

## Restaurant Advertising Rates

### Open Rates

	1 ad per week	2-3 ads per week	4 + ads per week
Daily	\$45.55	\$40.55	\$35.55
Sunday	\$50.55	\$45.55	\$40.55

### 13-week Contract

	1 ad per week	2-3 ads per week	4 + ads per week
Daily	\$36.55	\$31.55	\$26.55
Sunday	\$45.55	\$40.55	\$35.55

### 26-week Contract

	1 ad per week	2-3 ads per week	4 + ads per week
Daily	\$34.55	\$29.55	\$24.55
Sunday	\$43.55	\$38.55	\$33.55

### 52-week Contract

	1 ad per week	2-3 ads per week	4 + ads per week
Daily	\$32.55	\$27.55	\$22.55
Sunday	\$41.55	\$32.55	\$27.55

### Annual Bulk

\$1,500 annual			
Daily	\$37.55		
Sunday	\$46.55		

All rates are per column-inch.

### Bulk Advertising Repeat Discounts

25% pickup discount applies if ad is run within 6 days with no copy changes. Discount on Daily rate only.

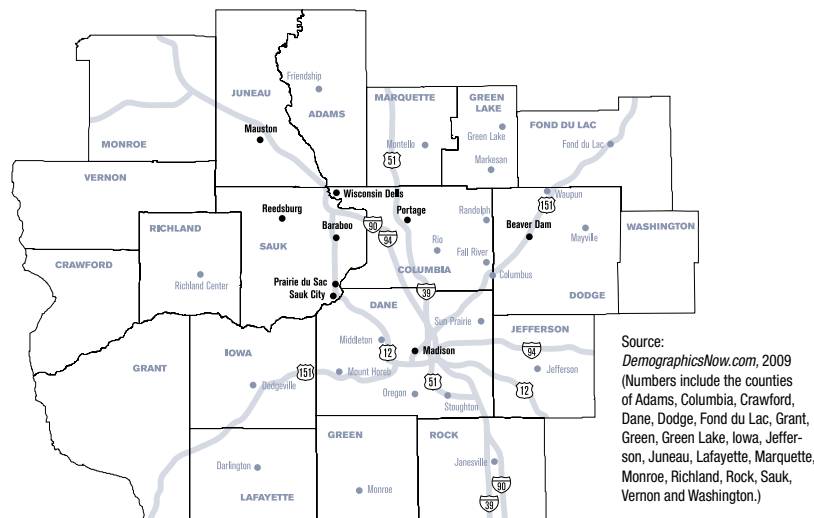
All Wisconsin State Journal rate card display advertising rates include both print and online in a searchable database.

## The Capital Region

Total Population:  
**1,390,163**

Average Household Income:  
**\$66,963**

Dining Away from Home Spending Per Household:  
**\$3,292.30**



## Contacts

### Advertising Information

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

1901 Fish Hatchery Road  
Madison, WI 53713

PO Box 8056  
Madison, WI 53708

Digital Services  
(608) 252-6260  
CNpress@capitalnewspapers.com

## Specialized Services

We offer a variety of services to assist you in reaching the largest possible number of households in South Central Wisconsin, or in targeting select households.

### Print & Deliver

We can create any high-impact, single-sheet promotional inserts you require. Simply select the geographic areas you'd like to reach (by ZIP code), and we'll deliver your message to the homes of both subscribers and non-subscribers.

### Graphic Design

Our award-winning staff of artists can enhance the effectiveness of your message by creating and designing your newspaper ad at no additional cost.

### Market Research

Through both primary and secondary research sources, we'll keep you abreast of the forces that shape our local market. Demographics, media usage among area adults and consumer behavior information are all available upon request.

### Direct Marketing

With full-service direct marketing, we can create mailing lists tailored to your specific needs and send your advertising message to those most likely to respond.

# RESTAURANT

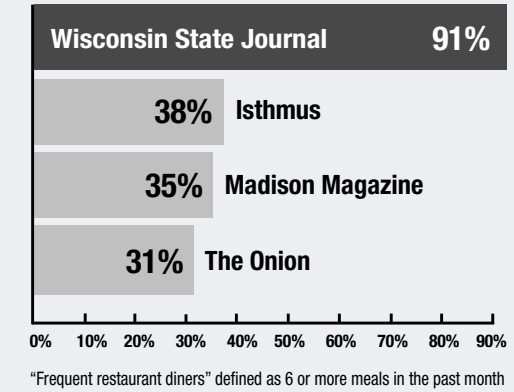
## Advertising Rates March 16, 2009

## Reach 91% of the area's frequent restaurant diners

91% – big number. But it's true. 91% of Dane County's frequent restaurant diners read at least one edition of the Wisconsin State Journal. And here's another big number: Dane County adults spent \$694,572,800 – almost three-quarters of a billion dollars! – on food away from home in 2008.\*

Get your piece of that 3/4 billion dollar pie. One phone call to a Capital Newspapers advertising sales consultant can provide you with a complete, comprehensive and flexible advertising schedule that will reach the area's dynamic dining market and deliver customers right to your door.

### Reach to Dane County frequent restaurant diners



31% of Dane County adults – 113,274 people – ate at a restaurant 6 or more times in the past month.

44% of frequent restaurant diners visit madison.com

91% of frequent restaurant diners read the Wisconsin State Journal

## Wisconsin State Journal

Advertising in the Wisconsin State Journal is a great way to reach frequent restaurant diners – and infrequent restaurant diners, too.

Whether you want to promote your special, a Friday fish fry, fine dining or Sunday brunch, you can target your audience by advertising in specific sections such as Taste, A&E, Adventure or 77 Square.

### Expand Your Reach

Pick up one of our other daily newspapers from your Wisconsin State Journal ad and reach even more potential customers. Ask your advertising sales consultant for details.

Published:	Daily	
Circulation:	Daily	104,222
	Sunday	138,276
Readership:	Monday–Friday	303,400
	Saturday	219,200
	Sunday	344,400

Sources:  
All stats (unless indicated): Scarborough Research Study, 2007–2008  
Circulation: Audit Bureau of Circulations, March 2008  
\*DemographicsNow.com, 2009

Capital Newspapers  
(800) 362-8333 capitalnewspapers.com

### 77 Square

77 Square, powered by The Capital Times and distributed with the full run of the Wisconsin State Journal every Thursday,

is the perfect place to advertise to attract diners to your restaurant.

Published: Thursdays  
Circulation: 109,222  
Readership: 327,700  
Format: Tabloid

77 Square reaches 73% of Dane County adults

Isthmus reaches 30% of Dane County adults

### 77 Square Dining Guide

Published in May and October in a full color 5.5" x 8" glossy digest format, the 77 Square Dining Guide delivers the affluent readership of the Wisconsin State Journal with the most comprehensive Dane County restaurant listing in the area.

### Special Holiday Banner Pages

Holiday Dining banner pages target readers as they plan for special holiday dining events. For dates, deadlines and placement, contact your Capital Newspapers advertising sales consultant.

### Holiday Dining Banner Pages:

New Year's Eve	Mother's Day
Valentine's Day	Father's Day
St. Patrick's Day	Thanksgiving
Easter	

