

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: 3,077

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: 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.

RETAIL Advertising Rates

May 1, 2009

Watch your sales take off with Flight!

The most effective way to market your business!

Advertise in the Sunday Wisconsin State Journal plus 3 dailies in a one week period and reach

71% OF THE MARKET with a 2.9 Frequency.

Sunday is full price. Each daily is 50% off your earned rate.

Source: Scarborough Research Study 2007–2008

Daily Newspapers

Contract Level	Wisconsin State Journal (Mon–Sat)	Wisconsin State Journal (Sun)
Open	75.35	102.60
6X/6 Weeks	49.55	67.30
13X/13 Weeks	48.20	65.90
26X/26 Weeks	46.90	64.60
52X/52 Weeks	45.10	62.55
\$2,500	61.20	83.30
\$5,000	49.55	67.30
\$10,000	48.20	65.90
\$25,000	46.90	64.60
\$50,000	45.55	63.15
\$75,000	43.40	60.95
\$100,000	42.70	59.80
\$150,000	42.15	59.15

Joint Promotion Rates

Wisconsin State Journal Daily	61.20
Wisconsin State Journal Sunday	83.30

Color Rates

Full-Run Color: Metro Daily & Sunday

	Metro Daily	Sunday
1 Color & black	495.00	560.00
2 Color & black	760.00	860.00
3 Color & black	815.00	920.00

Wisconsin State Journal Bonus Days

Reach even more readers on holidays with increased Sunday circulation.

Thanksgiving Day

Wednesday before Thanksgiving Day

Christmas Day

Co-op advertising Rates

For dealer groups, product distributors, manufacturers and their agents. For ads to qualify for this rate, local dealer address(es) must appear in ad(s).

All political/advocacy advertising must state name of individual or group placing the ad and be pre-paid by space reservation deadline.

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.

A color ad increases in-depth reading 60% more than a black-and-white ad.

Source: NAA Ad Elements Study, 1999 (How to Win and Hold Consumers' Attention—The Elements of Effective Newspaper Advertising).



(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
tssears@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 inches in depth will be set and billed at 21.5 inches. All tabloid ads in excess of 9 inches in depth will be set and billed at 10 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

Contract Level	Full Run		Expanded Dane County		Target ² 40K-80K quantity		Target 8K-40K quantity		Direct-Mailed Non-Paid Publications		
	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Full Zone ³	Target	Weight Limit
Single Sheet	40	44	45	50	50	59	56	64	44	50	.21 oz
2 Broad / 4 Tab	46	49	59	62	63	72	68	77	51	61	.33 oz
4 Broad / 8 Tab	53	57	68	74	71	82	76	88	64	72	.62 oz
6 Broad / 12 Tab	63	67	80	85	84	100	90	105	75	84	.98 oz
8 Broad / 16 Tab	70	74	89	96	93	113	98	118	85	97	1.30 oz
10 Broad / 20 Tab	78	84	99	107	104	122	109	127	98	108	1.63 oz
12 Broad / 24 Tab	89	94	105	113	110	128	115	133	109	120	1.95 oz
14 Broad / 28 Tab	92	96	107	114	111	130	116	135	120	132	2.28 oz
16 Broad / 32 Tab	94	99	108	115	112	131	117	136	132	145	2.60 oz
18 Broad / 36 Tab	95	100	109	116	113	133	118	138	143	156	2.93 oz
20 Broad / 40 Tab	96	101	110	117	114	135	119	140	155	169	3.25 oz

EMC Delivery to Non-subscribers

Sunday Quantity: 107,000 (in house Monday)
Wednesday Quantity: 138,000 (in house Wednesday)
• 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 Dane County 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.

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

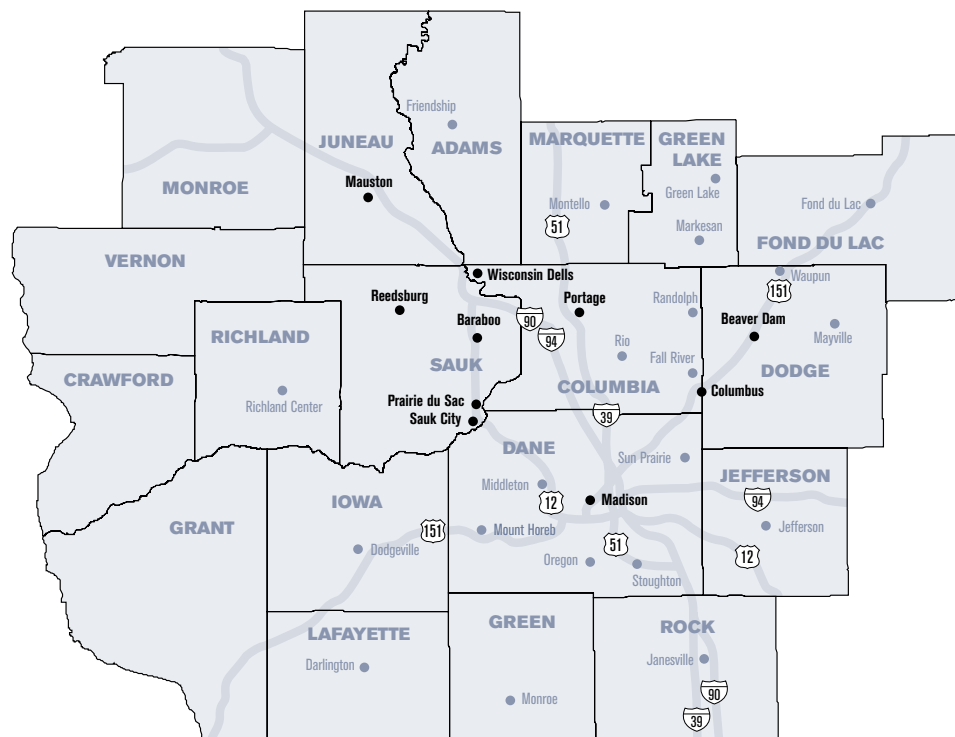
91+ preprints/year 20% discount

Additional Pages

Standard \$0.50 per page

Tabloid \$0.25 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.



Regional Publications

Contract Level	Portage Daily Register or Baraboo News Republic	Daily Citizen	Weekend Citizen
Pick-Up Rate	6.00	6.00	7.00
Open	20.10	11.60	12.60
6X/6 Weeks	16.00	10.30	11.20
13X/13 Weeks	13.50	10.10	11.00
26X/26 Weeks	12.24	9.70	10.50
52X/52 Weeks	11.52	9.36	10.20
\$2,500	13.50	10.30	11.20
\$5,000	12.24	10.10	11.00
\$10,000	11.52	9.68	10.50
\$25,000	10.80	9.36	10.20
\$50,000	9.90	8.96	9.90
\$75,000	9.90	8.56	9.56
\$100,000	9.90	8.16	9.28
\$150,000	9.90	8.16	9.28

Weekly Products

Contract Level	Wisconsin Dells Events (Wed & Sat)	Juneau County Star-Times (Wed & Sat)	Reedsburg Times-Press (Wed & Sat)	The Sauk Prairie Eagle (Wednesday)	Columbus Journal (Saturday)
Pick Up Rate	5.00	5.00	5.00	5.00	5.00
Open	12.80	12.80	8.60	8.60	7.40
6X/6 Weeks	10.89	10.89	7.90	7.90	6.68
13X/13 Weeks	9.90	9.90	7.00	7.00	6.56
26X/26 Weeks	9.25	9.25	6.88	6.88	6.28
52X/52 Weeks	8.50	8.50	6.56	6.56	6.08
\$2,500	9.90	9.90	7.00	7.00	6.68
\$5,000	9.24	9.24	6.88	6.88	6.56
\$10,000	8.52	8.52	6.56	6.56	6.28
\$25,000	7.80	7.80	6.24	6.24	6.08
\$50,000	7.10	7.10	5.60	5.60	5.88

Six County Non-Paid Distribution

Contract Level	One Zone	Contract Level	One Zone
Pick Up Rate	6.75	\$2,500	13.92
Open	16.60	\$5,000	13.20
6X/6 Weeks	15.40	\$10,000	12.60
13X/13 Weeks	13.92	\$25,000	11.99
26X/26 Weeks	13.20	\$50,000	10.60
52X/52 Weeks	12.60		

Dodge County Non-Paid Distribution

Contract Level	Tri County	Monday Mini	Shopping Reminder	Shoppers View	Monday Marketeer
Pick Up Rate	6.95	5.00	5.00	5.00	5.00
Open	16.50	10.44	7.76	8.84	9.96
6X/6 Weeks	15.08	9.20	6.64	7.58	8.80
13X/13 Weeks	14.80	8.92	6.56	7.48	8.54
26X/26 Weeks	14.36	8.64	6.32	7.20	8.24
52X/52 Weeks	14.16	8.36	6.00	6.84	7.96
\$2,500	13.96	9.20	6.64	7.56	8.80
\$5,000	13.68	8.92	6.56	7.48	8.54
\$10,000	13.12	8.64	6.32	7.20	8.26
\$25,000	12.75	8.36	6.00	6.84	7.96
\$50,000	12.08	8.16	5.76	6.56	7.80
\$75,000	11.48	7.96	5.50	6.28	7.62
\$100,000	10.92	7.76	5.26	6.00	7.42

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.