

MARKETPLACE CLASSIFIEDS

Advertising Rates

March 16, 2009



Capital Newspapers

(800) 362-8333 capitalnewspapers.com

Wisconsin State Journal

Open Rates

Lines	Consecutive Days Run		
	1-3	4-7	8+
3-6	12.18	5.70	5.33
7+	10.29	5.21	4.79

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run		
	1-3	4-7	8+
3-6	6.27	4.47	3.82
7+	5.85	4.17	3.55

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	7.50	5.56	5.19	6.57	4.90	4.33	6.13	4.40	3.82
7+	6.95	4.94	4.66	6.12	4.37	3.97	5.76	4.10	3.55

Lines	\$50,000 Annual Minimum			\$75,000 Annual Minimum			\$100,000 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	5.47	4.03	3.61	5.42	4.02	3.60	5.12	3.82	3.46
7+	5.14	3.75	3.40	5.08	3.73	3.34	4.79	3.55	3.13

* Rates per line. 12 lines per inch.

General Display Rates

Open Rate	Consecutive Days Run		
	1-3	4-7	8+
Open Rate	128.61	71.80	68.13
Ads 50" or More	109.31	61.03	57.92

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	77.54	59.88	57.17	65.90	50.91	48.59
\$5,000 Annual Minimum	89.76	68.39	64.89	76.31	58.13	55.16
\$10,000 Annual Minimum	75.18	58.53	56.09	63.90	49.76	47.69
\$25,000 Annual Minimum	71.22	55.86	53.15	60.56	47.49	45.18
\$50,000 Annual Minimum	66.59	52.53	50.06	56.61	44.66	42.56
\$75,000 Annual Minimum	65.96	52.16	49.99	56.06	44.33	42.49
\$100,000 Annual Minimum	63.20	50.52	48.68	53.72	42.95	41.37

* Rates per inch.

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@madison.com

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

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

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

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

Digital Services
(608) 252-6260
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

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	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"

Classified 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.

Shopper Stopper

Open Rates

Lines	Consecutive Days Run	
	1	2 +
3-6	4.03	3.74
7+	3.65	3.36
Display	14.90	

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months		
Lines	Consecutive Days Run	
	1	2+
3-6	3.65	3.13
7+	3.06	2.84
Display	14.37	

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	3.74	3.20	3.13	2.84	2.99	2.77
7+	3.20	2.91	2.84	2.61	2.68	2.47
Display	14.37		13.76		13.29	

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run	
	1	2 +	1	2 +
3-6	2.84	2.68	2.68	2.54
7+	2.54	2.39	2.39	2.25
Display	12.21		11.28	

Tri-County

Open Rates

Lines	Consecutive Days Run	
	1-2	3 +
3-6	4.35	3.83
7+	4.26	3.75
Display	16.50	

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months		
Lines	Consecutive Days Run	
	1-2	3 +
3-6	3.83	3.29
7+	3.75	3.22
Display	14.36	

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	3.81	3.27	3.68	3.14	3.36	2.84
7+	3.73	3.20	3.60	3.07	3.29	2.78
Display	13.96		13.68		13.12	

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum		\$75,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1-2	3 +	1-2	3 +	1-2	3 +
3-6	3.21	2.69	2.84	2.52	2.66	2.37
7+	3.15	2.63	2.78	2.47	2.61	2.32
Display	12.75		12.08		11.48	

Lines	\$100,000 Annual Minimum	
	Consecutive Days Run	
	1-2	3 +
3-6	2.51	2.23
7+	2.45	2.18
Display	10.92	

Monday Mini

Open Rates

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.90	2.48
7+	2.84	2.43
Display	10.44	

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.45	2.16
7+	2.40	2.12
Display	8.64	

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	2.42	2.12	2.30	2.01	2.24	2.01
7+	2.37	2.08	2.25	1.97	2.19	1.97
Display	9.20		8.92		8.64	

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum		\$75,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1-2	3 +	1-2	3 +	1-2	3 +
3-6	2.16	1.88	2.01	1.80	1.89	1.70
7+	2.12	1.84	1.97	1.76	1.85	1.66
Display	8.36		8.16		7.96	

Lines	\$100,000 Annual Minimum	
	Consecutive Days Run	
	1-2	3 +
3-6	1.79	1.59
7+	1.75	1.56
Display	7.76	

Monday Marketeer

Open Rates

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.78	2.37
7+	2.72	2.32
Display	9.96	

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1-2	3 +
3-6	2.30	2.03
7+	2.25	1.98
Display	8.24	

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	2.32	2.03	2.24	1.97	2.10	1.89
7+	2.27	1.99	2.19	1.93	2.06	1.85
Display	8.80		8.54		8.26	

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum		\$75,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1-2	3 +	1-2	3 +	1-2	3 +
3-6	2.03	1.76	1.89	1.70	1.77	1.59
7+	1.98	1.72	1.85	1.66	1.73	1.56
Display	7.96		7.80		7.62	

Lines	\$100,000 Annual Minimum	
	Consecutive Days Run	
	1-2	3 +
3-6	1.67	1.49
7+	1.63	1.46
Display	7.42	

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
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@madison.com

Ad Transfers (Website)

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	2.04	1.80
7+	2.00	1.76
Display	7.76	

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1-2	3+
3-6	1.77	1.59
7+	1.73	1.56
Display	6.32	

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	1.77	1.58	1.71	1.52	1.65	1.46
7+	1.73	1.55	1.68	1.48	1.62	1.43
Display	6.64		6.56		6.32	

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum		\$75,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1-2	3+	1-2	3+	1-2	3+
3-6	1.59	1.38	1.52	1.32	1.43	1.25
7+	1.56	1.35	1.48	1.29	1.40	1.22
Display	6.00		5.76		5.50	

Lines	\$100,000 Annual Minimum	
	Consecutive Days Run	
	1-2	3+
3-6	1.34	1.17
7+	1.31	1.15
Display	5.26	

Shopper's View

Open Rates

Lines	Consecutive Days Run	
	1-2	3+
3-6	2.33	2.05
7+	2.28	2.01
Display	8.84	

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1-2	3+
3-6	2.01	1.80
7+	1.97	1.76
Display	7.20	

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	2.02	1.80	1.95	1.73	1.88	1.65
7+	1.98	1.76	1.91	1.69	1.84	1.62
Display	7.56		7.48		7.20	

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum		\$75,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run		Consecutive Days Run	
	1-2	3+	1-2	3+	1-2	3+
3-6	1.80	1.58	1.73	1.52	1.62	1.43
7+	1.76	1.54	1.69	1.48	1.59	1.40
Display	6.84		6.56		6.28	

Lines	\$100,000 Annual Minimum	
	Consecutive Days Run	
	1-2	3+
3-6	1.52	1.34
7+	1.48	1.31
Display	6.00	

Portage Daily Register & Baraboo News Republic

Open Rates

Lines	Consecutive Days Run			
	1	2-5	6-11	12 +
3-6	7.09	3.14	2.09	1.64
7+	6.94	2.99	2.02	1.49
Display	27.66			

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run			
	1	2-5	6-11	12 +
3-6	5.97	2.69	1.87	1.57
7+	5.90	2.61	1.79	1.42
Display	22.40			

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	6.50	2.84	1.87	1.57	5.68	2.54	1.79	1.49	5.38	2.39	1.64	1.34
7+	6.42	2.76	1.79	1.42	5.60	2.46	1.72	1.34	5.30	2.31	1.57	1.27
Display	23.02				21.63				20.09			

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	5.23	2.31	1.64	1.34	4.70	2.09	1.49	1.19
7+	5.08	2.24	1.57	1.27	4.63	2.02	1.34	1.12
Display	18.54				17.30			

Daily Citizen

Open Rates

Lines	Consecutive Days Run			
	1	2-5	6-11	12 +
3-6	3.23	2.63	2.33	2.18
7+	3.16	2.57	2.28	2.13
Display M-F	11.60			
Display Sat	12.60			

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run			
	1	2-5	6-11	12 +
3-6	2.76	2.37	2.15	2.07
7+	2.70	2.32	2.10	2.03
Display M-F	9.70			
Display Sat	10.50			

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	2.91	2.45	2.22	2.15	2.60	2.22	2.00	1.92	2.37	2.15	1.92	1.83
7+	2.85	2.40	2.18	2.10	2.54	2.18	1.96	1.88	2.32	2.10	1.88	1.79
Display M-F	10.30				10.10				9.68			
Display Sat	11.20				11.00				10.50			

Lines	\$25,000 Annual Minimum				\$50,000 Annual Minimum				\$75,000 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	2.30	2.00	1.83	1.76	2.15	1.92	1.68	1.61	2.01	1.80	1.58	1.50
7+	2.25	1.96	1.79	1.72	2.10	1.88	1.65	1.57	1.97	1.76	1.54	1.47
Display M-F	9.36				8.96				8.56			
Display Sat	10.20				9.90				9.56			

Lines	\$100,000 Annual Minimum			
	Consecutive Days Run			
	1	2-5	6-11	12 +
3-6	1.89	1.69	1.48	1.41
7+	1.85	1.65	1.45	1.38
Display M-F	8.16			
Display Sat	9.28			

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			
	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

	1 Color & Black	2 Color & Black	3 Color
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			
Lines	Consecutive Days Run		
	1	2-6	7+
3-6	5.40	3.53	2.02
7-11	4.79	3.33	1.81
12+	4.24	3.20	1.67
Display	30.90	25.75	20.60

Tri County

Lines	Consecutive Days Run
	1+
3+	2.05
Display	6.95

Shopper Stopper, Portage Daily Register & Baraboo News Republic

Lines	Consecutive Days Run
	1+
Line Ads	.90
Display	8.72

Classified Contract ROP

Wisconsin State Journal	
	Per Inch
Display	65.25

Wisconsin Dells Events & Reedsburg Times-Press

Open Rates

Lines	Consecutive Days Run	
	1	2+
3-6	4.85	2.76
7+	4.78	2.61
Display	16.69	

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months		
Lines	Consecutive Days Run	
	1	2+
3-6	4.18	2.39
7+	4.11	2.24
Display	14.52	

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	4.48	2.54	4.03	2.31	3.73	2.17
7+	4.33	2.39	3.88	2.09	3.58	2.02
Display	15.30		13.75		12.61	

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run	
	1	2+	1	2+
3-6	3.51	2.02	3.29	1.87
7+	3.44	1.94	2.99	1.79
Display	11.59		11.12	

Juneau County Star-Times

Open Rates

Lines	Consecutive Days Run	
	1	2+
3-6	3.51	2.17
7+	3.36	1.94
Display	8.81	

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months		
Lines	Consecutive Days Run	
	1	2+
3-6	2.84	1.72
7+	2.61	1.57
Display	7.42	

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	3.06	1.94	2.69	1.79	2.54	1.64
7+	2.84	1.79	2.61	1.64	2.39	1.49
Display	8.19		7.05		6.49	

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run	
	1	2+	1	2+
3-6	2.39	1.57	2.24	1.49
7+	2.17	1.34	2.02	1.27
Display	6.18		5.72	

The Sauk Prairie Eagle

Open Rates

Lines	Consecutive Days Run	
	1	2+
3-6	3.88	3.36
7+	3.73	3.29
Display	12.05	

Frequency Contract Rates

3 Line Daily Minimum, 3-12 Months

Lines	Consecutive Days Run	
	1	2+
3-6	3.36	2.91
7+	3.21	2.76
Display	9.42	

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	3.51	2.99	3.06	2.69	2.84	2.54
7+	3.44	2.91	2.91	2.61	2.76	2.46
Display	9.58		9.42		8.96	

Lines	\$25,000 Annual Minimum		\$50,000 Annual Minimum	
	Consecutive Days Run		Consecutive Days Run	
	1	2+	1	2+
3-6	2.69	2.39	2.54	2.24
7+	2.61	2.31	2.46	2.17
Display	8.34		7.26	

Additional Rates & Products

Worship Rates

WSJ Classified Worship Rates

4 Line Minimum	3.00 / Line
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WSJ ROP Worship Rates

Daily	39.50 / inch
Sunday	55.65 / inch

madison.com Pickup Rates

7 Consecutive Days

Single-column	12.50
Display	66.95

Dealer Association Rates

	Daily	Sunday
Classified Display	26.40	37.20
Retail	39.65	55.80

Columbus Journal

General Display Rates

Contract Level

	1
Open Rate	7.40
3 Line Daily Minimum, 3-12 Months	6.28
\$2,500 Annual Minimum	6.68
\$5,000 Annual Minimum	6.56
\$10,000 Annual Minimum	6.28
\$25,000 Annual Minimum	6.08
\$50,000 Annual Minimum	5.88

Auction Rates

Auction Display Rates

	WSJ	Shopper Stopper	Tri County
Open Rate Per inch	34.92	14.90	16.50
\$5,000 Annual Per Inch	31.52	13.76	13.68
\$10,000 Annual Per inch	29.52	13.29	13.12
\$25,000 Annual Per inch	27.20	12.21	12.75

Additional insertions of same ad in the Wisconsin State Journal 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,	8.64	7.12
Shopper Stoppers		
All other products	5.56	4.00

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:
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:
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:
Dane County 110,117
Sauk County 19,243

Shopper Stopper Plus

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

Regional

Daily Citizen

The most widely distributed daily newspaper in Dodge County.
Published: Monday–Saturday
Circulation:
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: 4,927

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: 139,783

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 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.

