

# 2022 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 & Saturday) 1,700 Readership (3,570 per paper)

Shopper Circulation 21,000

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

***The* SHOPPER**  
SERVING 17 COMMUNITIES IN MAHASKA & MARION COUNTY

 **The Oskaloosa Herald**

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

# Oskaloosa Herald 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).

## RETAIL & CLASSIFIED PRINT RATES

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

includes 2,000 digital impressions

## DAILY PRIME POSITIONS

52 week contract

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>

## 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>\$35.00</b>
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## SPORTS SIG PAGES

2x2 .....	<b>\$40.00</b>
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# Shopper Retail Advertising

## Contract Rates

Subscriber Reward Rates - Shopper

Purchase 1,000 digital impressions per week to qualify.

## RATES PER COLUMN INCH

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

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

Frequency Rates	1x per month	26x's per year	26 consecutive	52 weeks (includes FREE color)
Full Pages.....	\$1,220.00	\$1,020.00	\$820.00	\$620.00
Half Page (6x10.5) .....	\$620.00	\$520.00	\$420.00	\$320.00
Quarter Page (3x10.5).....	\$320.00	\$270.00	\$220.00	\$170.00
Eighth Page (3x5).....	\$170.00	\$145.00	\$120.00	\$95.00
2x5.....		\$90.00	\$80.00	\$70.00
2x4.....		\$80.00	\$70.00	\$60.00
2x3.....		\$70.00	\$60.00	\$50.00
2x2.....		\$60.00	\$50.00	\$40.00

Color available at regular Rates. Free color included with 52 week purchase. \*Includes Shopper Online. \*Includes 1,000 digital impressions per week.  
You must purchase a contract for the Shopper then add a contract for the Oskaloosa Herald.

## COLOR RATES

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

All color rates are net. Subject to availability.



## RETAIL & CLASSIFIED PRINT RATES

Per Column Inch

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

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

# Oskaloosa Herald Classified Advertising

## GENERAL & PACKAGES

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

Includes online and premium text.

## Packages

Shopper Bonus Buy .....	2 weeks .....	\$33.00	..... \$2.00/word
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Includes Shopper, Ottumwa Max, Centerville Ad Express & Shopper Online.  
No internet or premium text.

30 Word Special .....	1 week .....	\$30.00	No more than 30 Words
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Oskaloosa Herald, Shopper, 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.

**Contact Erica Kenney for all recruitment advertising in any of our publications at:** [ekenney@ottumwacourier.com](mailto:ekenney@ottumwacourier.com)

\$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 Shopper at no charge.

Shopper ..... 1 Day..... \$20.00 .....25¢/word  
Includes Shopper online.





# 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 and Shopper

	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

# Magazines

Oskaloosa Herald

Oskaloosa Herald & Ottumwa Courier

## Agriculture



**April**

Featuring exclusive local agricultural content

## Tulip Time



**May**

Annual Tulip Time content

## 101 Things to Do



**May**

101 Things to do in Southern Iowa

## Senior Lifestyles



**June**

Exclusive stories on local seniors citizens

## CHAPY Awards



**August**

Athletic performers of the year

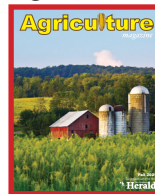
## Senior Resource



**September**

Informational guide for seniors citizens. Ad comes with Senior Expo booth

## Agriculture



**October**

Featuring exclusive local agricultural content

## Southern Iowa Holiday



**November**

Holiday guide to everything in Southern Iowa

## MAGAZINES

1/8 page ad

1/4 page ad

1/2 page ad

Full page ad

1 Issue

**\$300.00**

**\$450.00**

**\$550.00**

**\$850.00**

4 Issues

**\$225.00**

**\$350.00**

**\$450.00**

**\$750.00**

7 Issues

**\$200.00**

**\$300.00**

**\$400.00**

**\$650.00**

9 Issues

**\$175.00**

**\$275.00**

**\$375.00**

**\$600.00**

## Magazines include:

Each Ad includes 10,000 digital impressions

All magazines will also be published online

## Do all 9 issues and receive:

5,000 bonus digital impressions per ad,

2 FREE Post-It Notes for 2022,

1 FREE 1/8 pg B/W Herald Ad

## Premium Magazine Position ADD

**\$150.00**

Back Cover, Inside Front Cover, Inside

Back Cover, Front Cover Strip

Southern Iowa Living



**March**

Highlighting local people, places, and events

# MARKETING SOLUTIONS

## FEATURES...

January:

- ☐ Martin Luther King Jr. Day
- ☐ Chamber Monthly Newsletter
- ☐ Adopt-A-Pet
- ☐ Back Health
- ☐ Tax Time

### February:

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

March:

- ☐ National Agriculture Week
- ☐ Southern Iowa Living Magazine
- ☐ Business & Industry Progress
- ☐ Spring Sports
- ☐ Sculpture Book

April:

- ☐ Car Care
- ☐ Agriculture Magazine (Spring)
- ☐ Lawn & Garden Guide
- ☐ Recycle Day
- ☐ Easter Fun Book
- ☐ Vietnam War
- ☐ Remembrance Broadsheet

May:

- ☐ Tulip Time Magazine
- ☐ 101 Things to Do Magazine
- ☐ Graduation
- ☐ Academic All-Stars
- ☐ Memorial Day
- ☐ Summer Sports
- ☐ Police Week
- ☐ Pet Week
- ☐ Mother's Day

### June:

- ☐ Flag Day
- ☐ Father's day
- ☐ Senior Magazine (Spring)
- ☐ Fit & Healthy Family Guide

### July:

- ☐ 4th of July
- ☐ Summer Living
- ☐ Ridiculus Days

**Wildcats**  
New Chapter Members

 **Boys' Best Theatre**  
Boys' Best Theatre is a non-profit organization that provides a safe and fun environment for boys to learn and grow. They offer a variety of programs, including drama, music, and sports. For more information, visit [www.boysbesttheatre.org](http://www.boysbesttheatre.org).

**Remembrance**  
Remembrance is a non-profit organization that provides a safe and fun environment for children to learn and grow. They offer a variety of programs, including drama, music, and sports. For more information, visit [www.rememberance.org](http://www.rememberance.org).

**Dissonant Dance Academy**  
Dissonant Dance Academy is a non-profit organization that provides a safe and fun environment for children to learn and grow. They offer a variety of programs, including dance, music, and sports. For more information, visit [www.dissonantdanceacademy.org](http://www.dissonantdanceacademy.org).

**Hardy's Farming Don & Tracie**  
Hardy's Farming Don & Tracie is a non-profit organization that provides a safe and fun environment for children to learn and grow. They offer a variety of programs, including farming, music, and sports. For more information, visit [www.hardysfarmingdonandtracie.org](http://www.hardysfarmingdonandtracie.org).

**Linker Lake Property Group**  
Linker Lake Property Group is a non-profit organization that provides a safe and fun environment for children to learn and grow. They offer a variety of programs, including property management, music, and sports. For more information, visit [www.linkerlakepropertygroup.org](http://www.linkerlakepropertygroup.org).

**North Coast Aquatics**  
North Coast Aquatics is a non-profit organization that provides a safe and fun environment for children to learn and grow. They offer a variety of programs, including aquatics, music, and sports. For more information, visit [www.northcoastaquatics.org](http://www.northcoastaquatics.org).

**EP: Rapper America**  
EP: Rapper America is a non-profit organization that provides a safe and fun environment for children to learn and grow. They offer a variety of programs, including rap, music, and sports. For more information, visit [www.eprapperamerica.org](http://www.eprapperamerica.org).

**Movie Moments**  
Movie Moments is a non-profit organization that provides a safe and fun environment for children to learn and grow. They offer a variety of programs, including movies, music, and sports. For more information, visit [www.moviemoments.org](http://www.moviemoments.org).

**Jackie Mc Cray**  
Jackie Mc Cray is a non-profit organization that provides a safe and fun environment for children to learn and grow. They offer a variety of programs, including music, sports, and arts. For more information, visit [www.jackiemccray.org](http://www.jackiemccray.org).

**Did You Ever Wonder**  
Did You Ever Wonder is a non-profit organization that provides a safe and fun environment for children to learn and grow. They offer a variety of programs, including music, sports, and arts. For more information, visit [www.didyoueverwonder.org](http://www.didyoueverwonder.org).

**Wendy's Fitness 1st**  
Wendy's Fitness 1st is a non-profit organization that provides a safe and fun environment for children to learn and grow. They offer a variety of programs, including fitness, music, and sports. For more information, visit [www.wendysfitness1st.org](http://www.wendysfitness1st.org).

**Wendy's Highland CPGs and Activities**  
Wendy's Highland CPGs and Activities is a non-profit organization that provides a safe and fun environment for children to learn and grow. They offer a variety of programs, including highland dancing, music, and sports. For more information, visit [www.wendyshighlandcpgsandactivities.org](http://www.wendyshighlandcpgsandactivities.org).

**Melrose Church of Evangelical Growth**  
**Communicator**

 **Communicator**

 **Communicator**

 **Communicator**

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 **Communicator**

**Holiday Events - Hope Your Calendar**  
The following events are scheduled for the month of December. Please check your calendar for more information.

**December 1st**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 2nd**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 3rd**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 4th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 5th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 6th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 7th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 8th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 9th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 10th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 11th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 12th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 13th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 14th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 15th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 16th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 17th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 18th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 19th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 20th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 21st**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 22nd**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 23rd**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 24th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 25th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 26th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 27th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 28th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 29th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 30th**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**December 31st**  
12:00 PM - 1:00 PM - Christmas Eve Service  
7:00 PM - 8:00 PM - Christmas Eve Service

**Episcopal**  
**Diptychs**

 **Diptychs**

 **Diptychs**

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 **Diptychs**



#TrueLeaders

# Mahaska County



4-H  
GROWS HERE

## Senior Spotlight 2019-2020

4-H Grows True Leaders

4-H teaches kids life skills like hard work, respect and compassion to create positive change in their communities and the world.

# LAWN & GARDEN GUIDE

**Get ready for the season with these landscaping tips**

By **John R. Hall**, author of *How to Grow a Garden* (see page 10)

It's time to get your lawn and garden ready for the season. Here are some tips to help you get started.

**1. Mow your lawn.** Mow your lawn at least once a week. Keep the grass at a height of 3 to 4 inches. This will help the grass grow thicker and healthier.

**2. Water your lawn.** Water your lawn deeply and infrequently. This will help the grass roots grow deeper and healthier.

**3. Fertilize your lawn.** Fertilize your lawn with a slow-release fertilizer. This will help the grass grow thicker and healthier.

**4. Prune your trees and shrubs.** Prune your trees and shrubs in late winter or early spring. This will help them grow healthier and more attractive.

**5. Plant new plants.** Plant new plants in late spring or early summer. This will help them establish themselves before the heat of the summer.

**6. Clean up your garden.** Clean up your garden in late fall or early winter. This will help you start the new year with a clean and healthy garden.

**7. Prepare your garden for winter.** Prepare your garden for winter by mulching and covering plants. This will help them survive the cold winter months.

**8. Check your garden for pests.** Check your garden for pests in late fall or early winter. This will help you catch any problems before they become a major issue.

**9. Plan for the next year.** Plan for the next year by deciding what you want to plant and when to plant them. This will help you get started on time in the spring.

**10. Enjoy your garden.** Enjoy your garden throughout the year. This will help you appreciate the beauty and health of your garden.

**11. Get more tips.** Get more tips by visiting our website at [www.gardeningtips.com](http://www.gardeningtips.com).

**12. Contact us.** Contact us at [info@gardeningtips.com](mailto:info@gardeningtips.com) for more information.

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**Brightest wishes to  
this year's graduates!**

Thanks for setting a great example with  
your hard work and dedication,  
and for making your community proud.

**Motto:**  
*We didn't realize we were making memories,  
we just knew we were having fun.*

**Song:**  
Good Old Days by Macklemore

**Flower:**  
Lily

**Colors:**  
Maroon and White

[illegible]

- ☐ Parade of Honor
- ☐ Paper Hats Project
- ☐ School Calendar

August:

- ☐ Back to School A to Z
- ☐ Chapy Magazine
- ☐ Welcome Back William Penn
- ☐ Welcome Back Central
- ☐ International Youth Day
- ☐ Knoxville Nationals
- ☐ Football Schedule Poster
- ☐ Fall Sports
- ☐ Pigskin Preview

### September:

- ☐ Labor Day
- ☐ Homecoming
- ☐ Senior Resources Magazine
- ☐ Farm Safety
- ☐ Truck Driver Appreciation
- ☐ Fremont Days
- ☐ Nelson Pioneer Fall Festival

### October:

- ☐ Breast Cancer Awareness
- ☐ Agriculture Magazine (Fall)
- ☐ Women In Business
- ☐ Salute to 4-H
- ☐ Halloween Safety
- ☐ Halloween Fun Book
- ☐ Bully Prevention
- ☐ Fire Prevention
- ☐ Fall Car Care

**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
- ☐ Thanksgiving Fun Book
- ☐ Holiday Magazine

**December:**

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



# Parade of Honor

On the fourth of July, our country celebrates its birthday, thus reaffirming the values for which this nation was founded. Freedom from tyranny, the right to free speech, life, liberty and the pursuit of happiness. So to name a few of our local merchants take great pride in joining in this affirmation and in celebrating it with all of you.

Thank You to all who are fighting to defend our freedoms.

170 Years

**Herald**



142 Years

**CLAW VALVE CO.**



124 Years

**W. J. Wilson & Son**



91 Years

**THE FINEST FISH MARKET**



80 Years

**HyVee**



155 Years

**L. L. LANGKAM**



137 Years

**WATSON INVESTMENT Bank**



103 Years

**WATSON INVESTMENT Bank Iowa**



147 Years

**WALSH POND**



137 Years

**INuBank**



83 Years

**Oshtemo's The Ironworks of God**



73 Years

**Allied Gas & Chemical Co.**





## 20 farm-safety tips for 2020

As you head to the barn, here are 20 farm-safety tips to help you stay safe and healthy this year. For more information, visit [www.farmersafety.org](http://www.farmersafety.org).

1. Wear your seat belt. Buckle up every time you get into a vehicle. Buckle up is the best way to protect yourself in a crash.
2. Don't drink and drive. It's illegal and dangerous. If you've had even one drink, don't get behind the wheel. Call a friend or family member for a ride home.
3. Don't drink and operate farm equipment. It's illegal and dangerous. If you've had even one drink, don't operate any farm equipment. Call a friend or family member for help.
4. Don't use a vehicle to transport people. Only use a vehicle to transport people if it's designed for that purpose. Never use a vehicle to transport more people than it's designed for.
5. Don't use a vehicle to transport livestock. Only use a vehicle to transport livestock if it's designed for that purpose. Never use a vehicle to transport more livestock than it's designed for.
6. Don't use a vehicle to transport equipment. Only use a vehicle to transport equipment if it's designed for that purpose. Never use a vehicle to transport more equipment than it's designed for.
7. Don't use a vehicle to transport anything else. Only use a vehicle to transport what it's designed for. Never use a vehicle to transport anything else.
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NOVEMBER 11

# VETERANS DAY

REMEMBERING THE BRAVE,  
HONORING THE FALLEN

*Please join us on  
Veteran's Day*

Wednesday, November 11th  
Veteran's Day Program  
10:00 a.m.  
Oskaloosa Town Square  
with a 21 Gun Salute at  
11:00 a.m., followed by Taps  
and Lunch!

Lunches are provided  
for all Veterans of  
Veterans of Foreign Wars Post 2237  
1215 S. 7th St., Oskaloosa