

Welcome to the future.

ct THE CAP TIMES

captimes.com

The future is now for The Capital Times. Madison's progressive voice since 1917 is now available 24/7 at captimes.com, with a weekly print edition, The Cap Times, published every Wednesday.

The Cap Times continues the tradition of progressive news, opinion and commentary started by William T. Evjue over 90 years ago. 76,000 copies are delivered to Wisconsin State Journal subscribers in and around Dane County and distributed free via racks in the Madison metro area every Wednesday. The Cap Times' mission is to provide a deep, rich forum for in-depth public affairs reporting and progressive opinion & commentary.

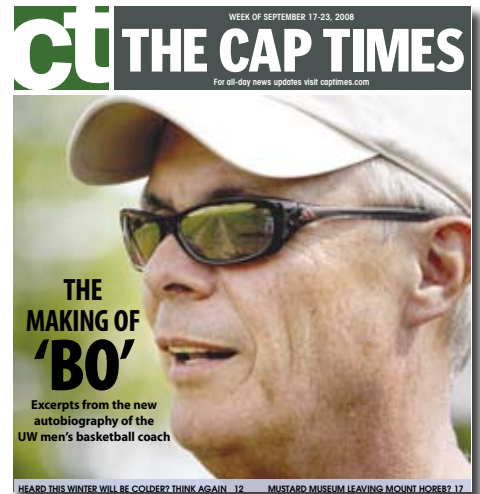
The Capital Times' focus on timely, hard-hitting news and editorial is online at captimes.com. It's the go-to site for breaking Madison and Dane County news, leveraging work from The Capital Times' staff of breaking news reporters and beat experts. captimes.com is the cutting-edge home for progressive commentary with a regional and statewide focus and one of the most advanced sports sites in the state, covering the Badgers and area prep sports, plus the Packers, Brewers and Bucks.

To get your advertising message into The Cap Times and onto captimes.com, contact your Capital Newspapers advertising sales consultant or call (608) 252-6200.

76,000 copies of The Cap Times are distributed every Wednesday.*

Sources: Press run statistics, April 2008; Scarborough Research Study, 2007-2008

*66,000 with the Wednesday Wisconsin State Journal/10,000 rack distribution



LEADERBOARD
A 728x90 flash ad that will appear on top of the selected category on a rotational basis.

MEDIUM RECTANGLE
A 300x250 flash ad rotation that also includes a 234x60 rotation on the madison.com homepage.

WIDE SKYSCRAPER
A 160x600 flash ad that will appear on the right rail of the selected category on a rotational basis.



Agri-View
Apartment Showcase
Baraboo News Republic
Capital Region
Business Journal
Celebrations
City & Country Homes
Columbus Journal
Daily Citizen

Janeau County Star-Times
madison.com
Marketplace
Marketplace Jobs
rentals.madison.com
Monday Marketeer
Monday Mini
Neighbors
Nursingmatters

Portage Daily Register
Reedsburg Times-Press
Shopper Stopper
Shopper's Edge
Shopper's View
Shopping Reminder
The Cap Times
The Sauk Prairie Eagle
Tri County

Weekend Citizen
Wheels For You
WiscNews.com
Wisconsin Dells Events
Wisconsin Reminder
Wisconsin State Journal
77 Square



THE CAP TIMES

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THE CAPITAL TIMES PRINT RATES

Ad size	Dimensions	Open Rate	CONTRACT RATES			
			6 time	13 time	26 time	52 time
1/16 Page	2.375" x 2.25"	\$150	125	120	105	90
1/8 Page V	2.375" x 4.75"	\$275	230	220	190	165
1/8 Page H	5" x 2.25"	\$275	230	220	190	165
1/4 Page V	2.375" x 10"	\$525	445	420	365	315
1/4 Page H	5" x 4.75"	\$525	445	420	365	315
1/2 Page V	5" x 10"	\$975	825	780	675	585
1/2 Page H	10.25" x 4.75"	\$975	825	780	675	585
Full Page	10.25" x 10"	\$1,785	1,515	1,425	1,250	1,070

PREMIUM POSITIONS:

Back Cover	10.25" x 10"	\$2,250	1,910	1,800	1,575	1,350
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*Includes full color

CAPTIMES.COM ONLINE RATES

Banner Ads \$30 CPM Video \$36 CPM Banner Ad Sizes 728x90, 160x600, 300x250

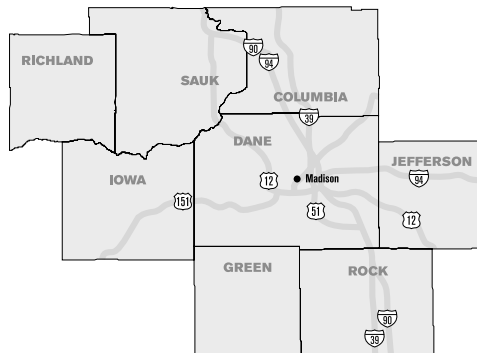
WISCONSIN STATE JOURNAL CONTRACTED ADVERTISER RATES

Any advertiser on a current contract can receive the following frequency rates

WSJ Contract	CONTRACT RATES			
	6 time	13 time	26 time	52 time
\$2,500	6x rate			
\$5,000		13x rate		
\$10,000			26x rate	
\$25,000+				52x rate
Joint Promotion	6x rate			

Color Charges:

1-Color	\$125
2-Color	\$225
4-Color	\$295



PUBLISHED

Every Wednesday

DEADLINE

Thursday, 5:00 p.m.

DISTRIBUTED

With the Wisconsin State Journal, Dane County and surrounding areas

CIRCULATION

76,000

SENDING FILES

E-mail:

cnpress@madison.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 Rd.
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

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.