

# EMPLOYMENT MARKETPLACE

## Advertising Rates

March 16, 2009



Capital Newspapers

(800) 362-8333 [capitalnewspapers.com](http://capitalnewspapers.com)

### Wisconsin State Journal and Marketplace Jobs

#### Open Rates

Lines	
3-6	18.29
7-11	16.82
12 +	16.04
Display	195.46
50" or More	166.14

#### National Rates

Lines	
3-6	32.96
7-11	28.14
12 +	25.92
Display	335.00
50" or More	286.41

Print rates include the Wisconsin State Journal and Marketplace Jobs. Rate is per line and is for one insertion in Sunday or any single weekday. Run your ad a second day during the same week at half price. Additional frequency discounts are available. Minimum buy includes the additional charge for madison.com and Yahoo! HotJobs.

#### Annual Contract Rates

\$5,000 Annual Minimum	
Lines	
3-6	16.30
7-11	12.90
12 +	11.28
Display	170.10
50" or More	145.77

\$10,000 Annual Minimum	
Lines	
3-6	12.97
7-11	11.06
12 +	10.29
Display	139.55
50" or More	119.79

\$25,000 Annual Minimum	
Lines	
3-6	9.21
7-11	7.87
12 +	7.28
Display	95.29
50" or More	82.18

\$50,000 Annual Minimum	
Lines	
3-6	8.84
7-11	7.44
12 +	6.87
Display	91.35
50" or More	78.83

\$100,000 Annual Minimum	
Lines	
3-6	8.24
7-11	7.02
12 +	6.53
Display	88.05
50" or More	76.02

#### madison.com & Yahoo! HotJobs Rates

30 Consecutive Days	
Single-column	235.00
Display	235.00

#### Classified Contract ROP

Per Inch	
Combined Daily	47.48
WSJ Sunday	65.25

### Contacts

#### Advertising Information

Phone: (608) 252-6200  
Toll-Free: (800) 362-8333  
Fax: (800) 252-6333

#### Madison

(800) 362-8333  
1901 Fish Hatchery Road  
Madison, WI 53713

PO Box 8056  
Madison, WI 53708

Advertising Director  
Todd Sears  
(608) 252-6274  
[tsears@madison.com](mailto:tsears@madison.com)

Majors & National Advertising Manager  
Jeff Schroeter  
(608) 252-6269  
[jschroeter@madison.com](mailto:jschroeter@madison.com)

Retail Advertising Manager  
Jon Denk  
(608) 252-6240  
[jdenk@madison.com](mailto:jdenk@madison.com)

Classified Advertising Manager  
Matt Meyers  
(608) 252-6320  
[mmeyers@madison.com](mailto:mmeyers@madison.com)

Online Sales Manager  
Colin Schmies  
(608) 252-6024  
[cschmies@madison.com](mailto:cschmies@madison.com)

Digital Services  
(608) 252-6260  
[cnpress@madison.com](mailto:cnpress@madison.com)

#### Beaver Dam

(888) 887-0111  
805 Park Avenue  
Beaver Dam, WI 53916

PO Box 558  
Beaver Dam, WI 53916

Advertising Director  
Scott Zeinemann  
(920) 356-6756  
[szeinemann@capitalnewspapers.com](mailto:szeinemann@capitalnewspapers.com)

#### Portage

(800) 236-2110  
1640 LaDawn Drive  
Portage, WI 53901

PO Box 470  
Portage, WI 53901

Advertising Director  
Julie Brown  
(608) 745-3526  
[jbrown@capitalnewspapers.com](mailto:jbrown@capitalnewspapers.com)

### Top Jobs and Job Video/Top Jobs

#### Top Jobs

7 Days	70.00
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#### Job Video/Top Jobs

7 Days	160.00
30 Days	175.00

### Shopper Stopper

#### Open Rates

Lines	Per day
3-6	3.75
7-11	3.55
12+	3.48
Display	16.68

#### Annual Contract Rates

\$5,000 Annual Minimum	
Lines	Per day
3-6	3.41
7-11	3.20
12+	2.78
Display	14.37

\$10,000 Annual Minimum	
Lines	Per day
3-6	3.20
7-11	2.99
12 +	2.64
Display	12.36

\$25,000 Annual Minimum	
Lines	Per day
3-6	1.95
7-11	1.74
12+	1.67
Display	9.42

\$50,000 Annual Minimum	
Lines	Per day
3-6	1.67
7-11	1.39
12 +	1.32
Display	7.88

## Mechanical Requirements

### Page Sizes

Full page depth	21.5"
Full page width	9.8889"
Double truck width	20.889"
ROP Tabloid page width	9.8889"
Modular Tabloid page width	10.25"
Tabloid page depth	10"
Full page billed at	129"
Double truck billed at	279.5"
Tabloid page billed at	60"

## Marketplace Column Widths

Size	Picas	Inches
1 Column	9p4	1.5556"
2 Columns	19p4	3.2223"
3 Columns	29p4	4.8889"
4 Columns	39p4	6.5556"
5 Columns	49p4	8.2223"
6 Columns	59p4	9.8889"

Page depth is 21.5 inches. There are 12 lines of 6-point type per inch. All classified ads in excess of 20 inches in depth will be billed as 21.5 inches.

## Advertising Elements

Customer-furnished, black & white camera-ready halftone material should be 85- or 100-line screen (65-line material accepted but not recommended). Halftones should not have less than a 3% highlight positive print dot, 35% middle-tone positive print dot, and no more than 85% positive print shadow dot. Camera-ready material must be smooth-matte-finish black & white.

## Daily Citizen

### Open Rates

Lines	Consecutive Days Run			
	1	2-3	4-6	7+
3-6	3.30	2.70	2.33	2.18
7+	3.23	2.65	2.28	2.13
Display	12.60			

### Annual Contract Rates

#### \$5,000 Annual Minimum

Lines	Consecutive Days Run			
	1	2-3	4-6	7+
3-6	2.84	2.45	2.15	2.00
7+	2.78	2.40	2.10	1.96
Display M-F	10.10			
Display Sat	11.00			

#### \$10,000 Annual Minimum

Lines	Consecutive Days Run			
	1	2-3	4-6	7+
3-6	2.69	2.30	2.00	1.83
7+	2.63	2.25	1.96	1.79
Display M-F	9.68			
Display Sat	10.50			

#### \$25,000 Annual Minimum

Lines	Consecutive Days Run			
	1	2-3	4-6	7+
3-6	2.37	2.00	1.76	1.68
7+	2.32	1.96	1.72	1.65
Display M-F	9.36			
Display Sat	10.20			

#### \$50,000 Annual Minimum

Lines	Consecutive Days Run			
	1	2-3	4-6	7+
3-6	2.07	1.76	1.53	1.46
7+	2.03	1.72	1.50	1.43
Display M-F	8.96			
Display Sat	9.90			

## Tri-County

### Open Rates

Lines	Consecutive Days Run	
	1-2	3+
3-6	4.88	3.98
7+	4.78	3.90
Display	18.15	

### Annual Contract Rates

#### \$5,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	4.22	3.60
7+	4.13	3.53
Display	13.68	

#### \$10,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	4.05	3.21
7+	3.97	3.15
Display	13.12	

#### \$25,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	3.60	2.76
7+	3.53	2.70
Display	12.75	

#### \$50,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	2.91	2.52
7+	2.85	2.47
Display	12.08	

## Monday Mini

### Open Rates

Lines	Consecutive Days Run	
	1-2	3 +
3-6	3.11	2.54
7+	3.04	2.48
Display	11.48	

### Annual Contract Rates

#### \$5,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.73	2.37
7+	2.68	2.32
Display	8.92	

#### \$10,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.60	2.16
7+	2.54	2.12
Display	8.64	

#### \$25,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.30	1.88
7+	2.25	1.84
Display	8.36	

#### \$50,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3 +
3-6	1.88	1.65
7+	1.84	1.62
Display	8.16	

## Monday Marketeer

### Open Rates

Lines	Consecutive Days Run	
	1-2	3 +
3-6	\$2.97	\$2.43
7+	\$2.91	\$2.38
Display	\$10.96	

### Annual Contract Rates

#### \$5,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.63	2.27
7+	2.57	2.22
Display	8.54	

#### \$10,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.49	2.07
7+	2.44	2.03
Display	8.26	

#### \$25,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.21	1.80
7+	2.16	1.76
Display	7.96	

#### \$50,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3 +
3-6	1.80	1.58
7+	1.76	1.54
Display	7.80	

## Advertising Deadlines

### Marketplace Display Ad Deadlines

Ad copy must be submitted 24 hours in advance of normal deadlines for all full color ads and 1/4 page or larger black and white ads. Reservations for space and color should be made at least five days prior to publication date.

### Daily Newspaper Deadlines

Daily publications include the Wisconsin State Journal, the Baraboo News Republic, the Portage Daily Register and the Daily Citizen.

Day (Publication)	Copy Due
Monday	FRI 12 noon
Tuesday	FRI 12 noon
Wednesday	MON 12 noon
Thursday	TUE 12 noon
Friday	WED 12 noon
Saturday	THU 12 noon
Sunday (WSJ Homes)	THU 12 noon
Sunday (WSJ Rentals)	THU 12 noon
Sunday (WSJ Autos)	THU 12 noon
Sunday (WSJ Jobs)	THU 4:30 p.m.

### Weekly & Shopper Deadlines

Publication (Day)	Copy Due
Shopping Reminder (Monday)	FRI 12 noon
Monday Mini (Monday)	FRI 12 noon
Monday Marketeer (Monday)	WED 4 p.m.
Shopper's View (Monday)	FRI 12 noon
Tri County (Wednesday)	MON 12 noon
Juneau Co. Star-Times (Wednesday)	MON 12 noon
Reedsburg Times-Press (Wednesday)	MON 12 noon
The Sauk Prairie Eagle (Wednesday)	MON 12 noon
Wisconsin Dells Events (Wednesday)	MON 12 noon
Shopper Stopper (Wednesday)	FRI 12 noon
Juneau Co. Star-Times (Saturday)	THU 12 noon
Reedsburg Times-Press (Saturday)	THU 12 noon
Wisconsin Dells Events (Saturday)	THU 12 noon
Neighbors (Saturday)	WED 4 p.m.
Columbus Journal (Saturday)	WED 4 p.m.
Shopper Stopper Extra (Sunday)	WED 4 p.m.

## Services

### Production Services

#### Art Work

Camera-ready materials from the advertising art library are available at no charge when used in Capital Newspapers products. Original art created to advertiser specifications is available at \$40 per hour.

#### Digital Services

Digital ads ensure the highest quality printed reproductions for your advertising. Capital Newspapers accepts digital ads created with PC- and Macintosh-compatible applications, such as QuarkXPress documents, InDesign documents, and PDF files.

In order to verify file compatibility, and in order to resolve issues that may occur with files (such as damage in transit), normal display deadlines apply to all digital ads. Deadlines for digital ads with changes advance 24 hours.

Legible paper proofs are required in order to verify that advertisements will appear as intended. Please provide color separations for color ads.

Files may be sent via disk, e-mail or the Internet. For specific requirements, or to receive a Digital Services form with a more detailed list of supported applications, contact your Capital Newspapers advertising sales consultant or visit Advertiser Services at [www.capitalnewspapers.com](http://www.capitalnewspapers.com).

#### Questions

(608) 252-6260

#### Ad Transfers (E-mail)

[cnpress@madison.com](mailto:cnpress@madison.com)

#### Ad Transfers (Website)

[dropbox.madison.com](http://dropbox.madison.com)

### Commercial Printing & Typesetting

For free estimates on commercial printing and typesetting, call Wingra Press at (608) 252-6223.

## Shopping Reminder

### Open Rates

Lines	Consecutive Days Run	
	1-2	3+
3-6	2.16	1.86
7+	2.12	1.82
Display	8.54	

### Annual Contract Rates

#### \$5,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	1.95	1.59
7+	1.91	1.56
Display	6.56	

#### \$10,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	1.83	1.52
7+	1.79	1.48
Display	6.32	

#### \$25,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	1.59	1.38
7+	1.56	1.35
Display	6.00	

#### \$50,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	1.38	1.32
7+	1.35	1.29
Display	5.76	

## Shopper's View

### Open Rates

Lines	Consecutive Days Run	
	1-2	3+
3-6	2.48	2.12
7+	2.43	2.07
Display	9.72	

### Annual Contract Rates

#### \$5,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	2.24	1.80
7+	2.19	1.76
Display	7.48	

#### \$10,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	2.09	1.73
7+	2.04	1.69
Display	7.20	

#### \$25,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	1.80	1.58
7+	1.76	1.54
Display	6.84	

#### \$50,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	1.58	1.52
7+	1.54	1.48
Display	6.56	

## Portage Daily Register & Baraboo News Republic

### Open Rates

Lines	Consecutive Days Run			
	1	2-3	4-6	7+
3-6	7.58	3.41	2.09	1.60
7-11	7.30	3.27	2.02	1.53
12+	7.16	3.06	1.95	1.46
Display	29.20	23.18	18.39	12.82

### Annual Contract Rates

#### \$5,000 Annual Minimum

Lines	Consecutive Days Run			
	1	2-3	4-6	7+
3-6	6.74	2.99	1.95	1.60
7-11	5.84	2.50	1.67	1.46
12+	5.77	2.43	1.60	1.32
Display	25.34	19.47	14.83	9.89

#### \$10,000 Annual Minimum

Lines	Consecutive Days Run			
	1	2-3	4-6	7+
3-6	5.91	2.57	1.67	1.53
7-11	5.35	2.36	1.53	1.32
12+	5.28	2.22	1.39	1.25
Display	21.17	15.60	12.21	8.03

#### \$25,000 Annual Minimum

Lines	Consecutive Days Run			
	1	2-3	4-6	7+
3-6	2.99	1.60	1.39	1.32
7-11	2.78	1.46	1.32	1.18
12+	2.50	1.39	1.25	1.04
Display	16.84	12.21	9.58	7.26

#### \$50,000 Annual Minimum

Lines	Consecutive Days Run			
	1	2-3	4-6	7+
3-6	2.71	1.53	1.32	1.18
7-11	2.57	1.39	1.25	1.11
12+	2.43	1.32	1.18	0.97
Display	13.29	11.74	9.12	6.49

## Regulations

### Marketplace Policies

In all commercial advertising, advertisers must indicate, by using the firm name, the word "broker," the word "agent" or some other suitable term, that an advertisement was placed by a firm or an individual engaged in a commercial enterprise.

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.

Capital Newspapers reserves the right to properly classify and sort all advertising. Only standard, approved abbreviations will be accepted. Capital Newspapers is responsible only for typographical errors that appear on the first day of ad publication, and only for those that render the affected advertisement(s) useless.

Failure to reach the minimum commitment level for a classified contract will result in a non-fulfillment charge equal to 5% of the commitment level not fulfilled.

## Wisconsin Dells Events & Reedsburg Times-Press

### Open Rates

Lines	Consecutive Days Run	
	1-2	3+
3-6	5.14	3.41
7-11	5.01	3.20
12+	4.94	3.06
Display	19.00	16.07

### Annual Contract Rates

#### \$5,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	4.87	2.99
7-11	4.31	2.64
12+	3.96	2.36
Display	16.38	13.75

#### \$10,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	3.96	2.57
7-11	3.75	2.36
12+	3.48	2.09
Display	13.91	11.12

#### \$25,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	2.16	1.60
7-11	2.02	1.53
12+	1.88	1.46
Display	12.21	8.19

#### \$50,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3+
3-6	2.02	1.53
7-11	1.88	1.46
12+	1.81	1.39
Display	9.89	7.57

## Additional Rates & Products

### Color Rates

#### Wisconsin State Journal

	1 Color & Black	2 Color & Black	3 Color & Black
Metro Daily	495	760	815
Sunday	560	860	920

#### All Other Paid Publications

	1 Color & Black	2 Color & Black	3 Color & Black
First paper or TMC Zone	95	150	225
Each Additional Paid Product	50	100	175
Each Additional EMC Zone	75	125	200

### Blind Box Advertisements

Advertisers who wish to remain unidentified may take advantage of our Blind Box service. Replies may be mailed directly to the advertiser or picked up at Capital Newspapers. Replies will be held for 30 days.

Blind Box number service charge:  
\$65 per ad

## Juneau County Star-Times

### Open Rates

Lines	Consecutive Days Run	
	1	2 +
3-6	3.62	2.57
7-11	3.48	2.43
12+	3.34	2.29
Display	10.04	8.04

### Annual Contract Rates

#### \$5,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3 +
3-6	3.06	2.43
7-11	2.78	2.16
12+	2.57	1.81
Display	8.81	7.42

#### \$10,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.78	2.09
7-11	2.57	1.95
12+	2.50	1.74
Display	7.26	6.18

#### \$25,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3 +
3-6	1.46	1.32
7-11	1.32	1.25
12+	1.25	1.18
Display	4.79	4.64

#### \$50,000 Annual Minimum

Lines	Consecutive Days Run	
	1-2	3 +
3-6	1.32	1.25
7-11	1.25	1.18
12+	1.18	1.11
Display	4.64	4.26

## The Sauk Prairie Eagle

### Open Rates

Lines	Per Day
3-6	3.82
7-11	3.75
12+	3.68
Display	13.60

### Annual Contract Rates

#### \$5,000 Annual Minimum

Lines	Per Day
3-6	3.48
7-11	3.41
12+	3.06
Display	11.43

#### \$10,000 Annual Minimum

Lines	Per Day
3-6	3.20
7-11	2.99
12+	2.71
Display	9.58

#### \$25,000 Annual Minimum

Lines	Per Day
3-6	2.43
7-11	2.16
12+	1.81
Display	8.81

#### \$50,000 Annual Minimum

Lines	Per Day
3-6	1.53
7-11	1.46
12+	1.39
Display	8.03

## National Rates

For all publications except the Wisconsin State Journal

Lines	Consecutive Days Run			
	1	2-3	4-6	7 +
3-6	12.79	5.48	3.27	2.28
7-11	12.26	5.18	3.05	2.13
12 +	12.10	5.02	2.89	1.98
Display	43.00	34.02	26.93	18.59
50" or More	36.55	28.92	22.89	15.80

## Columbus Journal

### General Display Rates

Contract Level	Columbus (Saturday)
Open	8.14
\$5,000	6.56
\$10,000	6.28
\$25,000	6.08
\$50,000	5.88

## Our Products

### Madison

#### Wisconsin State Journal

South Central Wisconsin's newspaper of record.  
Published: Monday–Sunday  
Circulation: 104,222  
Daily 104,222  
Sunday 139,783

#### The Cap Times

The local and progressive weekly newspaper for Madison and Dane County.  
Published: Wednesday  
Circulation: 76,000

#### Shopper Stopper

A zoned shopper delivered free to homes throughout the Capital Region.  
Published: Wednesday  
Distribution: 20,574  
Columbia 20,574  
Sauk 23,321  
Northern Dane 29,130  
Southern Dane 20,120  
Western Dane 24,134

#### Shopper Stopper Extra

The weekend EMC edition of the Shopper Stopper.  
Mailed: Monday  
Distribution: 110,117  
Dane County 110,117  
Sauk County 19,243

#### Shopper Stopper Plus

The midweek EMC for the Wisconsin State Journal.  
Mailed: Wednesday  
Distribution: 79,114  
Non-Subscribers 79,114

### Regional

#### Daily Citizen

The most widely distributed daily newspaper in Dodge County.  
Published: Monday–Saturday  
Circulation: 10,343  
Mon–Fri 10,343  
Saturday 12,255

#### Portage Daily Register

Columbia County's daily newspaper of record.  
Published: Monday–Saturday  
Circulation: 5,555

#### Baraboo News Republic

The daily newspaper serving Sauk County's largest city.  
Published: Monday–Saturday  
Circulation: 4,261

#### Wisconsin Dells Events

A twice-weekly paper serving Wisconsin Dells and Lake Delton.  
Published: Wednesday & Saturday  
Circulation: 2,408

#### Juneau County

##### Star–Times

A twice-weekly newspaper serving Mauston and Juneau County.  
Published: Wednesday & Saturday  
Circulation: 2,965

#### Columbus Journal

The official newspaper for the city of Columbus.  
Published: Saturday  
Circulation: 1,984

#### Reedsburg Times–Press

A twice-weekly newspaper serving Northern Sauk County.  
Published: Wednesday & Saturday  
Circulation: 1,107

#### The Sauk Prairie Eagle

The weekly local news source for Sauk City and Prairie du Sac.  
Published: Wednesday  
Circulation: 2,106

#### Wisconsin Reminder

A zoned shopper delivered free to homes throughout Juneau County.  
Published: Wednesday  
Distribution: 14,242

#### Tri County

A shopper for households in Dodge County and surrounding communities.  
Published: Wednesday  
Distribution: 28,739

#### Monday Marketeer

A shopper serving the outlying areas north of Beaver Dam.  
Published: Monday  
Distribution: 11,608

#### Shopper's View

A shopper reaching every household in Eastern Dodge County.  
Published: Monday  
Distribution: 8,044

#### Monday Mini

A full-coverage publication serving greater Beaver Dam.  
Published: Monday  
Distribution: 17,338

#### Shopping Reminder

The most cost-effective shopper available in the Columbus, Fall River and Rio areas.  
Published: Monday  
Distribution: 4,767

### Web Sites

#### madison.com

The #1 local website in the Capital Region.

#### WiscNews.com

A collection of online Capital Region news sources outside Dane County.

### Specialty

#### Agri-View

Wisconsin's premier weekly agricultural newspaper.  
Published: Thursday  
Distribution: 40,000

#### Apartment Showcase

Free apartment rental information for Madison.  
Published: Madison  
December & June  
Distribution: 40,000

#### Capital Region

##### Business Journal

An essential resource for enterprising professionals in South Central Wisconsin.  
Published: Monthly  
Distribution: 15,000

#### Celebrations

Where life's accomplishments – big and small – are celebrated.  
Published: Sunday Wisconsin State Journal  
Circulation: 138,276

#### City & Country Homes

Dane County's largest and most comprehensive real estate listing magazine.  
Published: Every other Saturday  
Distribution: 8,000

#### Marketplace

Classified advertising from all over the Capital Region, appearing on or in 24 publications and Web sites.  
Published: Every day

#### Marketplace Jobs

A weekly resource for Madison-area job listings.  
Published: Tuesday  
Distribution: 12,000

#### rentals.madison.com

The Madison area's weekly resource for apartment rental listings.  
Published: Friday  
Distribution: 5,000

#### Neighbors (Madison)

Monthly stories on Madison-area neighbors and neighborhoods.  
Published: Friday  
Distribution: 54,100

#### Nursingmatters

A monthly publication dedicated to fostering the growth of professional nursing.  
Mailed: Monthly  
Distribution: 60,000

#### Wheels For You

The highest-reaching free auto sales publication in the Capital Region.  
Published: Every other Friday  
Distribution: 41,000

## 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 25th of the month following services with credit approval. If not paid by the 25th of the month following service, 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

All advertisements are subject to credit approval prior to publication deadlines unless advertising is prepaid before reservation deadline.

### 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, liability of Capital Newspapers is limited to a correction, if requested, or credit only for the actual space occupied by the incorrect item. All advertising is accepted on a ROP (run of paper) basis unless preferred position is purchased. Claims for adjustment must be made within 24 hours of 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. Publisher 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).

