less than \$10,000	.3%
\$10,000-\$49,999	.5%
\$50,000-\$149,999	.22%
\$150,000-\$499,999	.33%
\$500,000-\$1.9 million	.25%
\$2.0 million-plus	.12%
Education:	
Attended college	.94%
Graduated college	.70%
Recreational activities played/attended:	
Live theater/concert	.74%
Exercise	.67%
Professional sporting event	.64%
Golf	.61%
Sail/boat	.51%
Winter sports	.43%
Antique shop	.33%

## *Retail*

Planned purchases in next 12 months	
Home furniture/appliances	.55%
Home improvements	.55%
Computer hardware	.41%
Computer software	.36%
Lawn/garden equipment	.33%
Golf equipment	.30%
Hunt/fish gear	.25%
VCR/DVD equipment	.25%
Online services	.16%
Jewelry	.16%
Cellular phone	.15%
Boat/boating equipment	.15%
Fine art/collectibles	.12%
Home security system	.5%

Who reads the Grand Rapids Business Journal? Decision-makers. People with influence. One-in-three Grand Rapids metro area presidents, owners, partners, top executives.

Employed full-time	.93%
Owner/partner	.49%
President	.23%
Vice-president	.14%
Manufacturing	.15%
Banking/Finance/Investments	.10%
Construction/Design/Engineering	.07%
Advertising/Marketing/Publishing	.07%
Wholesale Trade	.06%
Health/Medical	.06%
Retail	.05%
Education	.05%
Real Estate	.04%
Technology/Telecommunications	.02%
Insurance	.02%
Accounting/Legal	.02%
Government	.01%

Number of employees per company:

1-24	50%
25-99	24%
100-249	15%
250-999	8%
1,000 +	3%

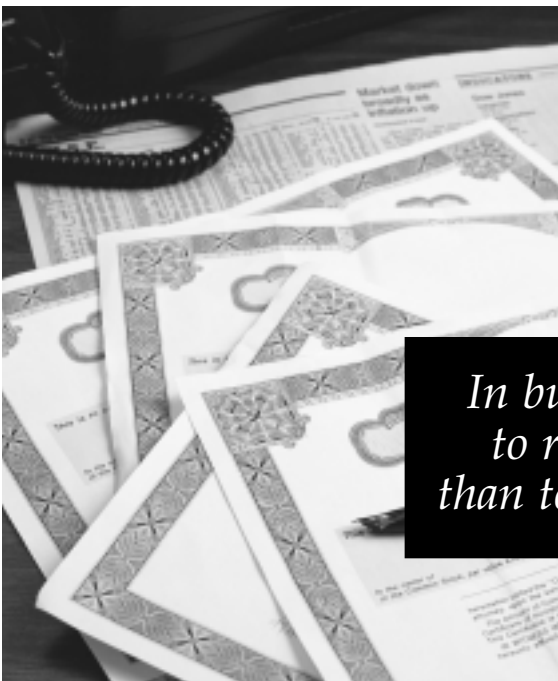
Average revenue growth in the past three years:

14%

**Research**

The Grand Rapids Business Journal now provides our advertising customers with the nation's leading local market research tool — Scarborough Research. Twice yearly, Scarborough conducts extensive telephone and diary surveys of Grand Rapids-area consumers. With Scarborough, we can pinpoint present and prospective customers, better understand them and their buying habits and determine if the Grand Rapids Business Journal is ideally suited for delivering your advertising message to the desired audience.

Coupled with our own Readex readership studies, the Grand Rapids Business Journal makes hitting your intended target market as reliable as navigating with a compass.



*In business, it's more important to reach the people that count than to count the people you reach.*

The Power to Influence People with Influence