

2012

BACK HOME
St. Cloud-based Guard unit returns home LOCAL 1B

ALL-AREA SOCCER REACHING GOALS
Bell, Culligan players of the year



St. Cloud Times

A GANNETT COMPANY

WEDNESDAY, NOV. 23, 2011 · GET NEWS UPDATES AT SCTIMES.COM

CLASSIFIED

RATE CARD

Run of Press
Display Advertising
Effective December 26, 2011

NON-CONTRACT RATES

Your investment in a classified advertising program with the St. Cloud Times can reap huge dividends for your business. With flexible contract options available, you can choose the type of program that best suits your business needs. Your account representative can help you plan your marketing calendar to maximize the effectiveness of your advertising investment.

All rates are based on "agate lines." To determine the number of agate lines in an ad, multiply its height in inches by the number of columns by 14. (There are 14 agate lines in an inch.) Example: 2 columns by 5 inches by 14 lines equals 140 agate lines. Minimum five agate lines is equal to 3 lines of set copy.

AGATE LINES	1X		5X-9X CONSECUTIVE		10X-22X CONSECUTIVE	
	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY
5-56	\$2.44	\$3.27	\$1.79	\$2.39	\$1.66	\$2.22
57-300	\$2.31	\$3.10	\$1.70	\$2.27	\$1.57	\$2.11
301-900	\$2.19	\$2.94	\$1.61	\$2.15	\$1.49	\$2.00
901-1499	\$2.07	\$2.77	\$1.52	\$2.03	\$1.41	\$1.89

CLASS FREQUENCY RATES

With a daily frequency contract, you get a reduced rate by running an ad every day in the St. Cloud Times. Your "rate holder" ad runs every day and you use this pricing grid for all your advertising needs, with the exception of employment advertising, where the daily frequency employment grid applies.

AGATE LINES	1X		3X CONSECUTIVE		10X-21X CONSECUTIVE		22X CONSECUTIVE	
	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY
5-56	\$1.12	\$1.51	\$0.82	\$1.10	\$0.76	\$1.02	\$0.74	\$0.99
57-300	\$1.07	\$1.43	\$0.78	\$1.05	\$0.73	\$0.97	\$0.69	\$0.93
301-900	\$1.01	\$1.35	\$0.74	\$0.99	\$0.69	\$0.92	\$0.66	\$0.88
901-1400	\$0.95	\$1.28	\$0.70	\$0.94	\$0.65	\$0.87	\$0.62	\$0.84
1401 & up	\$0.86	\$1.20	\$0.66	\$0.88	\$0.61	\$0.82	\$0.59	\$0.79

CLASS ANNUAL BULK CONTRACT RATES

With an annual bulk contract, you're provided the most flexibility in a contract commitment that lowers your rate. Run when you want, any size, any day or consecutive days, by committing to an annual contract.

AGATE LINES	1X		3X CONSECUTIVE		10X-22X CONSECUTIVE	
	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY
1,500	\$1.52	\$2.04	\$1.22	\$1.63	\$1.16	\$1.55
3,500	\$1.22	\$1.63	\$0.97	\$1.31	\$0.93	\$1.24
7,000	\$1.14	\$1.53	\$0.91	\$1.22	\$0.87	\$1.16
10,000	\$1.07	\$1.43	\$0.86	\$1.15	\$0.81	\$1.09
20,000	\$0.99	\$1.33	\$0.79	\$1.06	\$0.75	\$1.01
45,000	\$0.91	\$1.22	\$0.73	\$0.98	\$0.69	\$0.93

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 LINEDAILYSUNDAY

One color	\$0.14.....	\$0.27
Full color	\$0.38.....	\$0.60

COLOR BY THE CONTRACT

	ONE COLOR DAILY	SUNDAY	FULL COLOR DAILY	SUNDAY
OPEN.....	\$402.....	\$519.....	\$589.....	\$723
13X.....	\$369.....	\$471.....	\$551.....	\$681
26X.....	\$336.....	\$435.....	\$525.....	\$659
52X.....	\$282.....	\$337.....	\$410.....	\$494
104X.....	\$261.....	\$305.....	\$396.....	\$465
156X.....	\$214.....	\$256.....	\$382.....	\$444
208X.....	\$194.....	\$232.....	\$355.....	\$414

Double trucks: 1-1/2 times the above rates.
Tab pages: 1/2 the above rates.

SPECIAL CLASSIFICATION RATES

Special rates are available for non-profit organizations, national advertisers, legal advertising and blind box services. LEGAL ADVERTISEMENTS will be charged according to the applicable statutory rates, as determined by the State Legislature or when appropriate, by the display advertising rates of the St. Cloud Times. Deadline for legal advertising shall be 5:00 PM four business days before insertion. Legal advertising will be set solid unless otherwise indicated by the advertiser. All copy for legal advertising must be submitted to the St. Cloud Times in typewritten form. Legal advertising can also be submitted electronically by e-mailing the documents as a "text" file attachment to your e-mail and sending to "legals@stcloudtimes.com." Legal advertising can also be faxed directly into our computer system by faxing to 320-255-0014. Text should be set in Microsoft Word, 12 point text, in the typeface Arial. There should be no underlines or italics. Legal advertisements appear online at stcloudtimes.com at no additional charge.

Non-profit rate.....	\$0.94.....	\$1.28
National rate.....	\$4.63.....	\$6.23
6 pt Legal Line rate.....	\$0.99.....	\$1.31
Bold Legal display inch rate.....	\$17.92.....	\$22.12
Blind Box Service.....	\$55 pickup	\$65 mailed

CLASSIFIED FLIGHT PLAN

RATE: VIP Flight Plans.....\$0.53
This discounted frequency plan allows you to maximize your visibility and your investment. Your 140 line minimum ad runs Sunday, then you pick three days from Wednesday, Thursday, Friday or Saturday and your investment includes our midweek shopper publication, which publishes on Tuesdays. Ad runs in five publications within a seven-day period. 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.....	\$0.14 per agate line - Daily
Full Color.....	\$0.38 per agate line - Daily
Full Color.....	\$0.60 per agate line - Sunday
One Color.....	\$0.27 per agate line - Sunday

2012 requirements

SPECIFICATIONS

1. You may invest in ads as large as a double truck 21 columns wide by 280 lines deep, or as small as 1 column x 14 lines 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. Advertisements over 226 lines in depth will be billed at 280 lines in depth.
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 the files to: prepress@stcloudtimes.com, or placed on CD or Zip disk. Ads may also be upload to our ftp site. Please contact your sales executive or call 320-255-8728 to obtain this information.

We accept Press Quality PDF's, InDesign-CS 4 files (*please package the file*), and art produced in Adobe Photoshop or Illustrator (CS 3 version). If you are using InDesign or Illustrator versions higher than stated above please convert your files to be compatible to the versions listed above.

When submitting a native file, please be sure to include screen and printer post-script fonts and all high-resolution art work (in CMYK format, and at least 300 dpi or higher) with your file submission.

Normal advertising deadlines apply.

DISPLAY ADVERTISING DEADLINES

PUBLICATION DATE..... DEADLINE

- Monday** Thursday, 5:00 PM
 Citizen Times.....Monday prior to publication, 5:00 PM
- Tuesday** Friday, 5:00 PM
- Wednesday** Monday, 5:00 PM
 D'lish 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.

CLASSIFIED LINE ADVERTISING DEADLINES

- 5:00 p.m. one business day before publication
- 5:00 p.m. Friday for Saturday's edition
- 5:00 p.m. Friday for Sunday's edition
- 5:00 p.m. Friday for Monday's edition

MECHANICAL REQUIREMENTS AND PRODUCTION ASSISTANCE

Broadsheet

1 col. 1.00"	2 col. 2.02"	3 col. 3.04"	4 col. 4.06"	5 col. 5.08"	6 col. 6.10"	7 col. 7.13"	8.col 8.15"	9 col. 9.25"	10 col. 10.19"

Double Truck: 20.25" gutter width 11/16 of one inch • 280 lines

PLEASE CONTACT YOUR ACCOUNT EXECUTIVE FOR SPECIAL QUANTITIES FOR THE HOLIDAYS.

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 "paid 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.

BROKED 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.

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Friday	Wednesday, 5:00 PM
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 5:00 p.m. Friday for Saturday's edition
 5:00 p.m. Friday for Sunday's edition
 5:00 p.m. Friday for Monday's edition

CONTACT INFORMATION

Scott Johnson <i>President and Publisher</i> 320-255-8709	Marilyn Birkland <i>Advertising Director</i> 320-255-8794
Julie Schlagheck <i>Retail Advertising Manager</i> 320-255-8799	Celeste Simon <i>Classified Advertising Manager</i> 320-255-8731
Aimee Asp <i>Sales Support/Prepress Manager</i> 320-255-8736	Jennifer Noble <i>Marketing Manager</i> 320-255-8727
Geary Yeager <i>Operations Director</i> 320-255-8724	Times Media <i>Main Switchboard Number</i> 320-255-8700
Retail Advertising 320-255-8721	Billing, Credit & Accounting 320-255-8782
Retail FAX 320-255-8773	Prepress FAX 320-255-8729
Prepress Department and Proof Corrections 320-255-8728	

Times MEDIA

Connecting Customers. Delivering Results.

A GANNETT COMPANY

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

320-255-8700