

# 2012

# ALL ABOUT

# RATE CARD

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 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. 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.

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

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

OPEN RATE.....	\$33.31	.....	\$46.16
125".....	\$25.57	.....	\$34.99
250".....	\$24.95	.....	\$33.95
500".....	\$24.23	.....	\$33.11
750".....	\$23.31	.....	\$31.84
1,000".....	\$22.82	.....	\$31.16
2,000".....	\$22.37	.....	\$30.49
3,000".....	\$22.03	.....	\$30.14
5,000".....	\$21.82	.....	\$29.78
7,000".....	\$21.57	.....	\$29.42
10,000".....	\$21.26	.....	\$29.04
12,000".....	\$20.72	.....	\$28.34
15,000".....	\$20.28	.....	\$27.73

Custom price agreements available upon request.  
(Note: Due to increased circulation on Thanksgiving Day, Sunday rates apply.)

### 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.....	\$21.82	.....	\$29.78
26 weeks.....	\$21.57	.....	\$29.42
52 weeks.....	\$21.26	.....	\$29.04

The 40% pick-up discount applies to these rates, so you can easily run more than one ad each week.

### 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 time in our Shopping News.

Ad runs in five publications within a seven-day period and online at [sctimes.com](http://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

#### CHURCH - COMMUNITY

DAILY..... \$21.26

SUNDAY..... \$29.04

For churches 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? 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.

#### TOMA PRINT

3X/week..... \$11.25 per inch

5X/week..... \$10.25 per inch

7X/week..... \$9.25 per inch

#### TOMA PRINT

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.

#### COLOR BY THE INCH

DAILY..... \$6.85

SUNDAY..... \$10.80

#### COLOR BY CONTRACT

Annual color frequency contracts lower your color charges per ad.

#### COLOR

#### DAILY..... SUNDAY

OPEN..... 600..... 725

13X..... 550..... 700

26X..... 525..... 650

52X..... 425..... 500

104X..... 400..... 475

156X..... 375..... 450

208X..... 350..... 425

Double trucks: 1 1/2 times the above rates.

Tab pages: 1/2 the above rates.

## 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 8½" x 11", printed on opaque paper, one sided, with one color or black ink only. Deadline for copy is 10 days prior to publication date to allow for design and printing.

Daily Rate ..... \$50.00 per thousand

Zones available Tuesday through Saturday.

No zoning available on Sunday.

## 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 .....	\$3584 .....	\$4667
2 .....	\$3239 .....	\$4308
3 .....	\$2972 .....	\$3948
4 or more.....	\$2698.....	\$3591

Additional copies available at \$80/thousand.

## PREPRINTED INSERT RATES

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

PER YEAR TAB PAGES	1-5		6-11		12-23		24-27		28-95		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	\$105	\$80	\$101	\$77	\$98	\$75	\$96

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. 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.

## STICKY NOTES PROGRAM

Looking for a unique, high visibility, high impact way to jazz up your advertising plan? Try a sticky note...on the front page of the St. Cloud Times! Have your message printed on a 3" x 3" sticky note affixed to home delivered copies of the St. Cloud Times. Your investment includes design, full color printing and affixing to the front of the newspaper.

### INVESTMENT PER THOUSAND

**MONDAY - FRIDAY**  
\$75/thousand

**SATURDAY & SUNDAY**  
\$85/per thousand

### QUANTITIES NEEDED

**MON-FRI**  
16,500

**SATURDAY & SUNDAY**  
22,500

## 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

# 2012

# inserts

Run of Press  
Display Advertising  
Effective December 26, 2011

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

# 2012

# requirements

## 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.

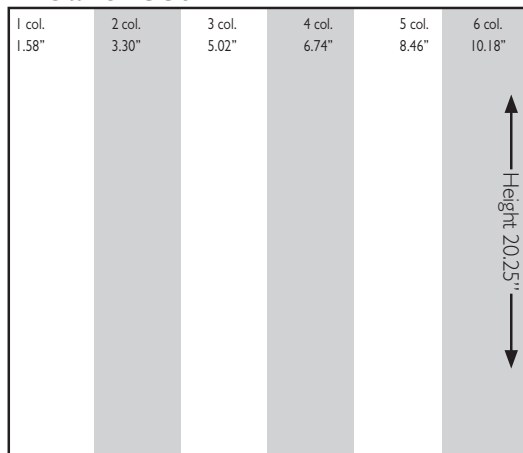
When submitting a native file, please be sure to include screen and printer post-script fonts and all high-resolution art work (in CMYK format, and at least 300 dpi or higher) with your file submission.

Normal advertising deadlines apply.

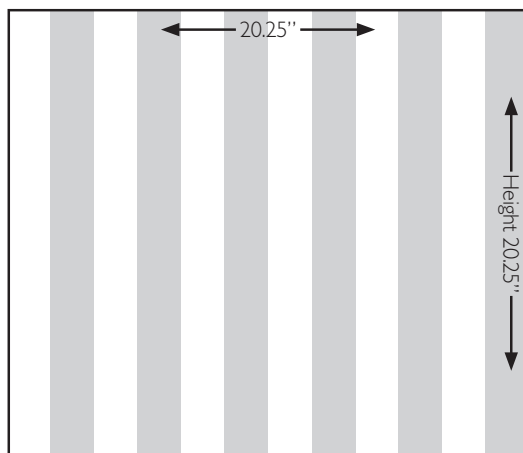
Call **320-255-8721**  
today for advertising  
information.

## MECHANICAL REQUIREMENTS AND PRODUCTION ASSISTANCE

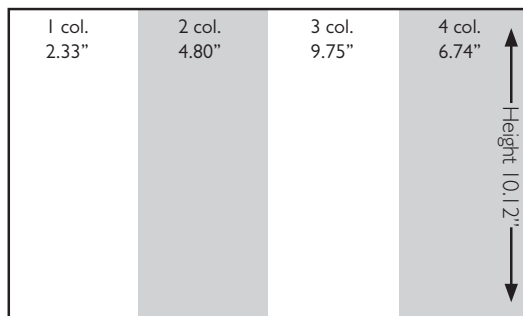
### Broadsheet



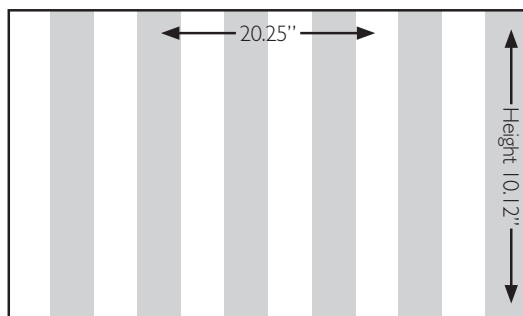
### Double Truck



### Tabloid



### Double Truck



## 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.

**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 DATE

	DEADLINE
<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.

## CONTACT INFORMATION

Scott Johnson

*President and Publisher*

320-255-8709

Julie Schlagheck

*Retail Advertising Manager*

320-255-8799

Aimee Asp

*Sales Support/Prepress Manager*

320-255-8736

Geary Yeager

*Operations Director*

320-255-8724

Retail Advertising

320-255-8721

Retail FAX

320-255-8773

Prepress Department and Proof Corrections

320-255-8728

Marilyn Birkland

*Advertising Director*

320-255-8794

Celeste Simon

*Classified Advertising Manager*

320-255-8731

Jennifer Noble

*Marketing Manager*

320-255-8727

Times Media

*Main Switchboard Number*

320-255-8700

Billing, Credit & Accounting

320-255-8782

Prepress FAX

320-255-8729

# Times MEDIA

*Connecting Customers. Delivering Results.*

A GANNETT COMPANY

3000 North Seventh Street  
PO Box 768, St. Cloud, MN 56302  
320-255-8700