

# COMMERCIAL-NEWS

www.commercial-news.com

Your News. Your Paper. Every Day.

**RATES EFFECTIVE JANUARY 1, 2011**

SUNDAY, SEPTEMBER 26, 2010  
**COMMERCIAL-NEWS**  
 www.commercial-news.com

## Commercial-News and Commercial-News.com

When it comes to reaching consumers in our market, no other media outlet comes close.

We reach a whopping 40% of Danville homes and that number jumps to almost 100% if you also advertise in AD-Vantage.

Our Web site, www.Commercial-News.com, gets 1,100,000 page views each month and 140,000 unique visitors.

Ask your account executive for more information and advertising options.



**Retail Deadlines**  
 Sunday.....Thurs. 10am  
 Monday.....Fri. 10am  
 Tuesday.....Mon. 10am  
 Wednesday.....Tues. 10am  
 Thursday.....Wed. 10am  
 WVN pages.....Tues. 10am  
 Friday.....Wed. 10am  
 Saturday.....Thurs. 10am  
 TV book.....Mon. 10am  
 1 week prior  
 Advantage.....Thurs. 10am  
 Ads requiring proofs need an additional 24 hour lead time.

## Print Advertising Rates

	RETAIL		NATIONAL
	Daily	Sun/Hol	D or SUN
Open	\$24.15	\$26.50	\$31.15
\$750	\$15.95	\$18.15	\$27.30
\$1,500	\$14.85	\$17.05	\$26.52
\$3,500	\$13.80	\$15.95	\$26.00
\$6,000	\$12.60	\$14.75	\$25.25
\$10,000	\$10.90	\$13.00	\$24.75
\$25,000	\$9.85	\$10.80	\$24.25
\$40,000	\$7.65	\$9.75	\$23.25
\$50,000	\$5.55	\$7.60	\$22.75

## MULTIPLE INSERTION DISCOUNTS

(Same copy within 7 day period)

Receive 25% off your 2nd insertion and 50% off your 3rd - 7th insertions within a week. Sunday edition not discounted.

Color \$5.75 per column-inch. \$2.50 per column-inch with any revenue contract.



## Reach our non-subscribers!

The *Commercial-News* publishes a weekly non-subscriber publication called *AD-Vantage*.

*AD-Vantage* reaches 11,000 non-subscribing households every Wednesday.

Combined with the *Commercial-News*, *AD-Vantage* allows you to saturate the market with your advertising message.

AD-Vantage (TMC pub.): OPEN	
Non C-N ad	\$7.50
P/U from C-N	\$1.75

Color \$2.50 per column-inch.

## How to send ads electronically

When sending an ad or any kind of artwork, logo etc., we prefer the following: **Artwork, Images and Logos:** EPS, TIF, JPEG **Complete Ads:** PDF with fonts embedded, CMYK **Send to:** adser@dancomnews.com

SIZE RESTRICTIONS
Minimum Size: 6" x 9"
Maximum Size: 12.5" x 11.25"

PREPRINTS (CPM)	FREQ.		
	4tb	16tb	32tb
Open	\$575	\$1,195	\$1,225
13x	\$545	\$1,015	\$1,075
26x	\$515	\$915	\$950
52x	\$495	\$885	\$915

10% discount for partial run

**DELIVERY ADDRESS**  
 Supplements must be delivered F.O.B. to:  
**100 NORTH WALNUT STREET**  
**DANVILLE, IL 61832**

**DELIVERY SCHEDULE**  
 10 days preceding publication date

**DOCK HOURS**  
 SUNDAY-THURSDAY  
 11:00 p.m. - 1:00 p.m.  
 Closed Holidays

**PREPRINT RESERVATION SCHEDULE**  
 10 days preceding publication date

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