

# 2021 Oskaloosa Herald

# RATE CARD

## MISSION STATEMENT

Our newspaper strives to achieve several things as part of our mission:

- To produce quality products of unquestioned credibility and integrity.
- To promote a unique identity and culture for Oskaloosa and surrounding counties to differentiate this area from the remainder of Southeast Iowa.
- To advance the business community in this area, understanding that it is those businesses, and the profits and tax dollars that they generate, which support fire, police, roads, public safety and everything from youth sports to the arts in the communities we cover.
- To treat everyone with a sense of respect and fairness.
- To be centrist, in our political viewpoints, a friend to neither the right nor the left, but to strive to support what's best, no matter the political ideology.
- To retain our role as the last "mass medium" in our communities, leaving our forums with the widest sense of openness.

## READERS OF THE OSKALOOSA HERALD

Daily Circulation (Tuesday & Friday) 1,700 Readership (3,570 per paper)

Oskaloosa Shopper Circulation 17,200 Marion County Reminder 8,600

78,000 Digital Audience (Monthly) 142,000 Page Views 52,000 Unique Visitors

**The Oskaloosa**  
**SHOPPER**  
Serving Mahaska & Surrounding Counties For Over 50 Years



The Oskaloosa

**Herald**

THE MARION COUNTY  
**REMINDER**

1901 A Avenue West | Oskaloosa, IA 52577 | P: (641) 672-2581 | [www.oskaloosa.com](http://www.oskaloosa.com)

# retail advertising



## RATES PER COLUMN INCH

13,000+ inches. ....	<b>\$2.10</b>	5,000-5,999 inches. ....	<b>\$3.15</b>
12,000-12,999 inches ..	<b>\$2.49</b>	4,000-4,999 inches. ....	<b>\$3.31</b>
11,000-11,999 inches ..	<b>\$2.57</b>	3,000-3,999 inches. ....	<b>\$3.41</b>
10,000-10,999 inches ..	<b>\$2.69</b>	2,000-2,999 inches. ....	<b>\$3.54</b>
9,000-9,999 inches. ....	<b>\$2.73</b>	1,000-1,999 inches. ....	<b>\$3.68</b>
8,000-8,999 inches. ....	<b>\$2.82</b>	500-999 inches. ....	<b>\$3.83</b>
7,000-7,999 inches. ....	<b>\$2.89</b>	250-499 inches. ....	<b>\$4.20</b>
6,000-6,999 inches. ....	<b>\$2.96</b>	100-249 inches. ....	<b>\$4.67</b>

Reward program includes 50% off all classified ad purchases (excluding employment and online).  
Oskaloosa Shopper internet rates will be added to all Oskaloosa Shopper purchases.

## COLOR RATES PER COLUMN INCH

1-14 inch ad. ....	<b>\$4.00</b>
14.5-30 inch ad. ....	<b>\$3.00</b>
30.5-63 inch ad. ....	<b>\$2.00</b>
63.5-129 inch ad. ....	<b>\$1.00</b>

All color rates are net. Subject to availability.

## SPORTS POSTERS Fundraising for Schools

Small Font. ....	<b>\$50.00</b>
Medium Font. ....	<b>\$85.00</b>
Large Font. ....	<b>\$125.00</b>

## SIG PAGES

1x1. ....	<b>\$25.00</b>
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## SPORTS SIG PAGES

2x2. ....	<b>\$40.00</b>
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## DAILY PRIME POSITIONS

Daily Front Page 6x2 Full Color. ....	<b>\$115.00/wk</b>
Sports Front Page 6x2 Full Color. ....	<b>\$105.00/wk</b>
Post-it Front Page 2.5"x2.5" Full Color. ....	<b>\$100.00/wk</b>
Daily Obituary Page 4x1 Black & White. ....	<b>\$85.00/wk</b>

## MAGAZINES

	1 Magazine	2 Magazines	3+ Magazines
1/8 page ad. ....	<b>\$175.00</b>	<b>\$150.00</b>	<b>\$125.00</b>
1/4 page ad. ....	<b>\$300.00</b>	<b>\$275.00</b>	<b>\$250.00</b>
1/2 page ad. ....	<b>\$500.00</b>	<b>\$425.00</b>	<b>\$375.00</b>
Full page ad. ....	<b>\$800.00</b>	<b>\$700.00</b>	<b>\$600.00</b>
Back Cover. ....	<b>\$1,000.00</b>	<b>\$900.00</b>	<b>\$800.00</b>

## Magazines include:

Agriculture Magazine - March & September issues  
Senior Lifestyles - May & October Issues  
Holiday Tourism Magazine

## RETAIL & CLASSIFIED PRINT RATES

	Per Column Inch
Open Rate-Net. ....	<b>\$10.95</b>
Pickup Rate (within 7 days). ....	<b>\$7.81</b>

includes 2,000 digital  
impressions

52 week contract

# retail advertising

## Contract Rates

### Subscriber Reward Rates - Shopper

Purchase a new one year subscription and 1,000 digital impressions per week to qualify.

### RATES PER COLUMN INCH

13,000+ inches. ....	<b>\$3.15</b>	5,000-5,999 inches. ....	<b>\$5.25</b>
12,000-12,999 inches ....	<b>\$3.22</b>	4,000-4,999 inches. ....	<b>\$5.51</b>
11,000-11,999 inches ....	<b>\$4.20</b>	3,000-3,999 inches. ....	<b>\$5.62</b>
10,000-10,999 inches ....	<b>\$4.71</b>	2,000-2,999 inches. ....	<b>\$5.74</b>
9,000-9,999 inches. ....	<b>\$4.88</b>	1,000-1,999 inches. ....	<b>\$6.98</b>
8,000-8,999 inches. ....	<b>\$4.94</b>	500-999 inches. ....	<b>\$7.25</b>
7,000-7,999 inches. ....	<b>\$5.09</b>	250-499 inches. ....	<b>\$7.51</b>
6,000-6,999 inches. ....	<b>\$5.19</b>	100-249 inches. ....	<b>\$8.93</b>

Reward Program includes 50% Off all Classified Ad Purchases (excluding employment and on-line). Shopper Internet Rates will be added to all Shopper purchases.

## Frequency Rates

Purchase 5,000 Digital Impressions per month and be rewarded with Frequency Rates.

<u>Frequency Rates</u>	<u>1x per month</u>	<u>26x's per year</u>	<u>26 consecutive</u>	<u>52 weeks (includes FREE color)</u>
Full Pages.....	<b>\$1,200.00</b>	<b>\$1,000.00</b>	<b>\$800.00</b>	<b>\$600.00</b>
Half Page (6x10.5) .....	<b>\$600.00</b>	<b>\$500.00</b>	<b>\$400.00</b>	<b>\$300.00</b>
Quarter Page (3x10.5).....	<b>\$300.00</b>	<b>\$250.00</b>	<b>\$200.00</b>	<b>\$150.00</b>
Eighth Page (3x5).....	<b>\$150.00</b>	<b>\$125.00</b>	<b>\$100.00</b>	<b>\$75.00</b>
2x5.....		<b>\$70.00</b>	<b>\$60.00</b>	<b>\$50.00</b>
2x4.....		<b>\$60.00</b>	<b>\$50.00</b>	<b>\$40.00</b>
2x3.....		<b>\$50.00</b>	<b>\$40.00</b>	<b>\$30.00</b>
2x2.....		<b>\$40.00</b>	<b>\$30.00</b>	<b>\$20.00</b>

Color available at regular Rates. Free color included with 52 week purchase. Additional charges may be added for digital portion of purchase. You must purchase a contract for the Oskaloosa Shopper then add a contract for the Oskaloosa Herald.

### COLOR RATES

	<u>Per Column Inch</u>		<u>Per Column Inch</u>
1" to 14" ad.....	<b>\$4.00</b>	30.5" to 63" ad .....	<b>\$2.00</b>
14.5" to 30" ad .....	<b>\$3.00</b>	63.5" to 129" ad .....	<b>\$1.00</b>

All color rates are net. Subject to availability.



### RETAIL & CLASSIFIED PRINT RATES

#### Per Column Inch

Open Rate-Net .....	<b>\$13.38</b>
Pickup Rate (within 7 days) .....	<b>\$7.81</b>
Auction Rate.....	<b>\$7.75</b>

Must purchase a 2nd Shopper: Marion County Reminder, Ottumwa Current or Centerville Ad Express at \$5.00 per column inch to qualify for Auction Rate

# classified advertising

## GENERAL & PACKAGES

Product	Days/Weeks	30 Words	Over 30 Words
Oskaloosa Herald .....	<b>2 days</b> .....	<b>\$25.00</b> .....	<b>25¢/word</b>
Oskaloosa Herald/Shopper .....	<b>1 week</b> .....	<b>\$38.25</b> .....	<b>50¢/word</b>
Oskaloosa Herald/Shopper .....	<b>1 day</b> .....	<b>\$25.75</b> .....	<b>50¢/word</b>

Includes online and premium text.

## Packages

**Shopper Bonus Buy .....** **2 weeks** .....

**\$33.00** ..... **\$2.00/word**  
Includes Oskaloosa Shopper, Marion County Reminder, Ottumwa Max, Centerville Ad Express & Oskaloosa Shopper Online.  
No internet or premium text.

**30 Word Special .....** **1 week** .....

**\$30.00** ..... **No more than 30 Words**  
Oskaloosa Herald, Oskaloosa Shopper, Marion County Reminder, Ottumwa Courier, Ad Express. No internet or premium text.  
Exclusions apply.

**Automotive (Price required in ad) .....** **4 weeks** .....

**\$49.00** ..... **\$1.00/word**  
**Real Estate (Price not required in ad) .....** **4 weeks** .....

**\$59.00** ..... **\$1.00/word**  
No internet, includes optional photo, Shopper online/4 weeks.

**Employment (Oskaloosa Herald) .....** **1 week** .....

**\$151.00** ..... **50¢/word**  
**Employment (Oskaloosa Herald + Shopper) ..** **1 week** .....

**\$157.25** ..... **50¢/word**  
14 days on Monster or 8,000 impressions for \$120.00, 2 days online, 2 days premium text. Oskaloosa Shopper online with Oskaloosa Herald and Oskaloosa Shopper package only. Add Marion County Reminder for \$1.00/word. Add Ottumwa for \$57.66 for 30 words (one week), 50¢/word after 30 words. Add Centerville Ad Express for 50¢/word per day.

**\$100 or Less .....** **2 days/Herald** .....

**FREE**  
**Pets to Give Away .....** **2 days/Herald** .....

**FREE**  
**Lost & Found .....** **2 days/Herald** .....

**FREE**  
\$8.00 charge if they want to include photo. One item per month, must list price. No online products.  
2 days Oskaloosa Herald, add the Oskaloosa Shopper and Marion County Reminder at no charge.

**Oskaloosa Shopper .....** **1 Day** .....

**\$20.00** ..... **25¢/word**  
Includes Shopper online. Add other shopper for \$10.00.

**Marion County Reminder .....** **1 Day** .....

**\$20.00** ..... **25¢/word**  
Includes Shopper online. Add other shopper for \$10.00.





# preprints

Preprint insertions offer a variety of preprint styles and options, which advertisers can use to target their best customers. Over 80% of daily newspaper readers read the inserts.\*

## RATES

Oskaloosa Herald, Shopper & Marion Co. Reminder

	1-8	9-12	13-25	26-52
Single	\$48.00	\$43.20	\$40.80	\$36.00
4 page	\$68.00	\$61.20	\$57.80	\$51.00
8 page	\$72.00	\$64.80	\$61.20	\$54.00
12 page	\$78.00	\$70.20	\$66.30	\$58.50
16 page	\$81.00	\$72.90	\$68.50	\$60.50
20 page	\$90.00	\$81.00	\$76.50	\$67.50
24 page	\$97.00	\$87.30	\$82.45	\$72.50
28 page	\$100.00	\$90.00	\$85.00	\$75.00
32 page	\$107.00	\$96.30	\$90.95	\$80.25
36 page	\$112.00	\$100.80	\$95.20	\$84.00

Ask for rates on higher page counts.

**DEADLINES:** Reservation required 6 days prior to insertion

**DELIVERY:** Ottumwa Courier  
213 E. 2nd St.  
Ottumwa, IA 52501

**PHONE:** (641) 672-2581

**EMAIL:** rgutierrez@cnhi.com

## Ad Wraps

Ad Wraps is a term used to describe the wrapping of a newspaper section or insertions in an advertising message. They are 6 column X 21" broadsheet pages on 60# newspaper, advertising on both sides. Color is available. Contact your account executive for more details.

# Mechanics

Standard Advertising Unit (SAU) widths.

Image area is 10.125" by 21" for Retail & Classifieds.

## RETAIL WIDTHS

1 column = 1.583"  
2 column = 3.292"  
3 column = 5"  
4 column = 6.708"  
5 column = 8.417"  
6 column = 10.125"  
Double Truck = 21"

## CLASSIFIED WIDTHS

1 column = 1.583"  
2 column = 3.292"  
3 column = 5"  
4 column = 6.708"  
5 column = 8.417"  
6 column = 10.125"  
Double Truck = 21"

## TABLOID AD SIZES

1/8 page = 5"x2.444"  
1/4 page = 5"x5"  
1/2 page = 10.0835"x5"  
Full Page = 10.0835"x9.75"

## AD WRAP SIZES

Single Pg Tab =  
Ad Wrap H = 21"x10.125"  
Ad Wrap V = 10.125"x21"

# Electronic Files

## PROGRAMS ACCEPTED:

- Adobe InDesign CS5.5 or less
- Adobe Photoshop CS5 or less
- Adobe Illustrator CS5.5 or less
- Adobe Acrobat PDF Files

*All electronic files must be in by the deadline state in this rate card.*

- PDF files must have ALL fonts embedded.

**All files need to be in Grayscale or CMYK color mode as well.**

- Illustrator EPS and Illustrator files are accepted with fonts and artwork embedded (please convert all text to outlines).
- Adobe InDesign Files: Include all artwork. Hard copy (included). Fonts may be included, but most likely will be substituted for similar fonts from our library. Windows fonts will be substituted.

## PICTURES/ARTWORK

- Grayscale pictures should be at least a resolution of 170 and color photos should be at least a resolution of 200 saved as EPS files. Tiff files are acceptable. Jpegs of 300 dpi can be submitted, but not recommended.
- Color: **All color must be in CMYK format.** Please do not use Pantone, spot or RGB formats.
- Word Documents are accepted for text and mock layouts, but will be rebuilt. Please **DO NOT** send photos and artwork in a Word document, the quality of the extraction will not be great. **Publisher files are not accepted.**

## REMOVABLE MEDIA

We accept CDs and Flash/Jump Drives. Or you may send your files (3MB or less) electronically by email:  
[creative@oskyherald.com](mailto:creative@oskyherald.com)  
**FTP site available upon request**

### GENERAL POLICY

- Thirty-day notice of rate revisions will be provided.
- Every effort will be made to comply with requests for specific advertising position, but acceptance of space orders does not imply nor guarantee position. Should position request not be honored, it will not constitute cause for adjustment, refund or return.
- Adjustment of Errors: It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustments will be made by the publisher for errors not corrected after the first day. The Publisher accepts no liability or responsibility for failure to insert an advertisement. The Publisher accepts no liability for any error in an advertisement, regardless of cause, except for the cost of the space actually occupied by the error. The Publisher reserves the right to revise or reject, at its option, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to classify any advertisements. All ads subject to credit approval.
- Advertiser assigns all right, title and interest in layouts, illustrations, paste-ups and printed ads which represent the creative effort and composition of the newspaper to the Oskaloosa Herald.
- Indemnification. The Oskaloosa Herald will not knowingly accept or publish material that is in violation of the law. Advertiser and Agency state that either has the authority to place the advertisement and agree to assume joint and individual liability for contents of all advertisements printed, as well as claim arising therefrom made against the Oskaloosa Herald. Advertiser and Agency agree to jointly and severally identify and hold harmless the Oskaloosa Herald, its officers, servants and employees from all costs, including reasonable attorney fees of the Oskaloosa Herald, caused by publication of any advertisement placed by Advertiser or Agency. Such claims include, but are not limited to, those arising from material which is alleged to be defamatory, in violation of copyright or trademarks or invasive of the privacy of another, regardless of whether such claims are ultimately found to be without merit. It is agreed that the Oskaloosa Herald advertisement accepted by publisher is to appear if such failure is caused by circumstances beyond the control of the Oskaloosa Herald, including, without limitation, acts of God, fires, strikes by newspaper's employees or the employees of other, lockouts, accidents, postal delays, forces majeure, inability to obtain newspaper, and acts of Government.

### CREDIT & RATE POLICY

All Classified categories may require payment. If in doubt, please call the Classified Department. All classified display ads require payment in the absence of established credit terms. Commercial rates apply to commercial business and applicable classifications, i.e. Help Wanted, Rentals, Real Estate for Sale, etc. Classified line rates are discounted by consecutive insertions.

### COMMISSION & TERMS OF PAYMENT

- Retail advertising rates on this rate card are non-commissionable and available only to retail sales or service establishments dealing directly with the public.
- CASH WITH COPY UNTIL CREDIT APPLICATION IS APPROVED - NO CASH DISCOUNTS ALLOWED.
- All charges due by the 15th of the month following billing.
- Billing period runs from the 1st of the month through the end of the calendar month.
- Earned rates are based on total paid lineage during billing period. Half-lineage repeats are credited at half of the lineage in the ad.
- Payments accepted in U.S. funds only.

### POLITICAL ADVERTISING POLICY & GUIDELINES

Advance payment in full is required. Advertising must carry words "Paid Political Advertisement" and the name and address of the organization responsible for placement of the ad. Any political advertising which directly or indirectly mentions opposition must be published in time to give opposition an opportunity to reply.

### REPRESENTATIVES

Iowa Newspaper Association

# MARKETING SOLUTIONS

## FEATURES...

### January:

- ☐ Martin Luther King Jr. Day
- ☐ Chamber Monthly Newsletter
- ☐ Adopt-A-Pet

### February:

- ☐ Dental Hygiene Month
- ☐ 4-H Spotlight Magazine +Fair Package  
(Fair Package: Fair Preview, Fair Results, Fair Review)
- ☐ Salute to FFA

### March:

- ☐ National Agriculture Week
- ☐ Agriculture Magazine (Spring)
- ☐ Business & Industry Progress
- ☐ Spring Sports
- ☐ Easter Fun Book

### April:

- ☐ Car Care
- ☐ Lawn & Garden Guide
- ☐ Recycle Day

### May:

- ☐ Booster Coupons
- ☐ EBF Graduation
- ☐ North Mahaska Graduation
- ☐ Oskaloosa Graduation
- ☐ Knoxville Graduation
- ☐ Pella Graduation
- ☐ Pella Christian Graduation
- ☐ Melcher-Dallas Graduation
- ☐ Twin Cedars Graduation
- ☐ Academic All-Stars
- ☐ Senior Magazine (Spring)
- ☐ Memorial Day
- ☐ Summer Sports

### June:

- ☐ Flag Day
- ☐ Fit & Healthy Family Guide



### July:

- ☐ 4th of July
- ☐ Parade of Honor
- ☐ Paper Hats Project
- ☐ School Calendar

### August:

- ☐ Back to School A to Z
- ☐ Welcome Back William Penn
- ☐ Fall Sports
- ☐ Pigskin Preview

### September:

- ☐ Labor Day
- ☐ Homecoming
- ☐ Farm Safety
- ☐ Truck Driver Appreciation
- ☐ Fremont Frontier Days
- ☐ Nelson Pioneer Fall Festival
- ☐ Agriculture Magazine (Fall)

### October:

- ☐ Breast Cancer Awareness
- ☐ Women In Business
- ☐ Salute to 4-H
- ☐ Halloween Safety
- ☐ Senior Magazine (Fall)

### November:

- ☐ Police/Sheriff/Fire Calendars
- ☐ Spirit of the Season
- ☐ Eddyville on the River
- ☐ Oskaloosa Madrigal Dinner
- ☐ Veteran's Day
- ☐ 4-H Achievement Awards
- ☐ Thanksgiving Edition Herald
- ☐ Winter Sports

### December:

- ☐ Holiday Fun Book
- ☐ Holiday Gift Guide
- ☐ Holiday Greetings
- ☐ Happy New Year Page

