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Run of Press  
Display Advertising  
Effective December 26, 2011

## BACK HOME

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

ALL-AREA SOCCER

## REACHING GOALS

Bell, Culligan players of the year

SPORTS 1D, 3D



# St. Cloud Times

A GANNETT COMPANY

WEDNESDAY, NOV. 23, 2011 · GET NEWS UPDATES AT [SCTIMES.COM](http://SCTIMES.COM)

### ANNUAL CONTRAT RATES PER COLUMN INCH

All advertising subject to approval. Alcoholic beverage advertising accepted. All rates are net. (Note: Due to increased circulation on Thanksgiving Day, Sunday rates apply.)

Political Advertisers are eligible for the same rates as local businesses.

### BLACK & WHITE RATES

#### INCHES PER YEAR..... DAILY .... SUNDAY

OPEN RATE.....	\$45.17	.....	\$67.17
125".....	\$40.65	.....	\$60.42
250".....	\$39.84	.....	\$59.27
500".....	\$39.03	.....	\$58.05
775".....	\$38.26	.....	\$56.91
1,000".....	\$37.49	.....	\$55.76
2,000".....	\$36.72	.....	\$54.64
3,000".....	\$35.95	.....	\$53.54

### NON-PROFIT

For qualifying non-profit groups and advertisers. Repeat discount applies.

**DAILY .... SUNDAY**  
\$22.99 ..... \$31.40

### MANUFACTURER'S CO-OP (CAP) RATE

**DAILY .... SUNDAY**  
\$41.09 ..... \$61.56

### 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.....	\$31.13	.....	\$42.50
26 weeks.....	\$30.80	.....	\$41.60
52 weeks.....	\$30.34	.....	\$41.05

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..... \$17.80  
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 time in our Shopping News. 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**  
**\$6.25 per column inch**

**ONLINE TEXT AD**  
(per VIP Flight Plan)..... \$14.00

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

How's your TOMA? or...Top Of Mind Awareness. You want consumers to think of your business first when they are in the market for your product or services. T.O.M.A ads help build the name recognition of your business through smaller-space, frequently placed ads. This investment requires an annual contract.

<b>TOMA</b>	<b>PRINT</b>
3X/week.....	\$12.13 per inch
5X/week.....	\$11.03 per inch
7X/week.....	\$9.92 per inch

<b>TOMA</b>	<b>PRINT</b>
Daily.....	\$2.60 per inch
Sunday.....	\$5.40 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.

<b>COLOR BY THE INCH</b>	
<b>DAILY</b> .....	\$6.85
<b>SUNDAY</b> .....	\$10.80

<b>COLOR BY PAGE</b>		
<b>DAILY..... SUNDAY</b>		
OPEN	600.....	\$725
Double trucks: 1 1/2 times the above rates.		
Tab pages:.....	1/2 the above rates.	

### 4-PAGE "CUSTOM PRINTED" PROGRAM

Our 4-page program allows you to have a custom-printed insert. With an annual commitment, the more inserts you do, the more affordable they become. Full color on both sides, and premium white stock.

#### FREQUENCY ..... DAILY ..... SUNDAY

1.....	\$4360.....	\$6096
2.....	\$3943.....	\$5627
3.....	\$3616.....	\$5158
4 or more.....	\$3282.....	\$4690

Additional copies available at \$80/thousand.

### PREPRINTED INSERT RATES

FULL RUN DISTRIBUTION:  
Number of insertions/Prices per 1000.

#### TAB PAGES..... DAILY ..... SUNDAY

4 or less.....	\$62.....	\$77
8.....	\$72.....	\$88
12.....	\$77.....	\$94
16.....	\$80.....	\$99
20.....	\$85.....	\$104
24.....	\$90.....	\$106
28.....	\$96.....	\$115
32.....	\$103.....	\$123
36.....	\$108.....	\$127
40.....	\$112.....	\$130

IRREGULAR SIZES: Additional \$15.00M

### DISPLAY ADVERTISING DEADLINES

<b>PUBLICATION</b>	<b>DATE</b> .....	<b>DEADLINE</b>
<b>Monday</b> .....	Thursday, 5:00 PM	
Citizen Times.....	Monday prior to publication, 5:00 PM	
<b>Tuesday</b> .....	Friday, 5:00 PM	
<b>Wednesday</b> .....	Monday, 5:00 PM	
D'l'ish.....	Wednesday prior to publication, 4:00 PM	
<b>Thursday</b> .....	Tuesday, 5:00 PM	
UpNext.....	Friday, 4:00 PM	
<b>Friday</b> .....	Wednesday, 5:00 PM	
<b>Saturday</b> .....	Thursday, noon	
	Saturday Real Estate	Wednesday, 5:00 PM
<b>Sunday</b> .....	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.

# 2012 Requirements

Run of Press  
Display Advertising  
Effective December 26, 2011

## 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 will be added to the rates for all zoned inserts. Minimum 5,000 copies for zoning. \$12 per thousand zoning fee.

## 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 the files to: [prepress@stcloudtimes.com](mailto: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.

### Questions?

Contact Joni LaVelle  
3000 North Seventh Street  
PO Box 768  
St. Cloud, MN 56303  
320-259-3690  
e-mail: [jlavelle@stcloud.gannett.com](mailto:jlavelle@stcloud.gannett.com)

## 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 8½" X 11" to 11" X 11" and are subject to prior acceptance. Any insert below the minimum size of 5¾" X 4½" 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 Preprint Projection Center. Please call for current circulation.
10. Ship inserts to:  
Gannett Offset  
Att: Steve Harvey  
8775 Zachary Lane North  
Maple Grove, MN 55369-4526

## MECHANICAL REQUIREMENTS AND PRODUCTION ASSISTANCE

### Broadsheet

1 col. 1.58"	2 col. 3.30"	3 col. 5.02"	4 col. 6.74"	5 col. 8.46"	6 col. 10.18"
↑ Height 20.25" ↓					

### Tabloid

1 col. 2.33"	2 col. 4.80"	3 col. 9.75"	4 col. 6.74"
↑ Height 10.12" ↓			

### Double Truck

Broadsheet 10.18" x 20.25"  
Tab 20.25" x 10.12"

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