

# RETAIL

Run of Press Display Advertising • Effective December 28, 2009

## ANNUAL CONTRACT RATES PER COLUMN INCH

Your investment in an annual contract can reap huge dividends for your business. It's the most flexible contract option available - you use the amount of space you contract for over an entire year - when you want to. Use it to promote a special sale or event, or use it for branding and business awareness promotion. It's entirely up to you as to how and when you use it. And, your Times account representative can help you develop a plan to maximize your advertising investment.

All rates are net and based on "column inches." To determine the size of your ad, multiply the number of columns wide by its height in inches. Example: 2 columns wide by 5 inches equals 10 column inches. As a rule, the more space you invest in, the less your investment per column inch.

Custom price agreements available upon request.

(Note: Due to increased circulation on Thanksgiving Day, Sunday rates apply.)

INCHES PER YEAR	DAILY	SUNDAY
OPEN RATE	\$31.72	\$43.96
129"-257.75"	24.35	33.32
258"-515.75"	23.76	32.33
516"-773.75"	23.08	31.53
774"-1031.75"	22.20	30.32
1032'-2063.75"	21.73	29.68
2064"-3095.75"	21.30	29.04
3096"-4999.75"	20.98	28.70
5000"-6999.75"	20.78	28.36
7000"-9999.75"	20.54	28.02
10000"-11999.75"	20.25	27.66
12000"-14999.75"	19.73	26.99
15000"-19999.75"	19.31	26.41

## REPEAT YOUR AD AND SAVE

Run the exact same ad more than once in a 7-day period and earn a 40% discount on every pick up. (Discounts apply to Monday through Saturday insertions only. No other discounts apply.)

## 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	DAILY	SUNDAY
13 weeks	\$20.78	\$28.36
26 weeks	\$20.54	\$28.02
52 weeks	\$20.25	\$27.66

The 40% pick-up discount applies to these rates, so you can easily run more than one ad each week. Stocks Page island position, add 10% premium position surcharge.

## SPECIAL RATES PER COLUMN INCH

VIP Flight Plans				
5 day run	St. Cloud Times Rate	\$13.25		
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 shopper zones. 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 ad				
One Color: \$3.02 per column inch		Full Color: \$7.84 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	\$62	\$124	\$185	\$310
Color	\$77	\$139	\$212	\$346

	DAILY	SUNDAY
Church/Political/Community	\$20.25	\$27.66
For churches, political candidates, or other qualifying non-profit groups and advertisers. Repeat discount applies.		

## GUARANTEED POSITION RATES

We make every attempt to honor your special positioning requests. However, if a specific position is imperative to the placement of your ad, a position guarantee is available.

Specific Page = 25% premium      Specific Section = 10% premium

## 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 can help build the name recognition of your business through smaller-space, frequently placed ads to build your business visibility. This investment requires an annual contract.

	PRINT
3X/week	\$11.00 per inch
5X/week	\$10.00 per inch
7X/week	\$9.00 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 THE INCH

RATE	DAILY	SUNDAY
One color	\$2.40	\$4.90
Full color	\$6.85	\$10.80

## COLOR BY CONTRACT

Increase the impact of your marketing message with color. Annual color frequency contracts lower your color charges per ad.

	ONE COLOR		FULL COLOR	
	Daily	Sunday	Daily	Sunday
OPEN	\$410	529	601	737
13X	376	480	562	695
26X	343	444	536	641
52X	288	344	418	504
104X	266	311	404	474
156X	218	261	390	453
208X	198	237	362	422
Double trucks: 1 1/2 times the above rates.				
Tab pages: 1/2 the above rates.				

## POST-IT POWER!

Looking for a unique, high visibility, high impact way to jazz up your advertising plan? Try a post-it note...on the front page of the St. Cloud Times! Have your message posted on a post-it note affixed to home delivered copies of the St. Cloud Times. Available in most standard Post-It Notes® colors, your investment includes design, one color printing and affixing to the front of the newspaper.

Investment per thousand      \$125.00 per thousand

Quantities needed      

	Daily	Saturday
	17,450	24,350

# INSERTS

## SINGLE SHEET INSERTS

This program is designed especially for small professional business that are seeking target market coverage. This single sheet flyer program is designed to reach advertisers needs in a cost-effective way. Size is 8 1/2" x 11", printed on one side. Deadline for copy is 10 days prior to publication date to allow for design and printing.

Daily Rate.....\$58.00 per thousand. Zones available Tuesday through Saturday. No zoning available on Sunday.

## 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. No zoning available on Sunday. The surcharge below will be added to the following rates for all zoned inserts.

Minimum 5,000 copies for zoning. \$12 per thousand zoning fee.

## PREPRINTED INSERT RATES

FULL RUN DISTRIBUTION: Number of insertions/Prices per 1000.													
Tab Pages	Per Year	1-5		6-11		12-23		24-47		48-95		96+	
		DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY
4 or less		\$40	\$47	\$38	\$44	\$37	\$43	\$36	\$42	\$35	\$41	\$34	\$40
8		64	74	52	66	49	63	47	61	43	57	41	52
12		68	84	57	68	53	67	50	63	46	62	44	60
16		72	92	62	75	59	71	54	68	50	65	48	63
20		76	97	65	79	62	75	59	71	54	68	51	66
24		81	102	69	88	66	81	63	76	60	72	56	70
28		87	109	73	93	70	89	67	83	64	78	62	75
32		94	117	78	99	75	94	71	91	68	84	66	81
36		99	123	83	104	79	100	76	97	72	92	70	89
40		103	128	87	109	84	109	80	101	77	98	75	96

Irregular sizes: Additional \$15.00M

## Insert Guidelines

1. Insert can appear any day, Tuesday through Sunday.
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 Gannett Offset 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. Gannett Offset 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.

## 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	\$3480	\$4531
2	3145	4183
3	2885	3833
4 or more	2619	3486

Additional copies available at \$80/thousand.

Please note special quantity needs for these holidays:

	Please Ship:	Maximum Billed:
Easter Sunday	34,000	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

# Mechanical Specifications and Production Assistance

## MECHANICAL REQUIREMENTS

<u>1 column</u>	1.58 inches
<u>2 columns</u>	3.30 inches
<u>3 columns</u>	5.02 inches
<u>4 columns</u>	6.74 inches
<u>5 columns</u>	8.46 inches
<u>6 columns</u>	10.18 inches
<u>Double Truck</u>	20.25 inches
<u>Column depth</u>	20.25 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 110."
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.

## RESOURCES AVAILABLE TO ASSIST YOU

### ART AND COPY SERVICES:

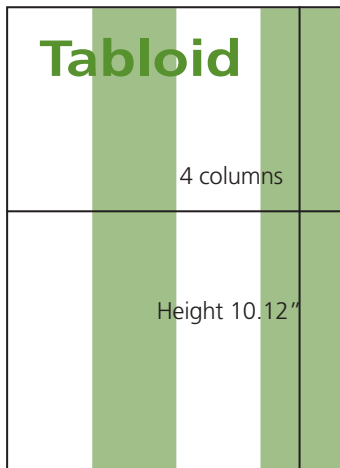
Our creative services department is available to help you with advertising layouts, artwork and campaign planning. These services are available free of charge for any advertisement running in the St. Cloud Times. We also have a large selection of royalty free artwork available to utilize in your newspaper advertising design. Original artwork exclusively for your business is available and charged at current hourly production rates.

### ELECTRONIC AD SUBMISSION:

Ads may be submitted electronically by e-mailing your files to: [prepress@stcloudtimes.com](mailto:prepress@stcloudtimes.com) or on CD or a Zip disk. We accept QuarkXpress, InDesign or Multi-Ad Creator files and art produced in Adobe Photoshop or Illustrator. Be sure to include screen and printer post-script fonts and all high-resolution art work on disk. Normal advertising deadlines apply.

**Call 320-255-8793 today  
for advertising information.**

<u>1 column</u>	2.33 inches
<u>2 columns</u>	4.80 inches
<u>4 columns</u>	9.75 inches
<u>Double Truck</u>	20.25 inches
<u>Column depth</u>	10.12 inches



## TERMS & CONDITIONS

**RIGHT TO EDIT OR REJECT:** In the interest of maintaining our standards of accuracy and good taste, we reserve the right to in our sole discretion, edit, reject, refuse or cancel advertising at any time. If we edit your ad, we will do so only with your consent.

**RATE AVAILABILITY:** All rates and discount programs in this rate schedule are available to any local store, service establishment or group operating under single ownership in the St. Cloud area and reflect the lowest rates available based on contract commitments.

**CLARIFICATION OF ADVERTISING:** In order for our readers to be able to distinguish your advertising, all ads set to resemble reading material will be clearly labeled "advertisement" and carry a rule at both the top and bottom of the ad. In addition, typefaces other than news type will be used in ads resembling reading material.

**TYPOGRAPHICAL ERRORS, INCORRECT INSERTIONS OR OMISSIONS:** The Advertiser's contract cannot be invalidated, and the Company will not be liable for (a) the incorrect publication (including, without limitation, typographical errors), incorrect insertions or omissions in advertising published by the Company or (b) any resulting losses.

**INDEMNIFICATION:** Advertiser agrees to indemnify, defend and hold harmless the Company from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which the Company or any of its affiliates may become liable by reason of Company's publication of Advertiser's advertising.

**BILLING PROCEDURES:** Subject to the satisfactory credit check on Advertiser and/or its advertising agency ("Agency"), the Advertiser shall make payment within twenty-five (25) days of the billing date indicated on Company's statement, and, in the event that it fails to pay within such time, Company may reject advertising copy, scheduled or unscheduled, and/or immediately cancel Advertiser's contract and Advertiser agrees to indemnify Company for all expenses incurred in connection with the collection of amounts payable, including court costs and attorney's fees. If Advertiser's contract is canceled due to Advertiser's failure to timely pay, Company may rebill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable. Stated rates for all contract advertising services are conditional on subsequent payment by cash or check. Rates for services paid for by other means are subject to an additional 3%.

**FINANCE CHARGES** will be applied to all unpaid balances.

**CREDIT CARD POLICY:** We do not accept credit card payments on billed accounts. We do accept credit cards for prepayment of ads, the credit card must be charged prior to the ad publishing.

**POSITION REQUESTS:** We will try to fulfill position requests whenever a preference is indicated. However, position is often dictated by press requirements. Position requests are most often fulfilled based on premium position charges, ad sizes, annual expenditures and use of color. Please let us know when you have a preference. We will do our best to comply to your request.

However, the Company shall have full latitude with respect to positioning all advertisements. **NEWSPAPER'S RATE CARD:** Should we have a rate change, we will notify you as soon as the information is available. When possible, we will send you a letter, at the same address as the billing statement, 30 days in advance of the change. In any case, we will make every effort to give you the best rate and discount packages available. In the event of a rate change, you may terminate your contract, without penalty, by simply writing us a letter prior to the time the new rates become effective, informing us of your intention to terminate the contract on the effective date of the rate change. Ask your account representative if you have any questions concerning your contract status or rates.

**TAXES:** If any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.

**LATE ADS:** Our deadlines are structured as closely as possible to the publication date. Should you need to cancel an ad after the deadlines, we may have to replace the space with a "house ad" or public service ad and a charge of 25% of the ordered space may be necessary. We will do our best to accommodate your needs on any ad scheduled after published deadlines, however, this may not always be possible or the range of services we normally provide may have to be limited in order to accommodate your request.

**CANCELLATIONS:** The closing time for cancellations is 2 business days prior to the scheduled publication date for black and white and color material. Cancellations will not be accepted after the applicable closing time. Advertiser will be responsible for the production or creative services provided by Company regardless of the cancellation of Advertiser's advertising.

**SHORT RATING:** If you cannot fulfill the space contracted for within the time specified in the advertising contract, we will invoice you for the difference between the rate billed and the rate earned on the actual inches run. If you use more ROP space than the contracted level, we will issue a credit toward future advertising at the rate difference between the contracted rate and the next highest level for all inches in excess of the next highest level. Because of our low contract and preprint rates, we cannot include preprint equivalents toward the credit.

**ASSIGNMENT:** Advertising contracts may not be assigned or transferred by Advertiser or its Agency.

**FORCE MAJEURE:** Each party's obligations under the advertising agreement are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of such party.

**AGENCY LIABILITY:** If Advertiser utilizes an Agency, Advertiser and Agency shall be jointly and severally liable for complying with all the terms of this rate schedule and the Advertiser's contract, including payment for all advertising.

**NON SEQUENTIAL LIABILITY:** The Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of the Company's Credit Department. It is further agreed that the Company does not accept advertising orders or space reservations claiming sequential liability. **CREDIT CHECK:** The effectiveness of the advertising contract is subject to a satisfactory credit check on Advertiser and/or Agency.

**INCORRECT RATES IN ORDER FORMS:** When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Company's rate schedule, and in accordance with the conditions contained in the Advertiser's contract.

**BROKERED ADVERTISING:** The Company deals directly and individually with its local advertisers and does not accept local brokered advertising.

**ELECTRONIC SUBMISSION OF ADS:** Ads submitted electronically are considered camera ready and therefore we are not responsible for copy changes, alterations or corrections.

## 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 prior to publication, 4:00 PM
Wednesday	Monday, 5:00 PM
D'l'ish	Wednesday prior to publication, 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 2 weeks prior to publication, 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.

## PHONE NUMBERS

Retail Advertising	320-255-8734
Retail FAX	320-255-8773
Prepress Department and Proof Corrections	320-255-8728
Prepress FAX	320-255-8729
Credit Department	320-255-8678
Accounting and Billing Questions	320-255-8678

## PERSONNEL

Bill Albrecht, President & Publisher	320-255-8709
Marilyn Birkland, Retail and National Advertising Manager	320-255-8794
Julie Schlagheck, Online Development Manager	320-255-8799
Celeste Simon, Classified Advertising Manager	320-255-8731
Aimee Asp, Sales Support Manager	320-255-8736
Dennis A. Host, Director/Marketing, Circulation Sales	320-255-8727
Geary Yaeger, Operations Director	320-255-8724
St. Cloud Times main Switchboard Number	320-255-8700

**Times MEDIA**  
Connecting customers. Delivering results.



3000 North Seventh Street  
PO Box 768  
St. Cloud, MN 56302  
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