

MARKETPLACE CLASSIFIEDS

Advertising Rates

August 2007



Capital Newspapers

(800) 362-8333 capitalnewspapers.com

Wisconsin State Journal & The Capital Times

Open Rates

Lines	Consecutive Days Run		
	1-3	4-7	8+
3-6	8.45	3.95	3.70
7-11	7.40	3.75	3.45
12+	6.95	3.55	3.35

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run		
	1-3	4-7	8+
3-6	4.35	3.10	2.65
7-11	4.20	3.00	2.55
12+	4.15	2.90	2.50

Annual Contract Rates

Lines	\$5,000 Annual Minimum			\$10,000 Annual Minimum			\$25,000 Annual Minimum		
	Consecutive Days Run			Consecutive Days Run			Consecutive Days Run		
	1-3	4-7	8+	1-3	4-7	8+	1-3	4-7	8+
3-6	5.20	3.85	3.60	4.55	3.30	3.00	4.25	3.05	2.65
7-11	5.00	3.55	3.35	4.40	3.15	2.85	4.15	2.95	2.55
12+	4.85	3.45	3.25	4.35	3.10	2.80	4.10	2.90	2.50

Lines	\$50,000 Annual Minimum			\$100,000 Annual Minimum		
	Consecutive Days Run			Consecutive Days Run		
	1-3	4-7	8+	1-3	4-7	8+
3-6	3.80	2.80	2.50	3.55	2.65	2.40
7-11	3.70	2.70	2.45	3.45	2.55	2.25
12+	3.65	2.65	2.40	3.40	2.50	2.20

General Display Rates

Open Rate	Consecutive Days Run		
	1-3	4-7	8+
Open Rate	83.24	42.20	39.80
Ads 50" or More	70.75	35.87	33.83

Contract Level	Consecutive Days Run			50" or More		
	1-3	4-7	8+	1-3	4-7	8+
3 Line Daily Minimum, 3-12 Months	50.18	38.76	37.00	42.65	32.95	31.45
\$5,000 Annual Minimum	58.10	44.26	42.00	49.39	37.62	35.70
\$10,000 Annual Minimum	48.66	37.88	36.30	41.36	32.20	30.86
\$25,000 Annual Minimum	46.10	36.16	34.40	39.19	30.74	29.24
\$50,000 Annual Minimum	43.10	34.00	32.40	36.64	28.90	27.54
\$100,000 Annual Minimum	40.90	32.70	31.50	34.77	27.80	26.78

Package Rates

Our cost-effective package rates give you the ability to reach additional advertisers in your chosen market area – and save money by doing it. For more information, contact your Capital Newspapers advertising sales consultant.

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@capitalnewspapers.com

Majors & National Advertising Manager
Jeff Schroeter
(608) 252-6269
jschroeter@capitalnewspapers.com

Retail Advertising Manager
Jon Denk
(608) 252-6240
jdenk@capitalnewspapers.com

Classified Advertising Manager
Matt Meyers
(608) 252-6320
mmeyers@capitalnewspapers.com

Online Sales Manager
Colin Schmies
(608) 252-6024
cschmies@capitalnewspapers.com

Digital Services
(608) 252-6260
cnpress@capitalnewspapers.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

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

Mechanical Requirements

Page Sizes

Full page depth	21.5"
Full page width	11.125"
Double truck width	23.125"
Tabloid page width	9.25"
Tabloid page depth	11"
Full page billed at	193.5"
Double truck billed at	408.5"
Tabloid page billed at	55"

Marketplace Column Widths

Size	Picas	Inches
1 Column	6p10.997	1.152"
2 Columns	14p4.747	2.399"
3 Columns	21p10.498	3.645"
4 Columns	29p4.248	4.892"
5 Columns	36p9.998	6.138"
6 Columns	44p3.749	7.385"
7 Columns	51p9.499	8.631"
8 Columns	59p3.25	9.878"
9 Columns	69p9	11.125"

Page depth is 21.5 inches. There are 14 lines of 5.5-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.

Shopper Stopper

Open Rates

Lines	Consecutive Days Run	
	1	2 +
3-6	2.70	2.50
7-11	2.45	2.25
12 +	2.30	2.05
Display	9.64	8.28
50" or More	8.19	7.04

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1	2 +
3-6	2.45	2.10
7-11	2.05	1.90
12 +	1.95	1.80
Display	9.30	8.16
50" or More	7.91	6.93

Annual Contract Rates

Lines	\$2,500 Annual Minimum		\$5,000 Annual Minimum		\$10,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1	2 +	1	2 +	1	2 +
3-6	2.50	2.15	2.10	1.90	2.00	1.85
7-11	2.15	1.95	1.90	1.75	1.80	1.65
12 +	2.00	1.85	1.80	1.65	1.65	1.50
Display	9.30	8.16	8.90	7.80	8.60	7.42
50" or More	7.91	6.93	7.91	6.63	7.31	6.30

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run	
	1	2 +	1	2 +
3-6	1.90	1.80	1.80	1.70
7-11	1.70	1.60	1.60	1.50
12 +	1.60	1.50	1.50	1.35
Display	7.90	7.00	7.30	6.66
50" or More	6.72	5.95	6.21	5.66

Tri-County

Open Rates

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.90	2.55
7-11	2.85	2.50
12 +	1.05	1.00
Display	10.44	8.76
50" or More	8.88	7.44

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.50	2.15
7-11	2.45	2.10
12 +	0.95	0.90
Display	9.48	7.80
50" or More	8.04	6.60

Annual Contract Rates

Lines	\$2,500 Annual Minimum		\$5,000 Annual Minimum		\$10,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1-2	3 +	1-2	3 +	1-2	3 +
3-6	2.65	2.30	2.40	2.05	2.20	1.85
7-11	2.60	2.25	2.35	1.95	2.15	1.80
12 +	0.95	0.90	0.95	0.90	0.90	0.85
Display	9.72	7.92	9.48	7.80	9.12	7.56
50" or More	8.28	6.72	8.04	6.60	7.80	6.48

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run	
	1-2	3 +	1-2	3 +
3-6	2.10	1.75	1.85	1.65
7-11	1.95	1.70	1.80	1.60
12 +	0.90	0.85	0.85	0.80
Display	8.76	7.32	8.52	7.08
50" or More	7.44	6.24	7.20	6.00

Monday Mini

Open Rates

Lines	Consecutive Days Run	
	1-2	3+
3-6	2.05	1.75
7-11	2.00	1.70
12+	0.75	0.70
Display	6.72	5.82
50" or More	5.71	4.94

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1-2	3+
3-6	1.70	1.50
7-11	1.65	1.45
12+	0.70	0.65
Display	6.30	5.26
50" or More	5.36	4.57

Annual Contract Rates

Lines	\$2,500 Annual Minimum		\$5,000 Annual Minimum		\$10,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1-2	3+	1-2	3+	1-2	3+
3-6	1.85	1.60	1.65	1.45	1.55	1.40
7-11	1.80	1.55	1.60	1.40	1.50	1.35
12+	0.70	0.65	0.70	0.65	0.65	0.60
Display	6.30	5.38	6.06	5.26	6.00	5.16
50" or More	5.36	4.57	5.15	4.47	5.10	4.39

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run	
	1-2	3+	1-2	3+
3-6	1.50	1.30	1.40	1.25
7-11	1.45	1.25	1.35	1.20
12+	0.65	0.60	0.60	0.55
Display	5.76	4.80	5.46	4.66
50" or More	4.90	4.08	4.64	3.96

Monday Marketeer

Open Rates

Lines	Consecutive Days Run	
	1-2	3+
3-6	2.05	1.75
7-11	2.00	1.70
12+	0.75	0.70
Display	6.72	5.82
50" or More	5.71	4.94

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1-2	3+
3-6	1.70	1.50
7-11	1.65	1.45
12+	0.70	0.65
Display	6.30	5.38
50" or More	5.36	4.57

Annual Contract Rates

Lines	\$2,500 Annual Minimum		\$5,000 Annual Minimum		\$10,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1-2	3+	1-2	3+	1-2	3+
3-6	1.85	1.60	1.65	1.45	1.55	1.40
7-11	1.80	1.55	1.60	1.40	1.50	1.35
12+	0.70	0.65	0.70	0.65	0.65	0.60
Display	6.30	5.38	6.06	5.26	6.00	5.16
50" or More	5.36	4.52	5.15	4.47	5.10	4.39

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run	
	1-2	3+	1-2	3+
3-6	1.50	1.30	1.40	1.25
7-11	1.45	1.25	1.35	1.20
12+	0.65	0.60	0.60	0.55
Display	5.76	4.80	5.46	4.66
50" or More	4.90	4.08	4.64	3.84

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 Capital Times, 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.

Questions

(608) 252-6260

Ad Transfers (E-mail)

cnpress@capitalnewspapers.com

Ad Transfers (Website)

dropbox.capitalnewspapers.com

Commercial Printing & Typesetting

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

Shopping Reminder & Shopper's View

Open Rates

Lines	Consecutive Days Run	
	1-2	3+
3-6	1.65	1.45
7-11	1.60	1.40
12+	0.70	0.60
Display	5.64	4.74
50" or More	4.79	4.03

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1-2	3+
3-6	1.40	1.25
7-11	1.35	1.20
12+	0.60	0.55
Display	5.22	4.28
50" or More	4.44	3.64

Annual Contract Rates

Lines	\$2,500 Annual Minimum		\$5,000 Annual Minimum		\$10,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1-2	3+	1-2	3+	1-2	3+
3-6	1.50	1.35	1.35	1.20	1.30	1.15
7-11	1.45	1.30	1.30	1.15	1.25	1.10
12+	0.65	0.60	0.65	0.60	0.60	0.55
Display	5.34	4.40	4.62	3.92	4.48	3.88
50" or More	4.54	3.74	3.93	3.33	3.81	3.30

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run	
	1-2	3+	1-2	3+
3-6	1.25	1.10	1.20	1.05
7-11	1.20	1.05	1.15	1.00
12+	0.60	0.55	0.55	0.50
Display	4.36	3.80	4.24	3.76
50" or More	3.71	3.23	3.60	3.20

Portage Daily Register & Baraboo News Republic

Open Rates

Lines	Consecutive Days Run			
	1	2-5	6-11	12+
3-6	4.75	2.10	1.40	1.10
7-11	4.65	2.00	1.35	1.00
12+	4.50	1.95	1.30	0.90
Display	17.90	14.00	11.10	7.66
50" or More	15.22	11.90	9.44	6.51

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run			
	1	2-5	6-11	12+
3-6	4.00	1.80	1.25	1.05
7-11	3.95	1.75	1.20	0.95
12+	3.85	1.70	1.15	0.90
Display	14.50	11.60	9.20	6.60
50" or More	12.33	9.86	7.82	5.61

Annual Contract Rates

Lines	\$2,500 Annual Minimum				\$5,000 Annual Minimum				\$10,000 Annual Minimum			
	Consecutive Days Run				Consecutive Days Run				Consecutive Days Run			
	1	2-5	6-11	12+	1	2-5	6-11	12+	1	2-5	6-11	12+
3-6	4.35	1.90	1.25	1.05	3.80	1.70	1.20	1.00	3.60	1.60	1.10	0.90
7-11	4.30	1.85	1.20	0.95	3.75	1.65	1.15	0.90	3.55	1.55	1.05	0.85
12+	4.15	1.80	1.15	0.90	3.65	1.60	1.10	0.85	3.40	1.50	0.95	0.80
Display	14.90	11.80	9.50	6.80	14.00	11.10	8.90	6.00	13.00	10.00	8.00	5.50
50" or More	12.67	10.03	8.08	5.78	11.90	9.44	7.57	5.10	11.05	8.50	6.80	4.68

Lines	\$25,000 Annual Minimum				\$50,000 Annual Minimum			
	Consecutive Days Run				Consecutive Days Run			
	1	2-5	6-11	12+	1	2-5	6-11	12+
3-6	3.50	1.55	1.10	0.90	3.15	1.40	1.00	0.80
7-11	3.40	1.50	1.05	0.85	3.10	1.35	0.90	0.75
12+	3.25	1.45	0.95	0.80	3.00	1.30	0.85	0.70
Display	12.00	9.50	7.60	5.30	11.20	9.00	7.30	4.90
50" or More	10.20	8.08	6.46	4.51	9.52	7.65	6.21	4.17

Daily Citizen

Open Rates

Lines	Consecutive Days Run			
	1	2-5	6-11	12 +
3-6	2.15	1.75	1.55	1.45
7-11	2.05	1.70	1.50	1.40
12 +	0.85	0.80	0.75	0.65
Display	7.32	6.30	5.46	5.10
50" or More	6.22	5.36	4.64	4.34

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run			
	1	2-5	6-11	12 +
3-6	1.80	1.55	1.40	1.35
7-11	1.70	1.50	1.35	1.30
12 +	0.75	0.70	0.65	0.60
Display	6.79	5.70	5.10	4.74
50" or More	5.77	4.85	4.34	4.03

Annual Contract Rates

Lines	\$2,500 Annual Minimum				\$5,000 Annual Minimum				\$10,000 Annual Minimum			
	Consecutive Days Run				Consecutive Days Run				Consecutive Days Run			
	1	2-5	6-11	12 +	1	2-5	6-11	12 +	1	2-5	6-11	12 +
3-6	1.90	1.60	1.45	1.40	1.70	1.45	1.30	1.25	1.55	1.40	1.25	1.20
7-11	1.80	1.55	1.40	1.35	1.60	1.40	1.25	1.20	1.50	1.35	1.20	1.15
12 +	0.75	0.70	0.65	0.60	0.75	0.70	0.65	0.60	0.70	0.65	0.60	0.55
Display	6.79	5.70	5.10	4.74	6.68	5.70	5.10	4.60	6.42	5.46	4.74	4.48
50" or More	5.77	4.85	4.34	4.03	5.68	4.85	4.34	3.91	5.46	4.64	4.03	3.81

Lines	\$25,000 Annual Minimum				\$50,000 Annual Minimum			
	Consecutive Days Run				Consecutive Days Run			
	1	2-5	6-11	12 +	1	2-5	6-11	12 +
3-6	1.50	1.30	1.20	1.15	1.40	1.25	1.10	1.05
7-11	1.45	1.25	1.15	1.10	1.35	1.20	1.05	1.00
12 +	0.70	0.65	0.60	0.55	0.65	0.60	0.55	0.50
Display	6.30	5.32	4.60	4.36	5.94	5.10	4.36	4.12
50" or More	5.36	4.52	3.91	3.71	5.05	4.34	3.71	3.50

Wisconsin Dells Events & Reedsburg Times-Press

Open Rates

Lines	Consecutive Days Run	
	1	2 +
3-6	3.25	1.85
7-11	3.20	1.75
12 +	3.10	1.70
Display	10.80	8.70
50" or More	9.18	7.40

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1	2 +
3-6	2.80	1.60
7-11	2.75	1.50
12 +	2.65	1.45
Display	9.40	7.40
50" or More	7.99	6.29

Annual Contract Rates

Lines	\$2,500 Annual Minimum		\$5,000 Annual Minimum		\$10,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1	2 +	1	2 +	1	2 +
3-6	3.00	1.70	2.70	1.55	2.50	1.45
7-11	2.90	1.60	2.60	1.40	2.40	1.35
12 +	2.75	1.55	2.45	1.35	2.30	1.30
Display	9.90	7.80	8.90	7.00	8.16	6.60
50" or More	8.42	6.63	7.57	5.95	6.94	5.61

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run	
	1	2 +	1	2 +
3-6	2.35	1.35	2.20	1.25
7-11	2.30	1.30	2.00	1.20
12 +	2.20	1.25	1.95	1.15
Display	7.50	6.00	7.20	5.70
50" or More	6.38	5.10	6.12	4.85

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.

Additional Rates & Products

Color Rates

Wisconsin State Journal & The Capital Times

	Consecutive Days Run		
	1 Color & Black	2 Color & Black	3 Color & Black
Metro Daily	495.00	760.00	815.00
Sunday	560.00	860.00	920.00

All Other Paid Publications

	Consecutive Days Run		
	1 Color & Black	2 Color & Black	3 Color & Black
First paper or EMC Zone	95.00	150.00	225.00
Each Additional Paid Product	50.00	100.00	175.00
Each Additional EMC Zone	75.00	125.00	200.00

Service Rates

Wisconsin State Journal & The Capital Times

Lines	Consecutive Days Run		
	1-2	2-6	7+
4-6	3.75	2.45	1.40
7-11	3.45	2.40	1.30
12+	3.05	2.30	1.20
Display	30.00	25.00	20.00

Tri County

Lines	Consecutive Days Run	
	1+	
4-11	2.00	
12+ lines	0.85	
Display	6.72	

Shopper Stopper, Portage Daily Register & Baraboo News Republic

Lines	Consecutive Days Run	
	1+	
Line Ads	0.60	
Display	5.64	

Classified Contract ROP

Wisconsin State Journal & The Capital Times

	Per Inch
Combined Daily	46.10
WSJ Sunday	63.35

Juneau County Star-Times

Open Rates

Lines	Consecutive Days Run	
	1	2+
3-6	2.35	1.45
7-11	2.25	1.30
12+	2.10	1.25
Display	5.70	4.40
50" or More	4.85	3.74

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1	2+
3-6	1.90	1.15
7-11	1.75	1.05
12+	1.65	1.00
Display	4.80	3.80
50" or More	4.08	3.23

Annual Contract Rates

Lines	\$2,500 Annual Minimum		\$5,000 Annual Minimum		\$10,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1	2+	1	2+	1	2+
3-6	2.05	1.30	1.80	1.20	1.70	1.10
7-11	1.90	1.20	1.75	1.10	1.60	1.00
12+	1.85	1.15	1.70	1.05	1.55	0.95
Display	5.30	4.10	4.56	3.58	4.20	3.20
50" or More	4.51	3.49	3.88	3.04	3.57	2.72

Annual Contract Rates

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run	
	1	2+	1	2+
3-6	1.60	1.05	1.50	1.00
7-11	1.45	0.90	1.35	0.85
12+	1.40	0.85	1.30	0.80
Display	4.00	3.10	3.70	2.84
50" or More	3.40	2.64	3.15	2.41

The Sauk Prairie Eagle

Open Rates

Lines	Consecutive Days Run	
	1	2+
3-6	2.60	2.25
7-11	2.50	2.20
12+	2.35	2.10
Display	7.80	5.70
50" or More	6.63	4.85

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1	2+
3-6	2.25	1.95
7-11	2.15	1.85
12+	2.05	1.80
Display	6.10	5.40
50" or More	5.19	4.59

Annual Contract Rates

Lines	\$2,500 Annual Minimum		\$5,000 Annual Minimum		\$10,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1	2+	1	2+	1	2+
3-6	2.35	2.00	2.05	1.80	1.90	1.70
7-11	2.30	1.95	1.95	1.75	1.85	1.65
12+	2.20	1.90	1.90	1.70	1.80	1.60
Display	6.20	5.56	6.10	5.40	5.80	5.20
50" or More	5.27	4.73	5.19	4.59	4.93	4.42

Annual Contract Rates

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run	
	1	2+	1	2+
3-6	1.80	1.60	1.70	1.50
7-11	1.75	1.55	1.65	1.45
12+	1.70	1.50	1.60	1.40
Display	5.40	4.70	4.70	4.20
50" or More	4.59	4.00	4.00	3.57

Columbus Journal & Neighbors

General Display Rates

Contract Level	Consecutive Days Run		50" or More	
	1-2	3+	1-2	3+
Open Rate	5.04	4.24	4.28	3.60
3 Line Daily Minimum, 3-12 Months	4.48	3.92	3.81	3.33
\$2,500 Annual Minimum	4.62	4.04	3.93	3.43
\$5,000 Annual Minimum	4.48	3.92	3.81	3.33
\$10,000 Annual Minimum	4.36	3.80	3.71	3.23
\$25,000 Annual Minimum	4.12	3.68	3.50	3.13
\$50,000 Annual Minimum	4.00	3.54	3.40	3.01

Additional Rates & Products

Worship Rates

WSJ/TCT classified worship rates

4 Line Minimum	3.00 / Line
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WSJ/TCT ROP worship rates

Combined Daily	39.50 / inch
WSJ Sunday	55.65 / inch

Obituary Rates

Wisconsin State Journal & The Capital Times

Lines	Consecutive Days Run	
	1-15	16+
Combined Daily	31.50	4.00
WSJ Sunday	31.50	4.00
WSJ Daily	31.50	3.65
TCT Daily	31.50	2.75

madison.com Pickup Rates

7 Consecutive Days

Single-column	10.00
Display	65.00

Dealer Association Rates

	Daily	Sunday
Classified Display	26.40	37.20
Retail	39.65	55.80

Auction Rates

Auction Display Rates

	WSJ/TCT	Shopper Stopper	Tri County
Open Rate Per inch	22.60	9.64	10.44
\$5,000 Annual Per Inch	20.40	8.90	9.48
\$10,000 Annual Per inch	19.10	8.60	9.12
\$25,000 Annual Per inch	17.60	7.90	8.76

Additional insertions of same ad in the Wisconsin State Journal and The Capital Times receive 50% discount!

All other editions price out at Open rate.

Line ads price out at General Marketplace rates based on contract level.

Auction Pick Up Rates

Create custom advertising packages that work for you!

Product	Buy 2-3 products	Buy 4+ products
Tri County,	5.60	4.60
Shopper Stoppers		
All other products	3.60	2.60

Online auction connections at madison.com

For just \$15.00 more, your ad can also be displayed on madison.com, the Capital Region's most visited local website.

Our Products

Madison

Wisconsin State Journal

South Central Wisconsin's newspaper of record.
Published: Monday–Sunday
Circulation:
Monday–Friday 88,094
Saturday 95,549
Sunday 144,080

The Capital Times

The local newspaper for Madison and Dane County.
Published: Monday–Saturday
Circulation:
Monday–Friday 17,513
Saturday 18,950

Shopper Stopper

A zoned shopper delivered free to homes throughout the Capital Region.
Published: Wednesday
Distribution:
Columbia 20,574
Sauk 23,321
Northern Dane 29,636
Southern Dane 20,982
Western Dane 23,980

Shopper Stopper Extra

The weekend EMC edition of the Shopper Stopper.
Mailed: Monday
Distribution:
Dane County 105,569
Columbia County 16,638
Sauk County 20,085

Shopper Stopper Plus

The midweek EMC for the Wisconsin State Journal.
Mailed: Wednesday
Distribution:
Non-Subscribers 80,303

Regional

Daily Citizen

The most widely distributed daily newspaper in Dodge County.
Published: Monday–Saturday
Circulation:
Mon–Fri 9,970
Saturday 11,618

Portage Daily Register

Columbia County's daily newspaper of record.
Published: Monday–Saturday
Circulation: 4,910

Baraboo News Republic

The daily newspaper serving Sauk County's largest city.
Published: Monday–Saturday
Circulation: 4,271

Wisconsin Dells Events

A twice-weekly paper serving Wisconsin Dells and Lake Delton.
Published: Wednesday & Saturday
Circulation: 2,304

Juneau County Star–Times

A twice-weekly newspaper serving Mauston and Juneau County.
Published: Wednesday & Saturday
Circulation: 3,094

Columbus Journal

The official newspaper for the city of Columbus.
Published: Saturday
Circulation: 2,156

Reedsburg Times–Press

A twice-weekly newspaper serving Northern Sauk County.
Published: Wednesday & Saturday
Circulation: 1,151

The Sauk Prairie Eagle

The weekly local news source for Sauk City and Prairie du Sac.
Published: Wednesday
Circulation: 2,129

Neighbors (Dodge County)

A weekly newspaper serving Northern Dodge County.
Published: Saturday
Distribution: 8,375

Wisconsin Reminder

A zoned shopper delivered free to homes throughout Juneau County.
Published: Wednesday
Distribution: 15,441

Tri County

A shopper for households in Dodge County and surrounding communities.
Published: Wednesday
Distribution: 29,029

Monday Marketeer

A shopper serving the outlying areas north of Beaver Dam.
Published: Monday
Distribution: 17,114

Shopper's View

A shopper reaching every household in Eastern Dodge County.
Published: Monday
Distribution: 9,489

Wisconsin

Reminder Extra
The weekend edition of the Wisconsin Reminder.
Published: Sunday
Distribution: Juneau County 13,976

Monday Mini

A full-coverage publication serving greater Beaver Dam.
Published: Monday
Distribution: 20,992

Shopping Reminder

The most cost-effective shopper available in the Columbus, Fall River and Rio areas.
Published: Monday
Distribution: 9,811

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 and Milwaukee.
Published: December & June
Milwaukee March & September
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: 144,080

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 all 24 publications and Web sites.
Published: Every day

Marketplace Jobs

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

Marketplace Rentals

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

Neighbors (Madison)

Weekly stories on Madison-area neighbors and neighborhoods.
Published: Wednesday
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 an 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.

