



Business discussion of and for the New North

**Providing business
coverage that affects you.**

**Total circulation as of
October 2009: 4,190**



New North B2B, founded in 2002, is a monthly publication providing in-depth coverage of issues affecting the business community in the Oshkosh, Fond du Lac, and greater Fox Cities areas.

New North B2B truly is a business-to-business publication intended for use and reference by business owners, executives, and agency and government leaders active in the business community on a daily basis.

Every month, readers receive up-to-date, easy-to-use information about issues affecting their organizations, such as commercial development, key economic indicators, health care, and much more. Our editorial content has received national recognition for business writing, and each month we strive to improve the value of our content.

Advertising in New North B2B offers direct access to more than 4,000 business and organizational decision makers throughout Wisconsin's south Fox Valley. And as New North B2B is often routed through offices with multiple employees or placed front and center on area waiting room tables, it provides indirect access to thousands more readers each month.

Advertising with New North B2B is the perfect vehicle to grab the attention of your existing and prospective business clientele.

Advertising Deadlines

January 2010.....December 17, 2009
 February 2010.....January 18, 2010
 March 2010.....February 18, 2010
 April 2010.....March 18, 2010
 May 2010.....April 16, 2010
 June 2010.....May 18, 2010
 July 2010.....June 17, 2010
 August 2010.....July 19, 2010
 September 2010.....August 18, 2010
 October 2010.....September 17, 2010
 November 2010.....October 18, 2010
 December 2010.....November 18, 2010
 January 2011.....December 17, 2010
 February 2011.....January 18, 2011



Who's News / News Releases

Each month, New North B2B publishes a variety of news and information provided by our readers in the feature we call WHO'S NEWS.

Please submit your news releases to info@newnorthb2b.com or by mail to New North B2B, P.O. Box 559, Oshkosh, WI 54903-0559 at least a week prior to deadline. (To request a copy of deadline dates, either email or call us at 920.237.0254.)

News releases should be typed as a Word document and include contact information for clarification purposes. If you submit a photo with your news release, please send it in CMYK color space, JPEG format at a resolution of 300 dpi. There is no charge for news releases printed in WHO'S NEWS, however submissions are subject to editorial decisions.

We will accept submissions for the following categories:

- **New Commercial Construction**
- **Mergers and Acquisitions**
- **New Locations**
- **New Businesses**
- **New Products/Services**
- **Business Honors**
- **New Hires**
- **Promotions**
- **Individual Honors**
- **Elections and Appointments**
- **Certifications**
- **Business Events and Seminars**
- **Business Name Changes**
- **Business Anniversaries (50 years or more)**



Materials Requirements

Ad Materials

Digital files only - PDF format preferred

- ▲ Distill at “press” or “print” quality and include all fonts
- ▲ No low resolution files
- ▲ No RGB elements
- ▲ CMYK colorspace, 300 dpi

Alternate formats accepted

- ▲ EPS ▲ High resolution JPEG ▲ TIFF
- ▲ AI - Adobe Illustrator

Graphics must be embedded and fonts changed to outline.

- ▲ INDD - Adobe InDesign

All pertinent graphics and fonts must be included.

Color matching proof

- ▲ B2B makes every effort to match colors to proof. However, due to variations inherent in the magazine printing process, we cannot guarantee color. If there is a concern about the color of a logo, for example, please provide the precise Pantone number and we will alert our printer.

Additional information:

- ▲ Production charges will be invoiced at \$50 an hour for any changes to digital files. In addition, advertising design work is billed at \$50 an hour with a one hour minimum.
- ▲ Ads provided on CD, ship to: New North B2B, P.O. Box 559, Oshkosh, WI 54903-0559
- ▲ Ads may also be provided digitally by email. Ad copy and ad elements may also be sent this way. Email to: carrie@newnorthb2b.com.

Mechanical Specifications

	Width	Depth
Full Page Bleed	8.625	11.125
1/2 Page Horizontal	7.375	4.75
1/2 Page Vertical	3.5	9.875
1/3 Page Horizontal	7.375	2.625
1/3 Page Vertical	2.25	9.875
Build Up Horizontal	7.375	2.625
1/4 Page Vertical only	3.5	4.75

Publication Trim Size: 8.375” x 10.875”



920.237.0254

www.newnorthb2b.com