

# '09

# RATE CARD

## Mission Statement

The Clinton Herald will be the dependable source for local news, provide our readers a public forum to express their needs, interests and concerns, and engage in community activities that enhance the image and character of our newspaper and our communities.

*The Clinton Herald is NEWS about YOU!*

## About the Clinton Herald

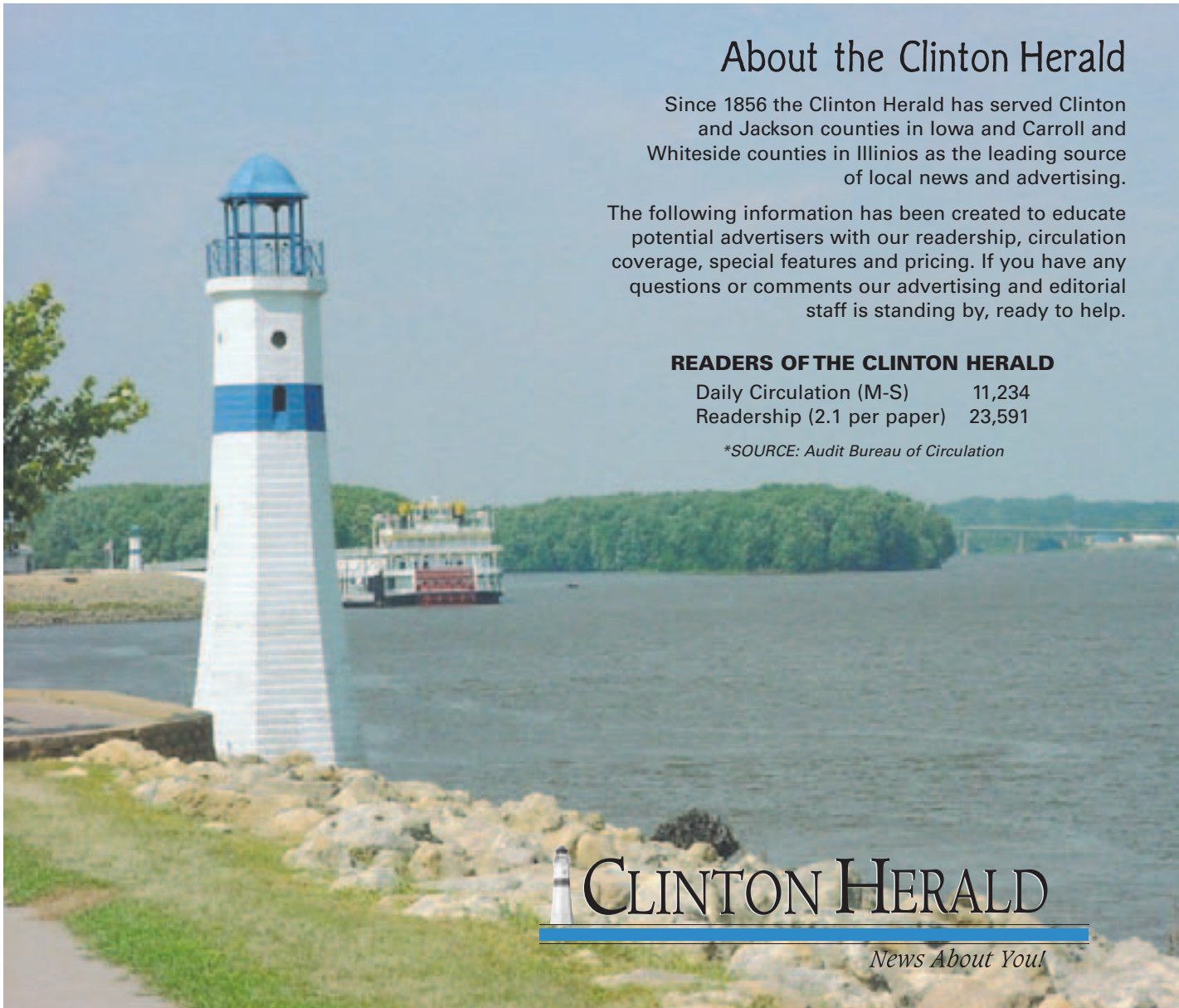
Since 1856 the Clinton Herald has served Clinton and Jackson counties in Iowa and Carroll and Whiteside counties in Illinois as the leading source of local news and advertising.

The following information has been created to educate potential advertisers with our readership, circulation coverage, special features and pricing. If you have any questions or comments our advertising and editorial staff is standing by, ready to help.

### READERS OF THE CLINTON HERALD

Daily Circulation (M-S)	11,234
Readership (2.1 per paper)	23,591

*\*SOURCE: Audit Bureau of Circulation*



 **CLINTON HERALD**

*News About You!*

# Advertising Rates

2009 Rate Card  
Effective January 1, 2009

## Local Retail Rates

Open Rate .....	\$14.92
Church/Non-Profit .....	\$9.26 .. <sup>BB</sup> \$4.02
Auction Advertising.....	\$11.24 .. <sup>BB</sup> \$3.16
Special Sections .....	\$11.15
Paid Obituary.....	\$8.24
Political .....	\$13.48

## Local Pick-Up Options

The Herald knows that at least three advertising exposures delivered to a desired audience over a designated time period are the most effective way of sending an advertising message to achieve the desired results. Therefore, we reward advertisers for placing at least three ads within a 6-day period.

Pick-up rates are available for the repeat of identical ads within 6 consecutive publishing days.

1st Pick-up .....	25% discount
2+ Pick-up.....	50% discount
Guaranteed Placement.....	25%

## Local Contract Rates

Advertisers are responsible for a minimum number of dollars per year to receive contracted rate. If, at the end of the contract period the advertiser had not met the number of dollars contracted for, the inches used will be billed at the next applicable earned contract rate.

Dollars	Cost Per Inch
\$1000.....	\$13.14
\$2500 .....	\$12.84
\$5000 .....	\$12.50
\$10,000 .....	\$12.22
\$20,000 .....	\$12.14
\$25,000+ .....	\$11.52

Higher volume contracts available.  
Contact your account executive.

All products of the Clinton Herald can be applied to the overall contract commitment. This includes: The Clinton Herald, Bargain Blaster, Classifieds, Herald Online, Special Sections, Preprint Insertions, Ad Wraps.

## ADVERTISING DEADLINES

Publication Day	Ad Deadline
<b>Monday</b>	Wednesday 5pm
<b>Tuesday</b>	Thursday 5pm
<b>Wednesday</b>	Monday Noon
<b>Thursday</b>	Monday 5pm
<b>Friday</b>	Tuesday 5pm
<b>Saturday</b>	Wednesday 5pm
<b>Saturday Color</b>	Wednesday Noon
<b>Bargain Blaster</b>	Friday 5pm
<b>TV Guide &amp; Entertainment</b>	Monday 5pm

## National ROP Rates

National Open Rate .....	\$17.22
Bargain Blaster .....	\$4.74 (non-commission)
Special Sections .....	\$11.15 (non-commission)

## Business Card Program

Gain an edge on your competition through a strategic long term marketing plan with the Business Card Program. It's designed to increase consumers familiarity with your name and the products or services you provide. Contact your account executive for more details.

## Preprint Rates

Preprint insertions offer a variety of preprint styles and options, which advertisers can use to target their best customers. Over 80% of daily newspaper readers read the inserts.\*

### GENERAL POLICY

- Thirty-day notice of rate revisions will be provided.
- Every effort will be made to comply with requests for specific advertising position, but acceptance of space orders does not imply nor guarantee position. Should position request not be honored, it will not constitute cause for adjustment, refund or return.
- Adjustment of Errors: It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustments will be made by the publisher for errors not corrected after the first day. The Publisher accepts no liability or responsibility for failure to insert an advertisement. The Publisher accepts no liability for any error in an advertisement, regardless of course, except for the cost of the space actually occupied by the error. The Publisher reserves the right to revise or reject, at its option, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to classify any advertisements. All ads subject to credit approval.
- Advertiser assigns all right, title and interest in layouts, illustrations, paste-ups and printed ads which represent the creative effort and composition of the newspaper to the Clinton Herald.
- Indemnification: The Clinton Herald will not knowingly accept or publish material that is in violation of the law. Advertiser and Agency state that either has the authority to place the advertisement and agree to assume joint and individual liability for contents of all advertisements printed, as well as claim arising therefrom made against the Clinton Herald. Advertiser and Agency agree to jointly and severally identify and hold harmless the Clinton Herald, its officers, servants and employees from all costs, including reasonable attorney fees of the Clinton Herald, caused by publication of any advertisement placed by Advertiser or Agency. Such claims include, but are not limited to, those arising from material which is alleged to be defamatory, in violation of copyright or trademarks or invasive of the privacy of another, regardless of whether such claims are ultimately found to be without merit. It is agreed that the Clinton Herald advertisement accepted by publisher is to appear if such failure is caused by

## Preprint Rates (con't.)

Deadlines: Reservation required 6 days prior to insertion.

Delivery: The Clinton Herald  
221 6th Ave. S.  
Clinton, IA 52733

Phone: (563) 242-7101

Fax: (563) 242-7147

Email: wlarkey@clintonherald.com

Single Sheet.....\$44/m Card.....\$44/m

\* Source: Newton Marketing & Research, 2003

Zoning charge 25% min. qty. 5,000.

## Insertions Per Year

	1-12	13-38	39+
4 Tab	\$69/m	\$57/m	\$47/m
8 Tab	\$73/m	\$63/m	\$53/m
12 Tab	\$80/m	\$68/m	\$57/m
16 Tab	\$84/m	\$73/m	\$63/m
20 Tab	\$89/m	\$78/m	\$67/m
24 Tab	\$94/m	\$84/m	\$73/m
28 Tab	\$99/m	\$88/m	\$78/m
32 Tab	\$104/m	\$94/m	\$84/m
36 Tab	\$109/m	\$98/m	\$88/m
40 Tab	\$114/m	\$104/m	\$94/m

## Ad Wraps

Ad Wraps is a term used to describe the wrapping of a newspaper section or insertions in an advertising message. They are 6 column x 21" broadsheet pages on 60# newspaper, advertising on both sides. Color is available. Contact your account executive for more details.

circumstances beyond the control of the Clinton Herald, including, without limitation, acts of God, fires, strikes by newspaper's employees or the employees of other, lock-outs, accidents, postal delays, forces majeure, inability to obtain newsprint, and acts of Government.

### CREDIT & RATE POLICY

All Classified categories may require prepayment. If in doubt, please call the Classified Department. All classified display ads require prepayment in the absence of established credit terms. Commercial rates apply to commercial business and applicable classifications, i.e. Help Wanted, Rentals, Real Estate for Sale, etc. Classified line rates are discounted by consecutive insertions.

### COMMISSION & TERMS OF PAYMENT

- Retail advertising rates on this rate card are non-commissionable and available only to retail sales or service establishments dealing directly with the public.
- CASH WITH COPY UNTIL CREDIT APPLICATION IS APPROVED - NO CASH DISCOUNTS ALLOWED.
- All charges due by the 15th of the month following billing.
- Billing period runs from the 1st of the month through the end of the calendar month.
- Earned rates are based on total paid lineage during billing period. Half-lineage repeats are credited at half of the lineage in the ad.
- Payments accepted in U.S. funds only.

### POLITICAL ADVERTISING POLICY & GUIDELINES

Advance payment in full is required. Advertising must carry the words "Paid Political Advertisement" and the name and address of the organization responsible for placement of the ad. Any political advertising which directly or indirectly mentions opposition must be published in time to give opposition an opportunity to reply.

### REPRESENTATIVES

Iowa Newspaper Association

### CIRCULATION

Verified by Audit Bureau of Circulation

# Classified Advertising

Classifieds have been a form of public advertising for many years. The reason why people keep going back is because it works! The majority of adults (57%) read some form of classified advertising and 4 out of 10 responded. And this strong readership is for both private party ads as well as display ads.

## Classified Advertising Rates

Local Open Rate.....	\$18.18
Per Line (2 inch minimum) .....	\$1.52
Classified Non-Profit .....	\$9.35
Special Section.....	\$11.15

## Annual Contract Rates

Dollars	Inch Rate	Line Rate
\$2500	\$11.86	\$.99
\$5500	\$11.38	\$.95
\$7500	\$10.74	\$.90
\$15,000	\$10.22	\$.85
\$35,000+	\$9.60	\$.80

## Classified Transient Line Rates

1 Day	\$2.42 per line
2 Days	\$2.16 per line
3 Days	\$2.00 per line
4 Days	\$1.90 per line
5 Days	\$1.84 per line
6 Days	\$1.74 per line <sup>*4 line minimum</sup>
7 Days	\$1.68 per line

## Classified Discounts

Pick-up rates are available for the repeat of identical ads within 6 consecutive publishing days.

1st Pick-up .....25% discount  
2+ Pick-up.....50% discount

## Saturday Service Directory

Get listed in the Clinton Herald Saturday Service Directory today!

Clinton Herald & Bargain Blaster \$71.70



# Bargain Blaster

This publication is distributed to all of the Clinton Herald's non-subscriber households. It hits the doorsteps of over 9,250 homes in the Clinton area on Wednesday afternoons.

Open Rate.....	\$4.60
You can pick up any ads from the Clinton Herald into the Bargain Blaster for .....	\$4.02

Back (Broad) Full-page (full color) .....	\$350
Back (Tab) Full-page (full color) .....	\$250
Front (Tab) 5x7 (full color) .....	\$225

## Make a Splash! Add Color

One Color.....	\$46.00
Two Color.....	\$88.00
Full Color .....	\$124.00



Contact us for animated internet advertising options!  
Pricing rates published online.

### YOUR INTERESTS.

- News
- Main
- World & Local News**
- Sports
- State
- Editorials
- Business
- Stocks
- Entertainment
- Sports & Hobbies
- Food
- Obituar
- Census
- Weather

*Your News!*

We Make It Easy...

# Mechanics

## RETAIL WIDTHS

Standard Advertising Unit (SAU) widths.  
6 Columns per page.  
Image area is 10.556" by 21"

1 column = 1.667" or 10.0 picas
2 columns = 3.444" or 20.8 picas
3 columns = 5.222" or 31.4 picas
4 columns = 7" or 42 picas
5 columns = 8.778" or 52.8 picas
6 columns = 10.556" or 63.4 picas
Double Truck = 22.362" or 134.2 picas

## CLASSIFIED WIDTHS

8 columns per page.  
Image area is 10.556" by 21"

1 column = 1.222" or 7.4 picas
2 columns = 2.556" or 15.4 picas
3 columns = 3.889" or 23.4 picas
4 columns = 5.222" or 31.4 picas
5 columns = 6.556" or 39.4 picas
6 columns = 7.889" or 47.4 picas
7 columns = 9.222" or 55.4 picas
8 columns = 10.556" or 63.4 picas
Double Truck = 22.362" or 134.2 picas

## TABLET WIDTHS

5 Columns per page.  
Image area is 10.25" by 10"

Tablet = 1 col.=1.972" or 11.10 picas
Tablet = 2 col.=4.042" or 24.3 picas
Tablet = 2½ col.=5.056" or 30.4 picas
Tablet = 3 col.=6.111" or 36.8 picas
Tablet = 4 col.=8.181" or 46.1 picas
Tablet = 5 col.=10.25" or 61.6 picas

## SERVICE DIRECTORY WIDTHS

4 columns per page.  
Image area is 10.556" by 21"

1 column = 2" or 12.0 picas
2 columns = 4.194" or 25.2 picas
3 columns = 6.389" or 38.4 picas
4 columns = 8.583" or 51.6 picas

# Make a Splash!

## With Color

The Clinton Herald offers the finest in **FULL PROCESS** and **SPOT COLOR** reproduction. Color will add more impact to your advertisement. Studies have proven that color sells *43% better* than black and white.



GRAYSCALE

One Color.....\$116.00  
Two Colors.....\$216.00  
Full Color.....\$299.00

**Special Section Color:**  
One Color.....\$56.00  
Two Colors.....\$105.00  
Full Color.....\$145.00



FULL PROCESS

## Electronic Files

### PROGRAMS ACCEPTED:

- QuarkXPress 5.0 or less
- Adobe Photoshop 7.0 or less
- Adobe Acrobat PDF Files 6.0 or less
- Adobe Illustrator 10.0 or less
- Multi-Ad Creator Pro 6.0
- Multi-Ad Creator 4.0.5

**All electronic files must be in by the deadline stated in this rate card.**

- We prefer PDF files created in Adobe Acrobat only. Files must have ALL fonts embedded. All files need to be in Grayscale or CMYK color mode as well.
- Illustrator EPS and Illustrator files are accepted with fonts and artwork embedded (please convert all text to outlines).
- Quark XPress Files: Include all artwork. Hard copy (included or faxed). Fonts may be included, but most likely will be substituted for similar fonts from our library. Windows fonts **will** be substituted.

### PICTURES/ARTWORK

- Grayscale pictures should be at least a resolution of 170 and color photos should be at least a resolution of 200 saved as EPS files. Tiff files are acceptable. Jpegs of 300 dpi can be submitted, but not recommended.
- Color: All color must be in CMYK format. Please do not use Pantone, spot or RGB formats.
- Word Documents are accepted for text and mock layouts, but will be rebuilt. Please **DO NOT** send photos and artwork in a Word document, the quality of the extraction will not be great. **Publisher files are not accepted.**

### REMOVABLE MEDIA

We accept CDs and Flash/Jump Drives. Or you may send your files (3MB or less) electronically by email: [composing@clintonherald.com](mailto:composing@clintonherald.com).

*FTP site available upon request.*



*News About You!*

221-6th Avenue South • P.O. Box 2961 • Clinton, Iowa 52733-2961  
(563) 242-7101 • (800) 729-7101 • Fax (563) 242-7147

[www.clintonherald.com](http://www.clintonherald.com)

### WHAT IS A COLUMN INCH?

Column	Height	Ad Size	Dimensions
1 COLUMN	10p 1.667"	Full Page	6col. x 21"
		Side Banner	1col. x 21"
		Bottom Banner	6col. x 4"
2 COLUMN	20p8 3.444"	Half Page	6col. x 10"
		1/4 Page	3col. x 10"
		1/8 Page	3col. x 5"
		Popular ROP Sizes	2col. x 3", 2col. x 5"
3 COLUMN	31p4 5.222"	Half Page	6col. x 10"
		Quarter Page	3col. x 10"
		Eighth Page	3col. x 5"
4 COLUMN	42p 7"	Half Page	6col. x 10"
		Quarter Page	3col. x 10"
		2x3"	2col. x 3"
		2x5"	2col. x 5"
5 COLUMN	52p8 8.778"	Half Page	5col. x 4.5"
		1/4 Page	4.82" x 4.5"
		1/8 Page	4.82" x 2.25"
6 COLUMN	63p4 10.556"	Half Page	5col. x 4.5"