

Local Display Advertising Rates, Policies, Mechanical Requirements

West Michigan Commercial Quarterly is the only local publication serving the interests and needs of builders, buyers, bankers, brokers, developers, contractors – anyone who has anything to do with commercial real estate and development in West Michigan. Commercial Quarterly is a veritable trade publication for the industry.

Each issue reveals up-close interviews with key players in the market and breaks out quarterly building activity, reports on trends, personnel changes and the latest news, and profiles key players in the industry.

West Michigan Commercial Quarterly is a controlled publication with 8,000 circulation direct-mail delivered to subscribers of the Grand Rapids Business Journal and virtually everybody associated with commercial real estate and development in the region.

ADVERTISING RATES

Size	Black & White			Color		
	1-2x	3-4x	5x+	1-2x	3-4x	5x+
Full-page	\$2,090	\$1,850	\$1,630	\$2,610	\$2,340	\$2,050
³ / ₄ -page	\$1,880	\$1,670	\$1,450	\$2,370	\$2,120	\$1,860
Jr. page	\$1,670	\$1,490	\$1,300	\$2,120	\$1,900	\$1,670
¹ / ₂ -page	\$1,470	\$1,310	\$1,140	\$1,860	\$1,660	\$1,460
¹ / ₄ -page	\$1,160	\$1,030	\$900	\$1,470	\$1,310	\$1,160
¹ / ₆ -page	\$790	\$690	\$610	\$980	\$870	\$760

All rates gross less 15% for camera-ready materials. All positions sold on a first served basis. Add 25% to full-page color Cover 4 position. Add 20% to full-page color Cover 2 position. Add 15% to full-page color Cover 3 position.

Classified display ads for commercial listings available per the current Classified Display rates of the Grand Rapids Business Journal.

Follow mechanical and production requirements of the Grand Rapids Business Journal for ad size and media transfer.

Ask your advertising sales consultant about closing date and camera-ready materials due dates.

Discounts up to 15% available to frequency advertisers of the Grand Rapids Business Journal.