

# MARKETING SOLUTIONS

print | online | mobile

## January:

- ☐ Healthy Living
- ☐ Cow-Calf Conference
- ☐ Profiles
- ☐ Welcome Home
- ☐ Car Page
- ☐ NIE



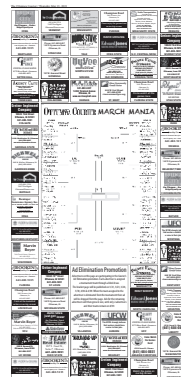
## February:

- ☐ The Source
- ☐ Valentine Section
- ☐ Wedding Section
- ☐ Welcome Home
- ☐ Heart Month
- ☐ Big Game
- ☐ National FFA Month
- ☐ Childrens Dental Care Month
- ☐ Business Directory
- ☐ Car Page



## March:

- ☐ Ottumwa Life
- ☐ Doctors Day
- ☐ St. Patricks Day
- ☐ Home & Garden Expo
- ☐ Downtown Guide
- ☐ NCAA Ad Elimination
- ☐ Welcome Home
- ☐ Senior Living Facilities
- ☐ World Sleep Day
- ☐ National Ag Day



## April:

- ☐ Prom Page
- ☐ Spring Sports
- ☐ Welcome Home
- ☐ Earth Day
- ☐ Donate Life
- ☐ Farmers Market Guide
- ☐ NIE



## May:

- ☐ 101 Things to do
- ☐ Mother's Day
- ☐ Graduation
- ☐ Welcome Home
- ☐ Memorial Day Page
- ☐ Mental Health Week
- ☐ In Memory Page



## June:

- ☐ Summer Sports
- ☐ We Are Ottumwa
- ☐ Welcome Home
- ☐ Womens Expo Event
- ☐ Ottumwa Map
- ☐ Ottumwa Pro Balloon Races
- ☐ Wapello County Fair Schedule



## July:

- ☐ Back To School
- ☐ Best of Southern Iowa Voting
- ☐ Century Farms
- ☐ Ottumwa Life
- ☐ Rodeo
- ☐ Welcome Home
- ☐ Medical Directory
- ☐ 4th of July
- ☐ NIE



## August:

- ☐ HS Pigskin Preview
- ☐ Best of Southern Iowa Winners Section
- ☐ Welcome Home
- ☐ Coupon Book
- ☐ Car Page
- ☐ Local Fairs/Events
- ☐ Childhood Obesity



## September:

- ☐ Fall Sports
- ☐ Hometown Heroes
- ☐ Pigskin Picks
- ☐ Senior Resource Guide
- ☐ Senior Expo Event
- ☐ Welcome Home
- ☐ Labor Day
- ☐ Homecoming
- ☐ Suicide Prevention Month
- ☐ City Wide Garage Sales



## October:

- ☐ Breast Cancer Awareness
- ☐ GOPIP Investor Directory
- ☐ Oktoberfest
- ☐ Pigskin Picks
- ☐ Welcome Home
- ☐ Orthodontic Month
- ☐ Car Page



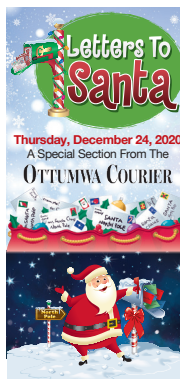
## November:

- ☐ Holiday Happenings & Gift Guide
- ☐ Southeast Iowa Holiday
- ☐ Winter Sports
- ☐ Black Friday Ad Wrap
- ☐ Small Business Saturday
- ☐ Ottumwa Calendar
- ☐ Welcome Home
- ☐ Veterans Day
- ☐ SAD Page



## December:

- ☐ Seasons Greetings
- ☐ Our Gift Section
- ☐ Shop Local
- ☐ Welcome Home
- ☐ Baby's 1st Page
- ☐ New Year's Page



# 2021 Ottumwa Courier

# RATE CARD

## MISSION STATEMENT

The Ottumwa Courier and OC Current are here to help your business capitalize on local growth by researching your target audiences faster and more cost effectively than any other local media.

## READERS OF THE OTTUMWA COURIER

Ottumwa Courier Circulation (Tues, Thur, Sat) 6000      OC Current Circulation (Wednesday) 12400  
Centerville Ad Express Circulation (Wednesday) 11515      Readership (2.1 per paper)

Digital Audience (Monthly) 500,000 Page Views 93,000 Unique Visitors

## DISTRIBUTION AREAS

Wapello County, Davis County, Jefferson County, Monroe County, Appanoose County, Van Buren County, Mahaska County, Keokuk County, Wayne County, Putnam County (MO)

OTTUMWA COURIER      Centerville Ad Express      Corriente Current

213 East 2nd Street | P.O. Box 2961 | Ottumwa, Iowa 52501 | P: (641) 684-4611 | F: (641) 684-7834

# RETAIL ADVERTISING

## DOLLAR VOLUME CONTRACT

per column

inch rates	OPEN	\$500+	\$1000+	\$2500+	\$5000+	\$10,000+
Daily Rate . .	<b>\$17.25</b>	<b>\$10.00</b>	<b>\$9.00</b>	<b>\$8.50</b>	<b>\$8.00</b>	<b>\$7.50</b>

OC Current Pick-Up Rate . . . . .	<b>\$5.00 pci</b>
Centerville Ad Express Pick-Up Rate . . . . .	<b>\$5.00 pci</b>
OC Current Rate . . . . .	<b>\$10.00 pci</b>
Centerville Ad Express Rate . . . . .	<b>\$8.60 pci</b>

Non-Profit Rate . . . . . daily	<b>\$10.25</b>
National Rate . . . . . daily	<b>\$14.66</b>
Political Rate . . . . . daily	<b>\$13.65</b>
Full Color . . . . .	<b>\$3.50 pci</b>

## WEEKLY PRIME POSITIONS

	OPEN	13x	26x	52x
Daily Front Page 6x1.5 Full Color . . . . .	<b>\$150.00</b>	<b>\$125.00</b>	<b>\$100.00</b>	<b>\$75.00</b>
Sports Front Page 6x1.5 Full Color . . . . .	<b>\$150.00</b>	<b>\$125.00</b>	<b>\$100.00</b>	<b>\$75.00</b>
Daily Obituary Page 6x1.5 B&W . . . . .	<b>\$200.00</b>	<b>\$150.00</b>	<b>\$100.00</b>	<b>\$50.00</b>
Daily Weather Page 6x2 Full Color . . . . .	<b>\$200.00</b>	<b>\$150.00</b>	<b>\$100.00</b>	<b>\$50.00</b>
Dining Guide 3x5 Wed Full Color . . . . .	<b>\$80.00</b>	<b>\$73.00</b>	<b>\$66.00</b>	<b>\$60.00</b>
NASCAR Page 3x4 B&W . . . . .	<b>\$100.00</b>	<b>\$90.00</b>	<b>\$83.00</b>	<b>\$75.00</b>
Post-It Note Ad 2.5"x2.5" Full Color . . . . .	<b>\$200.00</b>	<b>\$175.00</b>	<b>\$150.00</b>	<b>\$100.00</b>
Page A1 ad 1x3 Full Color . . . . .	<b>\$155.00</b>	<b>\$130.00</b>	<b>\$105.00</b>	<b>\$55.00</b>
Athlete Profile Sponsor 1x3 Full Color . . . . .	<b>\$50.00</b>	<b>\$35.00</b>	<b>\$30.00</b>	<b>\$25.00</b>
Mini Page 6x2 Full color . . . . .	<b>\$200.00</b>	<b>\$180.00</b>	<b>\$165.00</b>	<b>\$150.00</b>
Sudoku Sponsorship 2x2 B&W . . . . .	<b>\$75.00</b>	<b>\$55.00</b>	<b>\$45.00</b>	<b>\$25.00</b>
Classified Banner Strip 6x1.5 B&W . . . . .	<b>\$75.00</b>	<b>\$55.00</b>	<b>\$45.00</b>	<b>\$25.00</b>



# DIGITAL ADVERTISING

## Ottumwa Courier Online + Mobile

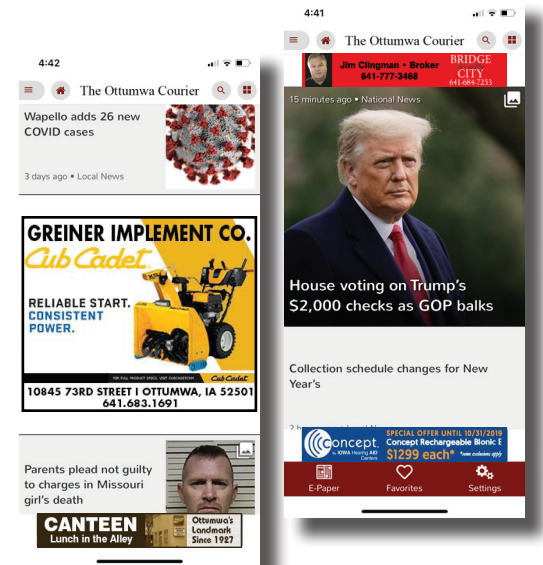
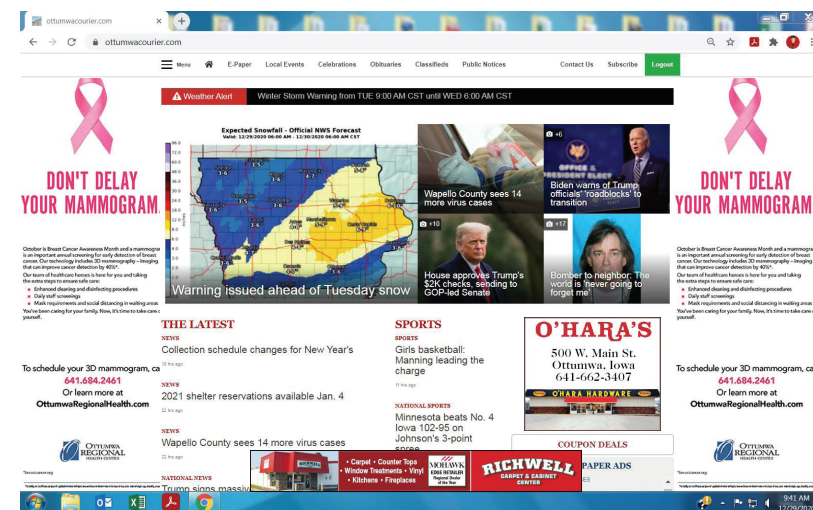
Run of Site . . . . .	\$15.00 cpm	Section	\$18.00 cpm
Wallpaper (Desktop Only) . . . . .	\$100/day		
Homepage Takeover (Desktop Only) . . . . .	\$150/day		
Daily News/Breaking News Email Blast . . . . .	\$250/mo		

## NEW Next Generation Digital Options

Behavioral Targeting, Category Contextual Targeting, Site Retargeting, SEO, Maps and Directories, Pay per Click, Websites, Facebook ads, Facebook Promotion, Mobile Geofence and Follow, Event Targeting

## Digital Sizes

Ottumwa Courier-	300x600, 300x250, 320x50, 300x50, 728x90
Next Gen-	320x480, 300x250, 320x50, 300x50, 728x90, 160x600
Homepage Take Over-	1770x1000, 1600x1000, 300x250, 728x90, 950x250, 950x45
Wallpaper-	1770x1000, 1600x1000



# OTTUMWA COURIER

Connecting 24-7 print | online | mobile

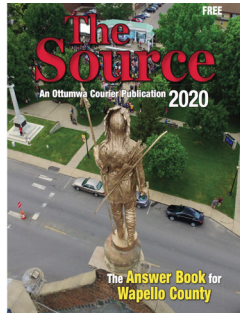
# OTTUMWA COURIER

Connecting 24-7 print | online | mobile



# MAGAZINES

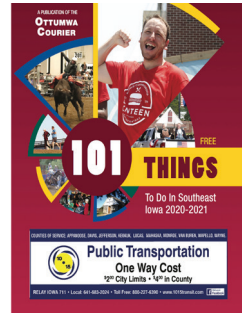
## The Source



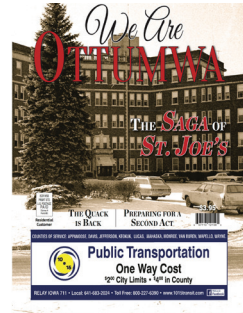
## Ottumwa Life



## 101 Things to do



## We Are Ottumwa



## February

Informational Guide for Wapello County.

## March

Highlighting local people, places, and events.

## May

101 things to do in local areas.

## June

A look at the history of Ottumwa and local events.

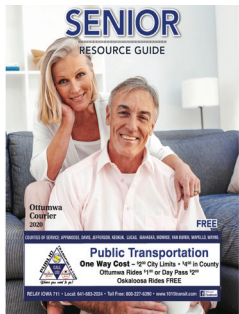
## Ottumwa Life



## July

Highlighting local people, places, and events.

## Senior Resource Guide



## September

Informational guide for senior citizens. All ads come with a booth at the Senior Expo.

## GOIP Investor Directory



## October

Updates on GOIP, their investors, and the community.

## Southeast Iowa Holiday



## November

Holiday guide to everything Southeast Iowa.

## PER ISSUE PRICING

	1 Issue	3 Issues	5 Issues	8 Issues
Full Page . . . . .	\$1,100.00	\$850.00	\$750.00	\$650.00
Half Page . . . . .	\$650.00	\$550.00	\$450.00	\$400.00
Quarter Page . . . . .	\$550.00	\$450.00	\$350.00	\$300.00
Eighth Page . . . . .	\$350.00	\$290.00	\$225.00	\$200.00

All ads include 10,000 Digital Impressions on [www.ottumwacourier.com](http://www.ottumwacourier.com). Do all 8 issues and receive an additional 2,500 Digital Impressions and 2 Free Post-It Notes. Add \$150 for Premium Positions: Back Cover, Inside Front Cover, Inside Back Cover, Front Page Strip.

# ROP ADVERTISING SPECS

## SPACE RESERVATION DEADLINES

TUESDAY AD  
THURSDAY 5PM

THURSDAY AD  
MONDAY 5PM

SATURDAY AD  
WEDNESDAY 5PM

OC CURRENT AD  
THURSDAY 3PM

CENTERVILLE AE AD  
THURSDAY 3PM

## COMPLETED AD DEADLINES

TUESDAY AD  
MONDAY 12PM

THURSDAY AD  
WEDNESDAY 12PM

SATURDAY AD  
FRIDAY 12PM

OC CURRENT AD  
FRIDAY 3PM

CENTERVILLE AE AD  
FRIDAY 3PM

## Mechanics

### COLUMN WIDTHS

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

### STANDARD SIZES

Full Page = 6 col x 21"  
Half Page = 6 col x 10.5"  
Quarter Page = 3 col x 10.5"  
Eighth Page = 3 col x 5"  
Sixteenth Page = 3 col x 2.5"

## Electronic Files

### PROGRAMS ACCEPTED:

- Adobe InDesign CS6 or less
- Adobe Photoshop CS6 or less
- Adobe Illustrator CS6 or less
- QuarkXPress 8.0 or less
- Adobe Acrobat PDF Files

*All electronic files must be in by the deadline stated 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).
- Quark XPress/Adobe InDesign Files: Include all artwork. Hard copy (included or faxed). 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: [intsales@ottumwacourier.com](mailto:intsales@ottumwacourier.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 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 Ottumwa Courier.
- Indemnification. The Ottumwa Courier 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 Ottumwa Courier. Advertiser and Agency agree to jointly and severally identify and hold harmless the Ottumwa Courier, its officers, servants and employees from all costs, including reasonable attorney fees of the Ottumwa Courier, 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 Ottumwa Courier advertisement accepted by publisher is to appear if such failure is caused by circumstances beyond the control of the Ottumwa Courier, 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 prepayment. If in doubt, please call the Classified Department. All classified display ads require prepayment 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 the 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

# OTTUMWA COURIER

Connecting **24-7** print | online | mobile

# OTTUMWA COURIER

Connecting **24-7** print | online | mobile



# CLASSIFIED ADVERTISING

## DOLLAR VOLUME CONTRACT

per column inch rates	OPEN	\$2,500+	\$5,500+
Daily Rate	\$15.10	\$13.20	\$12.00
Weekend Rate	\$16.61	\$14.52	\$13.20
Pick-up into OC Current	\$2.50 pci		

## THANK YOU / HAPPY ADS/ MEMORIALS

<u>per column inch rates</u>	
Daily Rate . . . . .	<b>\$8.50</b>
Color Rate . . . . .	<b>\$11.50</b>
Pick-up into OC Current . . .	<b>\$5.00 pci</b>

## FOR SALE BY OWNER (REAL ESTATE)

4 weeks	\$125
Includes 50 words to describe your property, picture, and formatting	
All ads are for Private Party, additional words \$0.50, add bolding only \$2.00 or border for \$3.00	

## RENTERS SPECIAL

3 weeks	\$60
15 words, all ads are for one list per unit, additional words \$0.50, add bolding only \$2.00 or border for \$3.00	

## AUTO PACKAGES

4 weeks	\$30
15 words, all ads are for Private Party rates, additional words \$0.50, add bolding only \$2.00 or a picture for \$5.00	

## PRO-SERVICE DIRECTORY

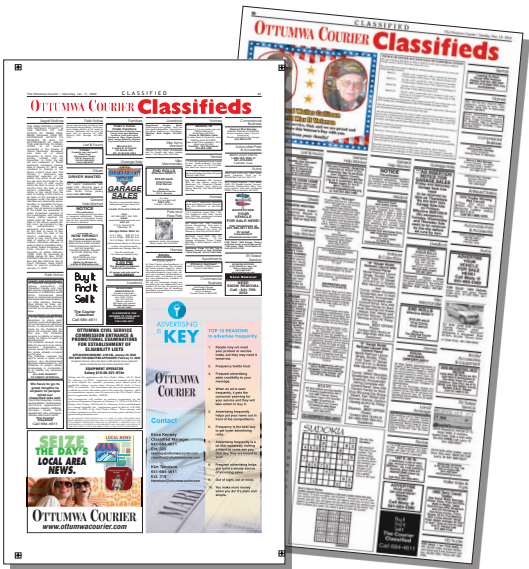
flat rate	PER WEEK
2 week commitment	\$40.00
Publishes Tues, Thur, Saturday in the Ottumwa Courier, Wednesday in the OC Current and on ottumwacourier.com	

## TOTAL MARKET BUY

1 week	\$30
30 words or less, runs in Ottumwa Courier and all sister location's publications	

## EMPLOYMENT PACKAGES

Contact Ottumwa Courier Recruitment Specialist for customized packages including print, digital, and social media advertising.  
641-684-4611 or classified@ottumwacourier.com



# PRE PRINTS

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.\*

## OTTUMWA COURIER & OC CURRENT

INSERTIONS PER YEAR	1-8	9-12	13-25	26-51	52+
Single	\$48/m	\$44/m	\$42/m	\$41/m	\$40/m
4 Tab	\$64/m	\$62/m	\$59/m	\$58/m	\$57/m
8 Tab	\$72/m	\$69/m	\$66/m	\$65/m	\$64/m
12 Tab	\$78/m	\$75/m	\$74/m	\$72/m	\$71/m
16 Tab	\$81/m	\$80/m	\$78/m	\$77/m	\$74/m
20 Tab	\$90/m	\$88/m	\$86/m	\$84/m	\$81/m
24 Tab	\$97/m	\$95/m	\$91/m	\$89/m	\$87/m
28 Tab	\$100/m	\$99/m	\$98/m	\$95/m	\$91/m
32 Tab	\$107/m	\$104/m	\$102/m	\$99/m	\$97/m
36 Tab	\$112/m	\$109/m	\$107/m	\$104/m	\$102/m
40 Tab	\$118/m	\$114/m	\$111/m	\$110/m	\$108/m

## CENTERVILLE AD EXPRESS

INSERTIONS PER YEAR	1-12	13-24	25-36	37-52
Single	\$48/m	\$44/m	\$42/m	\$41/m
4 Tab	\$64/m	\$62/m	\$59/m	\$58/m
8 Tab	\$72/m	\$69/m	\$66/m	\$65/m
12 Tab	\$78/m	\$75/m	\$74/m	\$72/m
16 Tab	\$81/m	\$80/m	\$78/m	\$77/m
32 Tab	\$107/m	\$104/m	\$102/m	\$99/m

**DEADLINES:** Reservation required 7 days prior to insertion.

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

**PHONE:** (641) 684-4611

**FAX:** (641) 684-7834

**EMAIL:** rgutierrez@cnhi.com

\*Full Run Required  
\*No zoning due to mail delivery

