

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: 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 126,226

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

rentals.madison.com

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

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.

Coupon Backing

Only advertisements containing a coupon (when backed by another coupon) will be considered for adjustment. Position requests of "no coupon-backing" or backing with specific categories of advertising units will not be held valid for credit or make-good purposes. In the event of lost checking copies or other claims, payment must be made. Claims for adjustment will be handled promptly; however, claims made 30 days after publication or service will not be considered.

NATIONAL Advertising Rates

May 1, 2009

Paid Publications

Contract Level	Wisconsin State Journal Daily (Mon-Sat)	Wisconsin State Journal (Sunday)
Open	106.50	160.60
Joint	102.85	155.90
\$10,000	99.35	151.05
\$25,000	98.10	149.80
\$50,000	96.90	148.60
\$75,000	95.70	147.40
\$100,000	94.45	146.20
\$150,000	93.25	145.00

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

Contract Level	Baraboo News Republic	Portage Daily Register	Juneau County Star-Times	Wisconsin Dells Events	Reedsburg Times-Press
Open	29.20	29.20	18.60	18.60	12.50
Joint Promo	24.20	24.20	16.35	16.35	11.30
\$10,000	19.30	19.30	12.15	12.15	9.35
\$25,000	15.45	15.45	11.15	11.15	8.85
\$50,000	14.10	14.10	10.10	10.10	8.00
\$75,000	14.10	14.10	10.10	10.10	8.00
\$100,000	14.10	14.10	10.10	10.10	8.00
\$150,000	14.10	14.10	10.10	10.10	8.00

Contract Level	The Sauk Prairie Eagle	Daily Citizen	Weekend Citizen	Columbus Journal	Neighbors
Open	12.50	16.85	18.30	10.75	10.75
Joint Promo	11.30	13.45	17.30	10.20	10.20
\$10,000	9.35	13.80	14.95	8.95	8.95
\$25,000	8.85	13.40	14.55	8.65	8.65
\$50,000	8.00	12.80	14.10	8.35	8.35
\$75,000	8.00	12.20	13.65	8.10	8.10
\$100,000	8.00	11.60	13.25	7.75	7.75
\$150,000	8.00	11.60	13.25	7.75	7.75

Six County Non-Paid Distribution

Contract Level	One Zone	Contract Level	One Zone
Pick-Up Rate	8.44	\$2,500	17.40
Open	20.75	\$5,000	16.50
6X/6 Weeks	19.25	\$10,000	15.75
13X/13 Weeks	17.40	\$25,000	14.99
26X/26 Weeks	16.50	\$50,000	13.25
52X/52 Weeks	15.75		

Dodge County Non-Paid Distribution

Contract Level	Tri County	Monday Mini	Shopping Reminder	Shoppers View	Monday Marketeer
Pick-Up Rate	8.69	6.25	6.25	6.25	6.25
Open	20.63	13.05	9.70	11.05	12.45
6X/6 Weeks	18.85	11.50	8.30	9.48	11.00
13X/13 Weeks	18.50	11.15	8.20	9.35	10.68
26X/26 Weeks	17.95	10.80	7.90	9.00	10.30
52X/52 Weeks	17.70	10.45	7.50	8.55	9.95
\$2,500	17.45	11.50	8.30	9.45	11.00
\$5,000	17.10	11.15	8.20	9.35	10.68
\$10,000	16.40	10.80	7.90	9.00	10.33
\$25,000	15.94	10.45	7.50	8.55	9.95
\$50,000	15.10	10.20	7.20	8.20	9.75
\$75,000	14.35	9.95	6.88	7.85	9.53
\$100,000	13.65	9.70	6.58	7.50	9.28



(800) 362-8333 capitalnewspapers.com

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
jschroeter@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



Requirements & Regulations

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"

Column Widths

Size

1 Column	1.5556"
2 Columns	3.2223"
3 Columns	4.8889"
4 Columns	6.5556"
5 Columns	8.2223"
6 Columns	9.8889"

ROP Size: Two Facing Pages

Ads may be faced together when layout conditions permit, when each ad is four, five or six columns wide and total space exceeds 129".

Advertising Sizes

All ROP ads in excess of 18" in depth will be set and billed at 21.5 inches. Ads smaller than minimum depth for column width will be accepted when possible and will be charged at the minimum depth for column width. Double trucks will be billed for the two pages of space occupied, plus a full 21.5 inches for the center column (gutter).

Advertising Elements

Customer-furnished, black & white camera-ready half-tone material should be 85-line 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.

Reservations for color advertisements

For color advertisements that require scanning, ad layout and copy should be submitted 24 hours in advance of normal deadlines. Publication of color ads may be restricted by press capacity.

Late Reservations/Cancellations

Advertisements cancelled after cancellation deadline will be billed at 50% of ad cost. Late reservations will be accepted on a space-available basis, subject to a 25% surcharge.

Advertising Dispatch

Minimum size for proof copies and tear sheets is 15 inches. Proofs also available by fax or e-mail. For further dispatch information, please contact your Capital Newspapers advertising sales consultant or call (800) 362-8333.

Proofs will be furnished only for advertisements with complete copy and layouts received by deadline. When production-ready layout services are required, advance deadline 24 hours.

Advertising will be considered approved if corrections are not received by 11 a.m. on the day prior to publication. Sunday and Monday corrections are due by noon on Friday. Additional changes will be billed at \$40 per hour.

For advertisements that require layout, typesetting or scanning, advance normal deadlines 24 hours. Reservation for space and color should be made at least five days prior to publication date.

Pre-printed Insert Rates

(Per thousand inserted)	Full Run		Expanded ¹ Dane County		Target ² 40K–80K quantity		Target 8K–40K quantity		Direct-Mailed Non-Paid Publications		
Contract Level	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Full Zone ³	Target	Weight Limit
Single Sheet	46	50	52	58	58	67	63	73	50	59	.21 oz
2 Broad / 4 Tab	53	56	67	71	72	83	78	89	60	68	.33 oz
4 Broad / 8 Tab	60	65	78	85	81	94	87	100	72	84	.62 oz
6 Broad / 12 Tab	72	76	92	98	96	114	102	120	86	97	.98 oz
8 Broad / 16 Tab	80	85	101	109	106	129	112	135	98	110	1.30 oz
10 Broad / 20 Tab	89	96	113	122	119	139	125	145	111	124	1.63 oz
12 Broad / 24 Tab	101	107	120	129	126	146	132	152	125	138	1.95 oz
14 Broad / 28 Tab	105	109	122	131	127	148	133	154	138	151	2.28 oz
16 Broad / 32 Tab	107	113	124	132	128	149	134	155	151	166	2.60 oz
18 Broad / 36 Tab	108	114	125	133	129	152	135	158	164	179	2.93 oz
20 Broad / 40 Tab	109	115	126	134	131	154	136	160	177	193	3.25 oz

EMC Delivery to Non-subscribers

Sunday Quantity: 105,000 (in house Mon/Tues)

Wednesday Quantity: 125,000 (in house Wed/Thurs)

• Both available by ZIP Code delivery.

Reservations & Delivery

Reservations should be made at least three weeks in advance of publication date, and inserts should arrive at print facility at least 10 days prior to publication. Shipments must arrive prepaid. Bulk shipment on wooden skids preferred. Skid runners should be at least 28 inches apart to permit forklifting. For specific delivery information, contact your Capital Newspapers advertising sales consultant or call Kim Wustrack, Preprint Coordinator, at (608) 252-6265.

- Expanded Dane County includes all of Dane plus selected cities in surrounding counties on major traffic lanes.
- Targeted distribution of inserts in quantities of as few as 8,000 is available most weekdays. Smaller quantities must have a flexible drop date. Minimum charge is \$500. Preprint rates may vary based upon page size, weight or stock. For details, contact your Capital Newspapers advertising sales consultant.
- Full Zone is any full county (Dane, Sauk, Columbia, Juneau or Dodge), full home non-subscribers or full apartment non-subscribers.

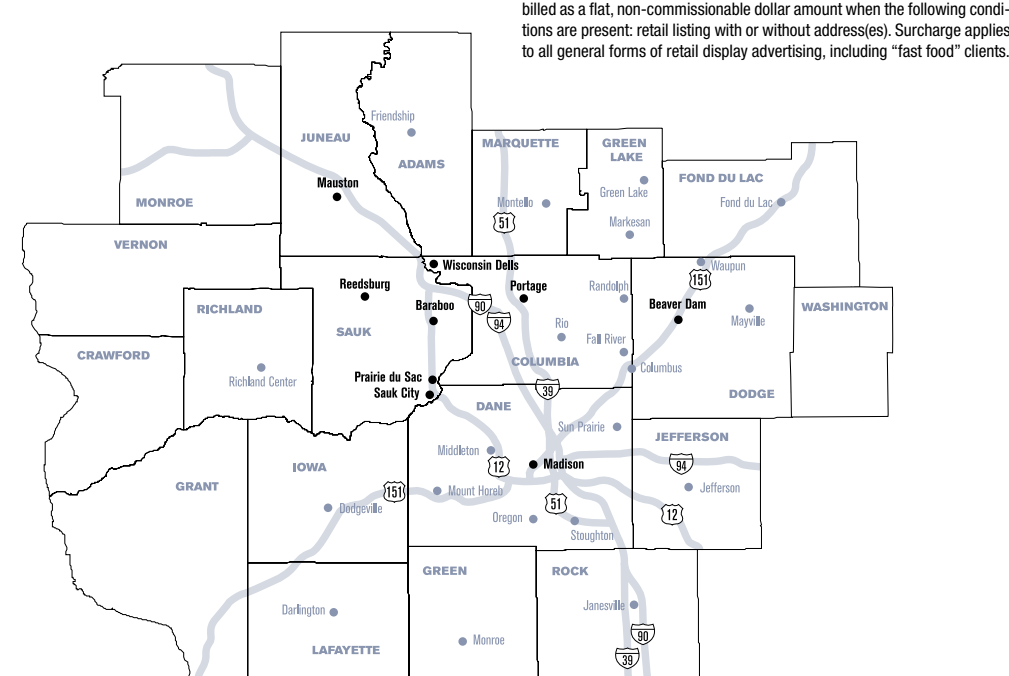
Commissionable Rates

Rates charged will be based on quantities received for distribution. Quantities fluctuate seasonally. To ensure full coverage of your distribution area, please call our Preprint Coordinator at (608) 252-6265 for the latest gross press run figures.

Insert Size Requirements

Minimum: 7 1/2" x 7 1/2"

Maximum: 11" x 11"



Insert Frequency discount

The following discounts are available for advertisers contracting for a 12-month period:

6–24 preprints/year 5% discount

25–60 preprints/year 10% discount

61–90 preprints/year 15% discount

91+ preprints/year 20% discount

Additional Pages

Standard	\$0.53 per page
Tabloid	\$0.26 per page

Weight limits shown above will comfortably handle most inserts. Weights indicated are averages for tabloid-size pages on 30# newsprint stock with heavy 4-color ink coverage. Weights in excess of limits shown will result in a pro-rated surcharge. For example, if an insert weighs 10% more than the value shown, a 10% surcharge will be applied. Products delivered by the USPS are subject to base rate changes with 30 days notice.

Availability

Tuesday through Friday, Sunday. For updated quantity counts and specific requirements, please contact your Capital Newspapers advertising sales consultant or call Kim Wustrack, Preprint Coordinator, at (608) 252-6265.

Retail Advertising Units with FSI

Advertising determined as “retail” by Capital Newspapers will incur a \$10.00 CPM surcharge against the quantity shipped for distribution and billed as a flat, non-commissionable dollar amount when the following conditions are present: retail listing with or without address(es). Surcharge applies to all general forms of retail display advertising, including “fast food” clients.

Supplemental Rates & Services

Discounts

Repeat Discounts

Ads repeated within six days of first insertion will receive a 25% discount Monday through Saturday. Ads must be a minimum of 4 inches, and no copy changes will be allowed. Sundays are not available for discount. No limit on number of insertions within a six-day window. Cannot be used with any other discounts or offers, including discounted combination buys.

Color Rates

Full-run Color: Metro Daily & Sunday

	Metro Daily	Sunday
1 Color & Black	583	659
2 Colors & Black	894	1,012
3 Colors & Black	959	1,083

Daily Publications & Shoppers

	1 Color & Black	2 Color & Black	Full Color
1 product	112	176	265
2 or more	100	159	235

Weekly Publications

	1 Color & Black	2 Color & Black	Full Color
	88	176	176

Half-Price Match-up Discount

For additional color purchased in full-size sections, tabloids, double trucks, facing pages, etc. Double trucks count as one unit earning additional color use discounts. For details, contact your Capital Newspapers advertising sales consultant.

Standard colors are bright red, process red, process yellow and process blue. Special-ordered custom-color inks subject to premium charge of \$150. Color scans: \$85 with proof. Price may vary by quantities and size of original. For color ink reference, use Ad Litho Offset, Volume 8. Colors are available most days of the week but subject to press capacity and prior reservations. Please advance normal deadlines 24 hours. No minimum size pending press configuration.

All color rates are per spot, per page, per insertion.

One-color rates are for red, blue or yellow.

National Regulations

Acceptance of all advertising is subject to the following general terms and conditions:

Advertising will be rejected if it appears to be false, fraudulent, libelous, defamatory, illegal, in poor taste, in objectionable format or for other good cause.

Capital Newspapers reserves the right to revise rates and terms under any contract upon 30 days written notice to advertiser, who may then terminate the contract by giving written notice within 30 days after notice of revision.

Alcoholic beverage advertising and tobacco advertising are acceptable both daily and on Sunday.

Insertion orders or contracts containing liability disclaimers will not be accepted. Agencies will be held responsible for payment of invoices for advertising placed by them on their behalf or on the behalf of their clients. In lieu of agencies' liability, written documentation assuming responsibility for payment must be provided by advertisers.

Any security, investment or franchise offering must be registered with the Wisconsin Commissioner of Securities at the State Capitol in Madison before acceptance. Any vocational school run for profit must also be registered with the Educational Approval Board before ads can be accepted. Insurance advertising is acceptable only from companies licensed to do business in Wisconsin by the State Commissioner of Insurance.

Advertising set solid or in reading-matter type, or advertising which simulates editorial content must be set in 10-point type and must carry the word

Weekly Features

77 Square

Madison’s weekly arts, entertainment and culture magazine, powered by The Capital Times and distributed with the Wisconsin State Journal every Thursday. For advertising information, contact your Capital Newspapers advertising sales consultant.

Special Classifications

Political Advertising

All political advertising for issues or candidates, for federal offices or statewide offices, or for referenda shall be charged the national rate.

Classified Rates

Display and Classified Real Estate, Career and Business Opportunities advertising is handled by the Classified Advertising Department. Call (608) 252-6379. Rate cards are available upon request.

Production Services

Artwork

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 reproduction 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 www.capitalnewspapers.com.

Questions: (608) 252-6260

Ad Transfers: CNpress@capitalnewspapers.com
E-mail: CNpress@capitalnewspapers.com
Web site: dropbox.capitalnewspapers.com

Commercial Printing & Typesetting

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

Advertising Deadlines

Daily Newspaper Deadlines

Day (Publication)	Copy Due	Kill Deadline
Monday	THU 4 p.m.	FRI 10 a.m.
Tuesday	FRI 4 p.m.	FRI 4 p.m.
Wednesday	FRI 4 p.m.	MON 10 a.m.
Thursday	MON 4 p.m.	TUE 10 a.m.
Thursday (77 Square)	MON 12 noon	MON 4 p.m.
Friday	TUE 4 p.m.	WED 10 a.m.
Saturday	WED 4 p.m.	THU 10 a.m.
Sunday	WED 4 p.m.	THU 10 a.m.
Sunday (A&E/Lifestyle/Adventure)	TUE 4 p.m.	WED 8 a.m.

Weekly & Shopper Deadlines

Publication (Day)	Copy Due	Kill Deadline
The Cap Times (Wednesday)	THU 5 p.m.	FRI 11 a.m.
Tri County (Wednesday)	MON 12 noon	TUE 9 a.m.
Juneau Co. Star-Times (Wednesday)	FRI 4 p.m.	MON 4 p.m.
Reedsburg Times-Press (Wednesday)	FRI 4 p.m.	MON 4 p.m.
The Sauk Prairie Eagle (Wednesday)	FRI 4 p.m.	MON 4 p.m.
Wisconsin Dells Events (Wednesday)	FRI 4 p.m.	MON 4 p.m.
Shopper Stopper (Wednesday)	THU 4 p.m.	FRI noon
Juneau Co. Star-Times (Saturday)	WED 4 p.m.	THU 4 p.m.
Reedsburg Times-Press (Saturday)	WED 4 p.m.	THU 4 p.m.
Wisconsin Dells Events (Saturday)	WED 4 p.m.	THU 4 p.m.
Shopper Stopper Extra (Sunday)	WED 4 p.m.	THU 10 a.m.
Columbus Journal (Saturday)	WED 4 p.m.	THU 9 a.m.
Shopping Reminder (Monday)	THU 4 p.m.	THU 4 p.m.
Monday Mini (Monday)	THU 4 p.m.	THU 4 p.m.
Monday Marketeer (Monday)	WED 4 p.m.	THU 4 p.m.
Shopper's View (Monday)	THU 4 p.m.	FRI 4 p.m.
Weekend Citizen (Advance)	TUE 4 p.m.	WED 9:30 a.m.

The deadlines above apply to all space reservations and production-ready advertising. All deadlines advance during holiday periods.

Electronic Ad Submission

Ad Transfers (E-mail) CNpress@capitalnewspapers.com
Ad Transfers (Website) dropbox.capitalnewspapers.com

Please always send a copy to your advertising sales consultant.