

# PRINT & DELIVER

## Advertising Rates

March 2009



### Print & Deliver Program

The Capital Newspapers Print & Deliver Program is an excellent way to generate additional traffic and increase sales for your business, enabling you to target customers in specific areas with a customized message. The program gives you the ability to market products and services in a "shopping mall" environment, featuring department stores, discount stores, grocery stores and many other businesses.

#### A simple three-step process:

1. Decide what your message will be, and our award-winning creative department will design a high-impact promotional flyer.
2. Choose a 60# offset, 60# glossy or 75# Hi-Bulk paper with one or more colors, and we will print your promotional flyer.
3. Select the geographic areas you want to reach, and we will distribute your printed promotional flyer to subscribers and non-subscribers for as low as 7¢ per household.

#### With Print & Deliver you can:

- Reach potential customers in your market
- Reach newspaper subscribers and non-subscribers
- Customize design, print and delivery for your market at one low cost

### Rates – 60# white offset paper (per thousand)

#### Page Size: 8.5" x 11"

	5M	8M	12M	16M	20M	30M	40M	80M	100M
1 side/ 1 color	120	90	83	78	75	72	70	69	65
1 side/ 2 color	122	92	85	80	78	75	72	71	67
1 side/ Full color	137	129	109	98	92	84	80	76	75
2 side/ 1 color	121	98	87	83	78	75	72	70	67
2 side/ 2 color	124	103	91	89	83	78	75	72	69
2 side/ Full color	144	131	111	101	95	86	83	78	77

#### All prices are based on:

- Process colors — cyan, magenta, yellow and black
- 5,000 minimum

Colored paper is available for an extra \$10 per thousand in light blue, light yellow, gold, light green and ivory.

Astrobright paper is available at an extra \$20 per thousand in solar yellow and pulsar pink.

#### Deadlines:

The one and two color deadline for copy is 14 days prior to the insertion date of your flyer.

The full color deadline is 21 days prior to the insertion date of your flyer.



2 color



Full color



1 color on gold paper

### 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

## Rates – 60# glossy and 75# hi-bulk paper (per thousand)

### Page Size: 8.5" x 5.5"

	5M	8M	12M	16M	20M	30M	40M	80M	100M
1 side/ Full color	105	102	91	90	89	83	82	80	77
2 side/ Full color	109	107	96	95	93	87	86	85	81

### Page Size: 8.5" x 11"

	5M	8M	12M	16M	20M	30M	40M	80M	100M
1 side/ Full color	147	140	121	110	105	97	92	88	87
2 side/ Full color	155	153	123	112	107	99	96	90	89

### Page Size: 10.75" x 12.125" (folded in half to 6.062" x 10.75")

	5M	8M	12M	16M	20M	30M	40M	80M	100M
1 side/ Full color	263	260	181	177	139	123	119	116	105
2 side/ Full color	343	341	227	164	163	141	134	121	107

### Page Size: 11" x 17" (Folded to a 4 page 8.5" x 11")

	5M	8M	12M	16M	20M	30M	40M	80M	100M
2 side/ Full color	263	260	187	152	151	140	137	122	117



8.5" x 5.5"



8.5" x 11"



10.75" x 12.125"  
(folded in half to 6.062" x 10.75")



11" x 17"

### All prices are based on:

- Process colors — cyan, magenta, yellow and black
- 5,000 minimum

### Deadlines:

The deadline for copy is 21 days prior to the insertion date of your flyer.

### Discounts:

(12 month contract)

- 6–24 Insertions: Save 5%
- 25–60 Insertions: Save 10%

Cancellations are subject to production and printing charges.

An additional 500 free copies of your flyer are available upon request.

Availability may be limited on some days. For more information, contact your Capital Newspapers advertising sales consultant or call Kim Wustrack, Preprint Coordinator, at (608) 252-6265.

## 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](http://www.capitalnewspapers.com).