

more

advertising results in Greater Mankato



The Free Press

Rate Information

Effective October 1, 2011 - September 30, 2012

The Free Press

Mailing Address: PO Box 3287
Mankato, MN 56002-3287

Street Address: 418 South Second Street
Mankato, MN 56001

Office Hours: 8:00 a.m. to 5:00 p.m. Monday-Friday

The Free Press is published 7 days a week with a.m. distribution.

PERSONNEL & PHONE DIRECTORY

Publisher	
Jim Santori.....	507-344-6310
Director of Sales	
David Habrat.....	507-344-6351
Retail Sales Manager	
Ginny Bergerson	507-344-6339
Classified Sales Manager	
Roxanne Deegan.....	507-344-6359
Retail Advertising	507-344-6364
Classified Advertising	507-344-6395
Toll Free	1-800-657-4662
Retail Advertising Fax.....	507-625-1149
Classified Advertising Fax	507-625-7168
General Office/Reader Services	507-625-4451
Newsroom.....	507-344-NEWS
Please direct questions on your advertising billing to.....	507-344-6314
E-Mail Addresses	
Retail Advertising	advertising@mankatofreepress.com
Classified Advertising	classified@mankatofreepress.com
Send Display Ads To	mfpads@mankatofreepress.com

POLICY & COPY REGULATIONS

Advertising Conditions - This rate card covers use of local run-of-paper (ROP) display, classified and preprinted advertising in *The Free Press* along with additional publications including *The Free Press EXPRESS*, TV Week, Internet advertising and other special services. Placement of advertising by the advertiser and acceptance of same by the newspaper signifies acceptance by both of the conditions stated here, including the appropriate rates. **The effective date for all advertising rates in this listing is October 1, 2011.**

Acceptance - To maintain the quality of our paper, from time to time it is necessary to revise or reject advertising. If we edit your ad, we will do so only with your consent. The Publisher reserves the right to place the words "Paid Advertisement" above any advertisement. Advertisers assume full responsibility for the content of the advertisement they authorize. The Publisher reserves the right to refund any money paid, to reject any offer to advertise and to cancel any ad at any time. Brokered advertising will not be accepted.

CLOSING TIME FOR ADVERTISEMENTS

Classified line ads are accepted Monday through Friday from 8:00 a.m. to 3:00 p.m. for the next available issue.

Retail and Classified Display Ads:

Publication	Deadline	Time
Monday.....	Thursday.....	12:00 Noon
Tuesday.....	Friday.....	12:00 Noon
Wednesday.....	Friday.....	4:00 p.m.
Thursday.....	Monday.....	4:00 p.m.
Friday.....	Tuesday.....	4:00 p.m.
Saturday.....	Wednesday.....	4:00 p.m.
Sunday - Currents Section Only.....	Tuesday.....	4:00 p.m.
Sunday - All Other Sections.....	Thursday.....	9:00 a.m.

Late Ads - Our deadlines are structured as closely as possible to the publication date. Should you need to cancel an ad after the deadlines, we may have to replace the space with a "house ad" or public service ad and a charge of 50% of the space may be necessary. We will do our best to accommodate your needs on any ads scheduled after published deadlines; however, this may not always be possible or the range of services we normally provide may be limited to accommodate your request.

POLICIES & GENERAL INFORMATION

Rate Changes/Contracts - From time to time there will be increases in our printed rate schedule. We will notify you as soon as the information is available. At the time of rate changes, the advertiser will have the option of continuing the contract at the new rate, changing to a new contract or canceling the current contract. The advertiser must notify *The Free Press* at least five (5) days prior to effective date of such rate changes. Unless such notification is given, the advertiser shall be deemed to have agreed to such rate change, and this agreement shall continue in full force with the new rates.

Publisher's Liability for Error - The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. Any claim for allowance must be made within five (5) days of publication. Credit allowable on first insert only.

Indemnification - The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

POSITION REQUESTS

We will try to fulfill position requests whenever a preference is indicated. However, position is often dictated by press requirements. Position requests are most often fulfilled based on premium position charges (+25%), ad sizes, annual expenditures and use of color. We will do our best to comply with your request. However, *The Free Press* shall have full latitude with respect to positioning all advertisements.

TERMS

We will be happy to offer new advertisers credit upon the approval of a *Free Press* credit application. Until your credit is approved, you have to pay in advance for your advertising with MasterCard®, VISA®, Discover®, American Express®, a cashier's check, money order or cash. All political and out-of-business ads require payment in advance.

If any advertiser utilizes an advertising agency, the advertising agency and the advertiser are responsible for payment and completion of all contracts. Advertising agencies are not commissionable on local retail and classified rates.

CIRCULATION

The Free Press follows standard Audit Bureau of Circulation practices. A copy of paid circulation by zip is available upon request.

REPRESENTATIVES

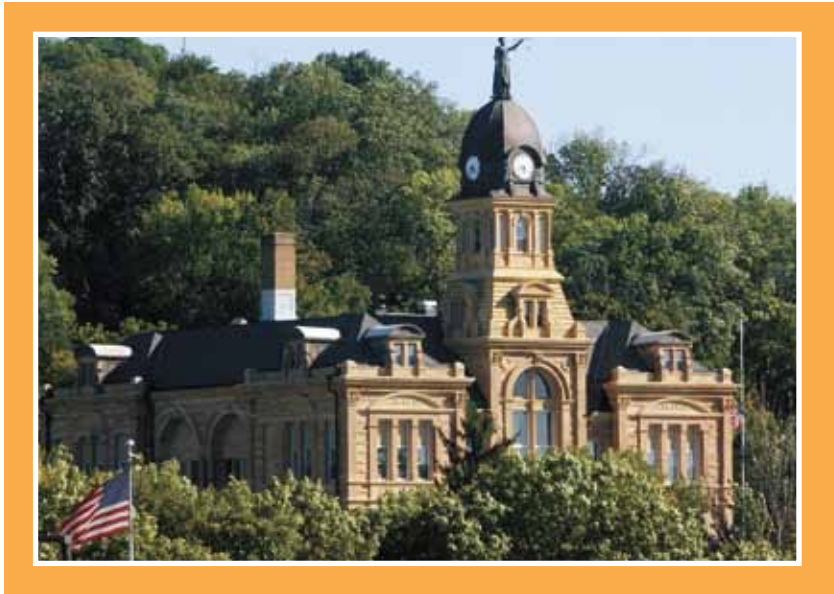
The Free Press is represented nationally by

The Minnesota Newspaper Association
12 South 6th Street, Suite #1120
Minneapolis, MN 55402
612-332-8844

The Free Press

Display Advertising Rates

EFFECTIVE OCTOBER 1, 2011



Revenue-Based Contracts Enjoy maximum flexibility as your business benefits from our full range of advertising products.
Daily = Monday-Saturday Sun+ = Sunday and Holiday Rates

INVESTMENT	RETAIL DISPLAY		CLASSIFIED DISPLAY		PREPRINT SCHEDULE
	DAILY	SUN+	DAILY	SUN+	
\$ 4,000	\$18.37	\$21.17	\$14.63	\$16.93	A
\$ 6,000	\$17.96	\$20.71	\$14.17	\$16.42	B
\$ 8,500	\$17.41	\$20.12	\$13.80	\$16.01	B
\$ 12,000	\$16.76	\$19.40	\$13.39	\$15.57	B
\$ 17,500	\$16.36	\$18.97	\$13.01	\$15.17	C
\$ 24,000	\$15.79	\$18.42	\$12.51	\$14.62	C
\$ 30,000	\$15.21	\$17.71	\$12.00	\$14.07	C
\$ 45,000	\$14.46	\$16.91	\$11.48	\$13.52	C
\$ 60,000	\$13.80	\$16.17	\$10.95	\$12.94	D
\$ 85,000	\$13.09	\$15.40	\$10.38	\$12.34	D
\$100,000+	\$12.83	\$15.12	\$10.18	\$12.10	D
NON-CONTRACT Open Rate	\$25.97	\$27.16	\$24.65	\$25.55	A
Church/Charity	\$14.73	\$16.42	\$11.67	\$13.09	A

All rates shown include the additional per column inch charge of internet display advertising. All rates shown are net.
Billing for column depth is rounded to the nearest 1/2 inch All advertisements exceeding 18 1/2" in height will be billed at full column depth of 21 1/2".
Revenue based rates may be obtained by signing a Free Press Advertising Agreement. The duration for each agreement is 12 consecutive months.

The Classified Display rates shown above do not apply to Employment display advertising.
Please contact our Marketplace Classifieds for quotes on Employment advertising and for line ads.

PICK UP RATE

Pick up your ad within a 7-day period of the original run in a subsequent edition of The Free Press or within a 30 day period of the original run or The Land Magazine, with no copy or size changes and receive the following discounts. Discounts do not apply to Sunday or holiday publications. Ads must exceed 4 column inches.

2nd Day - 25%
3rd & Subsequent Days - 50%

LAND MAGAZINE

Pick up option available within 30 days of original run in The Free Press. The Land Magazine is a popular agricultural publication, serving Southern MN farm and rural families for over 30 years. This bi-weekly publication is read by 59,000 adults with an estimated buying power of 3.6 billion dollars annually! Ads repeated in The Land will be resized proportionately to fit.

Display Advertising Rates Cont'd.



TMC THE PHOTO NEWS

Extending your coverage to nearly every occupied household in Mankato and North Mankato. The Savings Express is delivered free by home delivery with an average circulation of 9,500
Publication Day: Saturday **Deadline:** Monday, 4:00 pm

	RETAIL	CLASSIFIED
STAND ALONE RATES	\$7.85	\$6.83
FP "PICK UP" RATES	\$5.07	\$4.60

BUSINESS BUILDER PROGRAM

Offering a variety of rate packages designed to compliment a client's marketing objectives.

LENGTH OF COMMITMENT	3" - 5"	6" - 9"
52 Weeks	\$9.69 + \$2.84 TMC	\$9.50 + \$2.84 TMC
26 Weeks	\$10.29 + \$2.84 TMC	\$10.08 + \$2.84 TMC
13 Weeks	\$10.89 + \$2.84 TMC	\$10.67 + \$2.84 TMC

All Business builder ads include one weekly pick-up into the Photo News at \$2.84 pci.
 Advertisers must maintain an annual revenue agreement to qualify for Business Builder Rates.
 All ads must run 2-7 days per week in The Free Press.
 Minimum ad size is 3 column inches. Maximum ad size 9 column inches. Rates are per inch, per day. One copy change per month.
 No other discounts apply to this program.

Ads must run consecutive weeks. All business builder customers are required to maintain a basic revenue based contract.

COLOR RATE

Color ads are noticed 43% better than black and white advertisements. Put color to work for you and make your advertising even more powerful.

	REGULAR	
	PCI*	FLAT
One Color (cyan, magenta or yellow only)	\$6.55 pci	\$198.00
Full Color (includes single "process" colors)	\$10.50 pci	\$300.00

*PCI Color rate up to 30 column inches. Standby Color 50% off Regular Rates
 The Free Press will not accept liability for registration of process color ads with font sizes smaller than 8 pt.

TV WEEK

Seven day shelf life and guaranteed position make TV WEEK an attractive publication for every business.

Publication Day: Friday
Ad Copy Deadline: 7 Days Prior

MONTHLY	26 WEEK	52 WEEK	Standard color rates apply.
\$13.50 pci	\$12.50 pci	\$11.50 pci	

It is the condition of this rate card that The Free Press reserves the right to revise its advertising rates at any time.
 As a matter of courtesy a 30 day notice of changes will be communicated to our advertisers.

Preprint Rates



PREPRINTED INSERTS - FULL RUN, COST PER THOUSAND NET

The Free Press and The Photo News

SIZE	A (1-6 ANNUALLY)		B (7-12 ANNUALLY)		C (13-51 ANNUALLY)		D (52+ ANNUALLY)	
	DAILY	SUN+	DAILY	SUN+	DAILY	SUN+	DAILY	SUN+
Single Page	\$55.50	\$56.18	\$48.32	\$48.90	\$43.70	\$44.24	\$41.02	\$41.53
4-12 Tab	\$72.50	\$73.37	\$62.30	\$63.05	\$56.47	\$57.14	\$53.55	\$54.19
14-24 Tab	\$73.71	\$74.60	\$64.11	\$64.88	\$57.80	\$58.49	\$54.78	\$55.42
26-32 Tab	\$75.41	\$76.51	\$65.32	\$66.12	\$59.01	\$59.73	\$56.23	\$56.90

- DAILY = Tuesday-Saturday rates; SUN+ = Sunday and Holiday rates. No inserts on Mondays.
- All insert dollars are applied toward your display advertising contract fulfillment.
- All rates are based on tabloid size. Tab size measurements are from 8 1/2" x 11" to 11 1/2" x 11 1/2".
- Add \$4.24 per thousand for every four pages over 32 pages.
- Brokered advertiser inserts are not accepted.
- Full circulation insertion is required on Sundays and Thanksgiving Day.
- Zoning is available by designated areas Tuesdays through Saturdays. \$8.00 per thousand zoning fee will apply. There is a minimum charge of \$550.
- Insert reservation deadline is 10 business days prior to insertion date with insert delivery at least five business days prior to the insertion date.
- Minimum 70# weight paper for single sheet insert products, lighter weight preprints cannot be assured for waste.
- Quarter folding is required on all products 8 tab pages or less.
- Standard grocery bags \$79 per thousand.
- Poly bags \$126 per thousand.
- Our staff is available to accept deliveries Monday-Friday from 8:00 am to 3:00 pm.
- All preprinted materials will be inspected upon receipt.
- Preprinted material exceeding mechanical insertion capabilities may be subject to additional insertion charges. Any insert below the minimum size of 7" x 6" or above the maximum size of 11 1/2" x 11 1/2" is considered an irregular size; "Pop Ups" not to exceed 1/2"; \$16.00 per thousand fee will be applied to the rate for inserting irregular size and are subject to review prior to acceptance.
- For accurate count, quantity of turns must be clearly marked and uniform throughout the load.
- Quantity of Inserts – Confirm supplement quantity needed to meet date press run. The Free Press quantity needed is approximately 21,100. TMC supplement quantity needed is approximately 9,500. Please contact our office for the most recent circulation figures.
- Please add 3% for spoilage to your count.
- Skidded preprints should be packed on a solid based, non-returnable skid or pallet. A four-inch minimum floor clearance is required. Bar coding is recommended. No tiering of skids please. 2,500 pound maximum acceptable weight.

Ship to - The Free Press
418 South Second Street
Mankato, MN 56001

NOTE: All standard policies, copy regulations and terms listed previously in this guide apply to advertising in The Free Press Photo News, TV Week, and Internet/Online advertising.

General Information

The Free Press

418 South Second Street
Mankato, MN 56001
www.mankatofreepress.com



CO-OP

Our sales staff can assist you in utilizing available co-op funds.

CREATIVE SERVICES

Exclusive logo design and artwork services are available. Newsletters, flyers and brochures can be designed and typeset for your commercial printing needs to tie in with your newspaper advertising. Custom design work or special production needs require a fee of \$50 per hour, minimum one hour.

PROOFS

Proofs of advertisements may be emailed, faxed or delivered to the advertiser or shown in The Free Press office during regular business hours. For proof corrections, call the Advertising Services Department at 507-344-6345.

TEARSHEETS

Tearsheets are available through our website. Please contact your sales representative for more information about our self-service tearsheet program and your access information.

PRODUCTION INFORMATION

LINE SCREEN	100 lpi
MAXIMUM HALFTONE DENSITY	1200 dpi
FORMAT	Macintosh or PC
TYPE OF PRESS	Offset
TYPE OF INK USED	CMYK
PREFERRED FILE TYPE	PDF with embedded fonts
PREFERRED GRAPHIC TYPE	TIF with min. dpi of 150
E-MAIL ADDRESS	mfpads@mankatofreepress.com
FTP SITE (using Internet Browser)	ftp://cnhiftp.cnhi.com
	User ID: mankato
	Password: 1235!@#
FTP SITE (using Fetch or FTP Client)	Host: cnhiftp.cnhi.com
	User ID: mankato
	Password: 1235!@#

MECHANICAL MEASUREMENTS

Retail

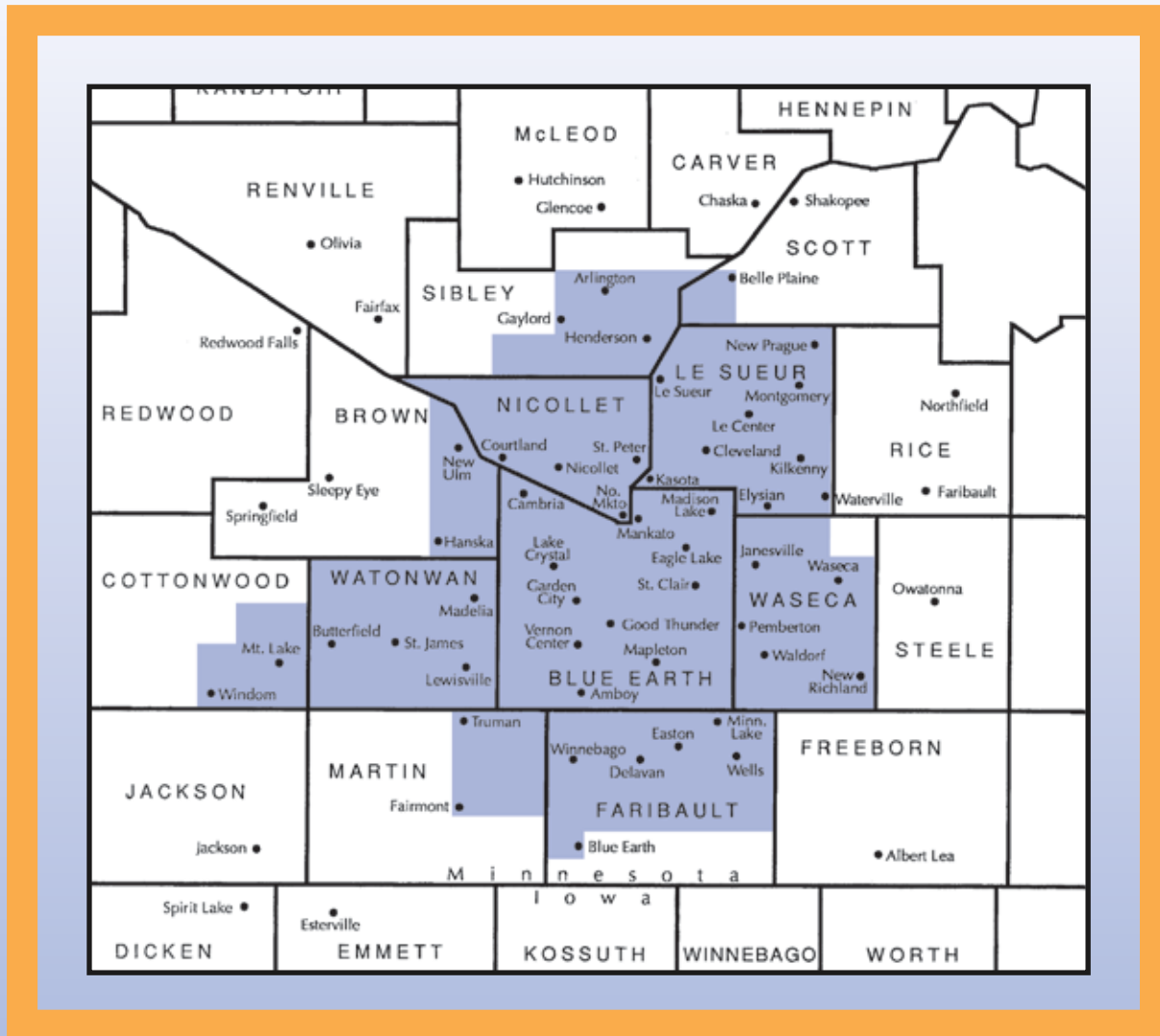
Columns	Picas	Inches
1	9p8.5	1.618
2	19p11	3.319
3	30p1.5	5.021
4	40p4	6.722
5	50p6.5	8.424
6	60p9	10.125
13 Columns ..	125.5p	20.25
Page Depth.....		21.25
Page Inches.....		129
Column Gutter Width		6 points

Classified

Columns	Picas	Inches
1	6p5	1.069
2	13p2.5	2.201
3	20p0	3.333
4	26p9.5	4.465
5	33p7	5.597
6	40p4.5	6.729
7	47p2	7.861
8	53p11.5	8.993
9	60p9	10.125
Page & Column		
Depth....	301 Lines.....	21.25
Page Inches.....		193.5

All advertisements exceeding 18 1/2 inches will be billed at full column depth (21 1/2 inches). Billing for column depth is rounded up to the nearest 1/2 inch.

RETAIL TRADE ZONE



The Free Press

418 South Second Street
Mankato, Minnesota 56001

Retail Advertising
Classified Advertising
Toll Free

507-344-6364
507-344-6395
1-800-657-4662

www.mankatofreepress.com