

# 77 SQUARE



77 Square – powered by The Capital Times – is the Madison area’s Thursday arts, entertainment and culture publication. 77 Square focuses on Madison life – specifically, how Madison-area residents spend their free time and money.

Entertainment is a key focus of 77 Square, including the local music scene, film, radio & TV, and the sports fan’s experience. The arts are covered thoroughly – classical music, the visual arts, theater and dance. And there is an intense focus on trends, including the local retail scene, relationships, homes, fashion, books, travel, gardening and more.

77 Square is produced by The Capital Times, and distributed every Thursday with the full run of the Wisconsin State Journal and rack-distributed free throughout the Madison area.

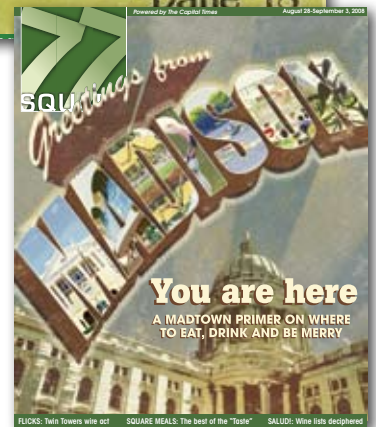
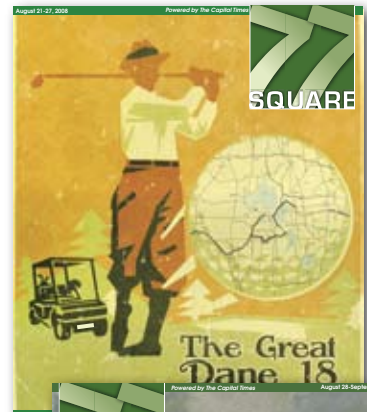
To get your advertising message into 77 Square, contact your Capital Newspapers advertising sales consultant or call (608) 252-6200.

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*104,222 copies of 77 Square are distributed with the Wisconsin State Journal every Thursday and reach up to 327,700 Capital Region adults. An additional 5,000 copies are distributed free via racks throughout the area.*

Sources: Audit Bureau of Circulations, March 2008; Scarborough Research Study, 2007–2008

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77 Square

# Advertising Rates

# 77 SQUARE



Rates effective March 16, 2009

## 77 SQUARE RETAIL RATES

CONTRACT LEVEL	RATE
Open	\$75.35
6x/6 Weeks	\$49.55
13x/13 Weeks	\$48.20
26x/26 Weeks	\$46.90
52x/52 Weeks	\$45.10
\$2,500	\$61.20
\$5,000	\$49.55
\$10,000	\$48.20
\$25,000	\$46.90
\$50,000	\$45.55
\$75,000	\$43.40
\$100,000	\$42.70
\$150,000	\$42.15

## JOINT PROMOTION RATES

CONTRACT LEVEL	RATE
WSJ Daily	\$61.20

## COLOR RATES

(Metro Daily, Full-Run Color)

1 Color & Black	\$495.00
2 Color & Black	\$760.00
3 Color & Black	\$815.00

All Wisconsin State Journal rate card display advertising rates include both print and online in a searchable database.

## PAYMENT & LIABILITY

**Commissions** All local display and classified rates are net non-commissionable unless otherwise indicated.

**Payment Terms** Payment for advertising (other than cash in advance) is due on the 15th of the month following services with credit approval. If not paid by the 30th of the month following services, balance will be subject to a 1% per month (12% per annum) service charge, the contract may be regarded as void, and the non-contract earned rate may be applied against all advertising used during the life of the contract. Unpaid past balance on any account may result in cancellation of pending advertising.

**Credit** Unless advertising is prepaid before reservation deadline, all advertisements are subject to credit approval prior to publication deadlines.

**Liability** The liability regulations described herein apply to all Capital Newspapers advertising. The Publisher may refuse any advertising deemed unacceptable. Capital Newspapers accepts responsibility for publishing each ad correctly, as determined by original copy and if submitted on or before deadline. Capital Newspapers will not accept liability for changes in copy after advertising has been proofed. In the event of an error, the liability of Capital Newspapers is limited to a correction, if requested, or a credit only for the actual space occupied by the incorrect item. All advertising is accepted on an ROP (run of paper) basis unless guaranteed position is purchased. Claims for adjustment must be made within 24 hours of the first day of publication. All rates are firm, in compliance with government regulations, and not subject to rebates. Capital Newspapers cannot be liable for advertisements not run or be responsible for content of advertisements. Advertising orders directing insertion of advertisements in specific positions or designated page "or omit" will not be accepted. Position of advertisements is not guaranteed. Capital Newspapers will attempt to meet customer requests, but will make no adjustments, re-runs, or refunds because of advertising position. No ads will be placed in an upside-down position. Advertising that resembles news or editorial content must be set in a sans-serif typeface, be bordered by a minimum 1-point border and have the word "ADVERTISEMENT" in 10-point type across the top of the ad. By advertising with Capital Newspapers and its publications, advertiser agrees to all advertising terms and conditions as set forth by Capital Newspapers. For further details about or explanations of all Capital Newspapers advertising terms and conditions, contact your Capital Newspapers advertising sales consultant or visit [www.capitalnewspapers.com](http://www.capitalnewspapers.com).

## PUBLISHED

Every Thursday

## DEADLINE

Monday, 12:00 noon

## DISTRIBUTION

Wisconsin State Journal (full run) and racked throughout the Madison area

## CIRCULATION

109,222

## SENDING FILES

**E-mail:** [CNpress@madison.com](mailto:CNpress@madison.com)

**Web:** [dropbox.capitalnewspapers.com](http://dropbox.capitalnewspapers.com)

When sending e-mail compress all files using "Stuff-It" or "Zip" programs

## CD, DVD:

Please print disk directory and mail with CD/DVD to:

## Capital Newspapers

1901 Fish Hatchery Road  
Madison, WI 53713

Call for instructions in sending files larger than 5MB

## Programs Supported

QuarkXpress – 5.0, Adobe Acrobat, InDesign CS

All fonts and graphics must be included