

ROP National

Run of Press Display Advertising • Effective December 28, 2009

POLICY - ALL CLASSIFICATIONS

All advertising subject to approval. Alcoholic beverage advertising accepted. 30 day notice given to any rate revision. All rates gross except color.
(Note: Due to increased circulation on Thanksgiving Day, Sunday rates apply.)

BLACK AND WHITE RATES

INCHES PER YEAR	DAILY	SUNDAY
OPEN RATE	\$63.85	\$97.64
129"-257.75"	57.92	88.60
258"-515.75"	56.79	86.89
516"-773.75"	55.71	85.20
774"-1031.75"	54.60	83.54
1,032"-2,063.50"	53.57	81.92
2,064"-3,095.25"	52.50	80.31

MANUFACTURER'S CO-OP (CAP) RATE

DAILY	SUNDAY
\$47.85	\$71.68

NON-PROFIT AND POLITICAL

For political organizations or candidates. All political advertising must be pre-paid prior to insertion date. Campaign advertising must contain "Paid Advertisement" and list the sponsor of the ad.

DAILY	SUNDAY
\$26.76	\$35.34

REPEAT DISCOUNT

Run the exact same ad more than once in one week and earn a 20% repeat discount. Discount does not apply to Sunday run dates.

FREQUENCY CONTRACT RATES

Consistency is the key to effective marketing. We recognize the value of keeping your message before your customers, so we offer the following rates when you run at least one ad each week for the designated period

RATE PER INCH	DAILY	SUNDAY
13 weeks	\$35.21	\$48.06
26 weeks	\$34.81	\$47.02
52 weeks	\$34.31	\$46.41

The 20% pick-up discount applies to these rates, so you can easily run more than one ad each week.

SPECIAL R.O.P. UNITS

VIP FLIGHT PLANS - 5 DAY RUN

ST. CLOUD TIMES RATE \$20.06

This discounted frequency plan allows you to maximize your visibility and your investment. Your 10" minimum ad runs Sunday, then you pick two days from Monday, Tuesday or Wednesday, pick one day from Thursday, Friday or Saturday and your investment includes one zone in our Marketplace zoned shoppers. Ad runs in five publications within a seven-day period and online at sctimes.com. Weekday insertions can fall before or after Sunday run, or both, but all insertions must run within a consecutive seven-day period.

To add color to your VIP, add **One Color: \$3.19 per column inch**
Full Color: \$8.25 per column inch

Online text ad (per VIP Flight Plan) \$14

ZONE PRICING	1/8 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE
Black & White	\$105	\$208.95	\$330.75	\$513.45
Color	\$120.75	\$229.95	\$362.25	\$556.50

T.O.M.A. - TOP OF MIND AWARENESS

How's your TOMA? You want busy consumers to think of your business FIRST when they're in the market for your product or services. T.O.M.A ads, up to 4", can help build the name recognition of your business through smaller-space, frequently placed ads.

	PRINT	
3X/week	\$15.58	per inch
5X/week	\$14.09	per inch
7X/week	\$12.61	per inch

COLOR RATES

Color sells 43% better than black and white advertisements. Put color to work in your ads and make your marketing that much more visible...and at surprisingly low prices. The power of color is available and affordable...every day! Your investment is based on the standard black and white or contract rate, plus these additional charges:

COLOR BY PAGE

	ONE COLOR		FULL COLOR	
	Daily	Sunday	Daily	Sunday
OPEN	\$430	\$556	\$630	\$774

Double trucks: 1 1/2 times the above rates.
 Tab pages: 1/2 the above rates.
 All color rates are net.

COLOR BY THE INCH

RATE	DAILY	SUNDAY
One color	\$2.53	\$5.15
Full color	\$7.21	\$11.37

DISPLAY ADVERTISING DEADLINES

PUBLICATION DAY	DEADLINE
Monday	Thursday, 5:00 PM
Citizen Times	Monday prior to publication, 5:00 PM
Tuesday	Friday, 5:00 PM
Healthy Times (bi-weekly)	Wednesday, 4:00 PM
Wednesday	Monday, 5:00 PM
D'lish	Wednesday, 4:00 PM
Thursday	Tuesday, 5:00 PM
UpNext	Friday, 4:00 PM
Friday	Wednesday, 5:00 PM
Saturday	Thursday, noon
Saturday Real Estate	Wednesday, 5:00 PM
Sunday	Thursday, 5:00 PM
OnTV	Wednesday, 5:00 PM

HOLIDAY DEADLINES:

Special schedules are published prior to effective deadlines. Watch the Times for details.

CANCELLATION DEADLINES:

Advertising canceled after deadlines may be subject to cancellation fees.

NEWSPAPER MECHANICAL REQUIREMENTS

1 Column
1.58 inches

2 Columns
3.30 inches

3 Columns
5.02 inches

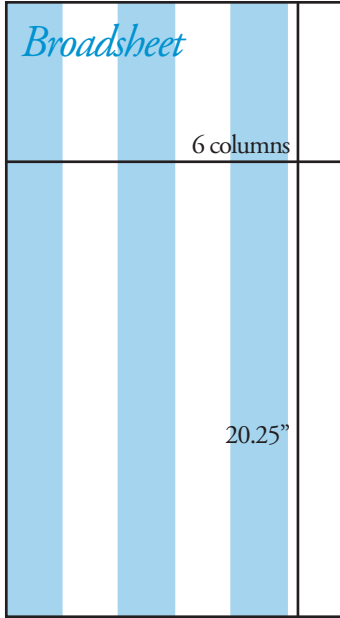
4 Columns
6.74 inches

5 Columns
8.46 inches

6 Columns
10.18 inches

Double Truck
21.125 inches

Column Depth
20.25 inches



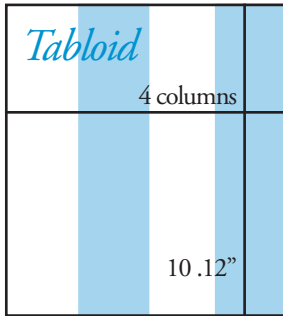
1 Column
2.33 inches

2 Columns
4.80 inches

4 Columns
9.75 inches

Double Truck
20.25 inches

Column Depth
10.12 inches



SPECIFICATIONS

1. You may invest in ads as large as a double truck - 13 columns wide by 20.25" deep, or as small as 1 column x 1" deep. One column is charged for the gutter on double truck ads. Minimum double truck ad size is 130". Tabloid double truck will be billed at 115.5".
2. All advertisements charged to the nearest one-quarter inch. Advertisements over 18" in depth will be billed at 20.25" in depth. Tabloid ads over 8.5" in depth will be billed for 10".
3. Editorial style advertising that imitates news must carry "Paid Advertisement" over the top of the ad and must be no smaller than 10 point type. Publisher's news type cannot be used in advertising.

4-PAGE "WRAP" PROGRAM

As a "wrap" for other inserts, our 4-page wrap program allows you to have a custom-printed insert and maximum visibility. With an annual commitment, the more wrap inserts you do, the more affordable they become. Full color on both sides, and premium white stock.

FREQUENCY	DAILY	SUNDAY
1	\$5132	\$6830
2	\$4638	\$6305
3	\$4252	\$5780
4 or more	\$3858	\$5256

Additional copies available at \$94/thousand.

Questions? Contact us.
We're located at 3000 North Seventh Street, PO Box 768, St. Cloud, MN 56303 - 320-255-8700 | www.sctimes.com

INSERTS

PREPRINTED INSERT RATES

FULL RUN DISTRIBUTION: Number of insertions/Prices per 1000.SIZE
EQUIVALENTS: Frequency and Rates per Thousand Per Year.

Tab Pages	DAILY	SUNDAY
4 or less	\$75	\$98
8	87	108
12	94	115
16	97	119
20	103	125
24	109	129
28	116	139
32	124	149
36	130	154
40	136	157

Irregular sizes: Additional \$15.00M

INSERT ZONING

Occasionally our advertisers prefer to distribute their inserts in selected areas. We can accommodate these requests, by zip code areas within our city zones and by delivery truck routes outside the city zone, on any distribution of 5,000 or more pieces, Tuesday - Saturday. The following surcharge will be added to the above rates for all zoned inserts. No zoning is allowed on Sunday. Minimum 5,000 copies for zoning. \$12 per thousand zoning fee.

INSERT GUIDELINES

1. Insert can appear Tuesday - Sunday in the St. Cloud Times.
2. Insert dollars are applied toward your display advertising contract fulfillment. This can be calculated by dividing the insert expenditure by your earned contract rate.
3. All rates are based on tabloid size. Tab size measurements are from 8 1/2" x 11" to 11" x 11" and are subject to prior acceptance. Any insert below the minimum size of 5. 3/4" x 4 1/8" or above the maximum size of 11" x 11" is considered an irregular size; \$15.00 per thousand will be applied to the rate for inserting irregular sizes.
4. Add \$4 per thousand for every four pages over 40.
5. Inserts should be delivered prepaid to the address listed below and should be plainly labeled. Inserts may be boxed or on skids.
6. For accurate count, please package in turns of 100, interlocking and double strapped both ways. Multiple advertiser inserts are not accepted.
7. Staff is available to accept insert delivery from 8:00 am to 5:00 pm Monday through Friday with the exception of holidays. Daily inserts should arrive 7 days prior. Sunday inserts should arrive 10 days prior.
8. Insert reservation deadline is 10 days prior to insertion date.
9. The number of preprints required for full distribution will be based on the Audit Bureau of Circulation FAS-FAX, plus 3% for single copy returns. The most recent FAS-FAX is September 30, 2009 and is updated every six months. Please call for current circulation.

Please note special quantity needs for these holidays:

	Please Ship:	Maximum Billed:
Easter Sunday	33,000	33,500
Memorial Day Sunday	34,500	34,000
Labor Day Sunday	34,000	33,500
Thanksgiving Day	42,000	41,500
Thanksgiving Friday	27,500	27,000
Christmas Eve	27,500	27,000
Christmas Day	26,500	26,000
New Years Day	26,500	26,000

10. Ship inserts to:
Gannett Offset att:
Steve Harvey
8775 Zachary Lane North
Maple Grove, MN 55369-4526