

MARKETING SOLUTIONS

print | online | mobile

January:

- ☐ Healthy Living
- ☐ Cow-Calf Conference
- ☐ Profiles
- ☐ Welcome Home



February:

- ☐ The Source
- ☐ Valentine Section
- ☐ Wedding Section
- ☐ Welcome Home
- ☐ Heart Month
- ☐ Big Game
- ☐ National FFA Month
- ☐ Engineers Week
- ☐ Business Directory



March:

- ☐ Southern Iowa Living
- ☐ Doctors Day
- ☐ St. Patrick's Day
- ☐ Home & Garden Expo
- ☐ Catch the Madness
- ☐ Welcome Home
- ☐ National Ag Day
- ☐ North Side Business Bounce



April:

- ☐ Prom Page
- ☐ Spring Sports
- ☐ Welcome Home
- ☐ Earth Day
- ☐ Donate Life
- ☐ Rathbun Guide



May:

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



June:

- ☐ Summer Sports
- ☐ We Are Ottumwa
- ☐ Welcome Home
- ☐ Womens Expo Event
- ☐ Ottumwa Map
- ☐ Ottumwa Pro Balloon Races
- ☐ County Fairs Schedules



July:

- ☐ Back To School
- ☐ Best of Southern Iowa Voting
- ☐ Rodeo
- ☐ Welcome Home
- ☐ Medical Directory
- ☐ 4th of July
- ☐ County Fairs Schedules



August:

- ☐ HS Pigskin Preview
- ☐ Best of Southern Iowa Winners Section
- ☐ Welcome Home
- ☐ Coupon Book
- ☐ CHAPY



September:

- ☐ Fall Sports
- ☐ Pigskin Picks
- ☐ Senior Resource Guide
- ☐ Senior Expo Event
- ☐ Welcome Home
- ☐ Labor Day
- ☐ Homecoming
- ☐ Pancake Day



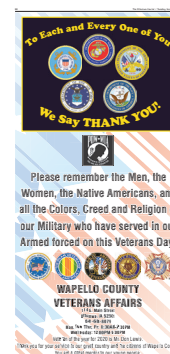
October:

- ☐ Breast Cancer Awareness
- ☐ GOPIP Investor Directory
- ☐ Oktoberfest
- ☐ Pigskin Picks
- ☐ Welcome Home



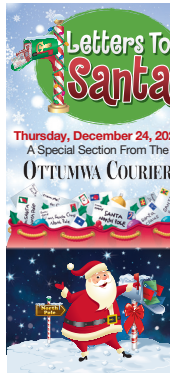
November:

- ☐ Holiday Happenings & Gift Guide
- ☐ Southern Iowa Holiday
- ☐ Winter Sports
- ☐ Black Friday Ad Wrap
- ☐ Small Business Saturday
- ☐ Ottumwa Calendar
- ☐ Welcome Home
- ☐ Veterans Day
- ☐ Spirit of the Season



December:

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



2022 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) 5,000

Southern Iowa Ad Express (Wednesday) 21,800

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

OTTUMWA COURIER

Southern Iowa AD EXPRESS

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..	\$17.25	\$10.00	\$9.00	\$8.50	\$8.00	\$7.50

Southern Iowa Ad Express Pick-Up Rate	\$6.00 pci
Southern Iowa Ad Express Rate	\$13.00 pci

Non-Profit Rate	daily \$10.25
National Rate	daily \$14.66
Political Rate	daily \$13.65

Full Color	\$3.50 pci
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WEEKLY PRIME POSITIONS

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

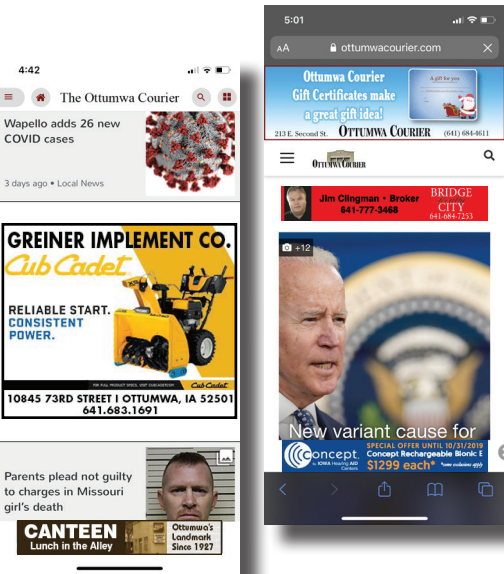
DIGITAL ADVERTISING

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 Online + Mobile	
Run of Site	\$15.00 cpm
Section	\$18.00 cpm
Parallax	\$100/day
Daily News/Breaking News Email Blast	\$250/mo

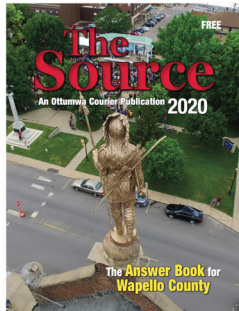
NEW Next Generation Digital Options
Behavioral Targeting, Category Contextual Targeting, Site Retargeting, SEO, Maps and Directories, Pay per Click, Websites, Facebook ads, Facebook Promotion, Mobile Geofence and Follow, Event Targeting

Digital Sizes	
Ottumwa Courier-	300x600, 300x250, 320x50, 300x50, 728x90
Next Gen-	320x480, 300x250, 320x50, 300x50, 728x90, 160x600
Parallax-	1920x400, 800x200



MAGAZINES

The Source



February

Informational guide for Wapello County

CHAPY Awards 2021-2022



August

Courier & Herald athletic performers of the year

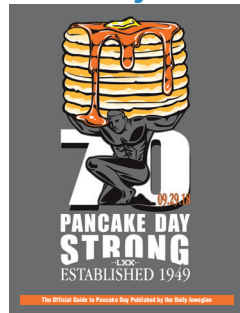
Southern Iowa Living



March

Highlighting local people, places, and events

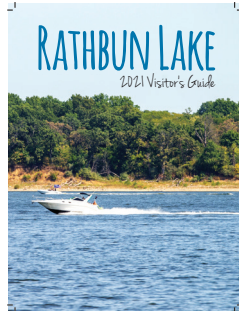
Centerville Pancake Days



September

Info about the annual Centerville Celebration

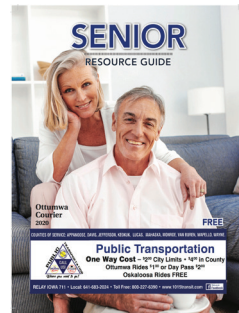
Rathbun Guide



April

Visitor's Guide for the entire Rathbun Lake area

Senior Resource Guide



September

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

101 Things to Do



May

101 things to do in Southern Iowa

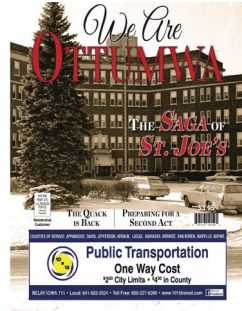
GOIP Investor Directory



October

Updates on GOIP, their investors, and the community

We Are Ottumwa



June

A look at the history of Ottumwa and local events

Southern Iowa Holiday



November

Holiday guide to everything in Southern Iowa

ROP ADVERTISING SPECS

SPACE RESERVATION DEADLINES

TUESDAY AD
THURSDAY 5PM

THURSDAY AD
MONDAY 5PM

SATURDAY AD
WEDNESDAY 5PM

SOUTHERN IOWA AD EXPRFESS AD
THURSDAY 3PM

COMPLETED AD DEADLINES

TUESDAY AD
MONDAY 12PM

THURSDAY AD
WEDNESDAY 12PM

SATURDAY AD
FRIDAY 12PM

SOUTHERN IOWA AD EXPRESS 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.

FTP site available upon request.

PER ISSUE PRICING

	1 Issue	4 Issues	8 Issues	10 Issues
Full Page	\$850.00	\$750.00	\$650.00	\$600.00
Half Page	\$550.00	\$450.00	\$400.00	\$375.00
Quarter Page	\$450.00	\$350.00	\$300.00	\$275.00
Eighth Page	\$300.00	\$225.00	\$200.00	\$175.00

All ads include 10,000 Digital Impressions on www.ottumwacourier.com. Do all 10 issues and recieve an additoinal 5,000 Digital Impressions per ad, 2 Free Post-It Notes, and 2 Free Ottumwa Courier quarter page ads. Add \$150 for Premium Positions.

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 rerun.
- 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 course, except for the cost of the space actually occupied by the error. The Publisher reserves the right to revise or reject, at its opinion, 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 Southern Iowa Ad Express . . .	\$2.50 pci		

THANK YOU / HAPPY ADS/ MEMORIALS

per column inch rates	
Daily Rate	\$8.50
Color Rate	\$11.50
Pick-up into Southern Iowa Ad Express . . .	\$5.00 pci

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	

SOUTH CENTRAL IOWA BUSINESS DIRECTORY

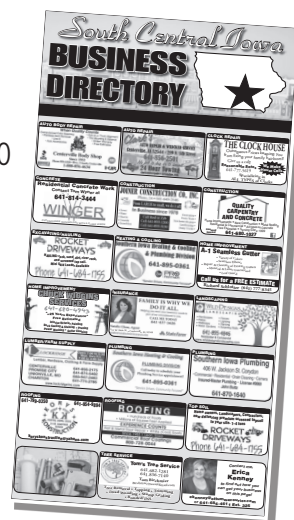
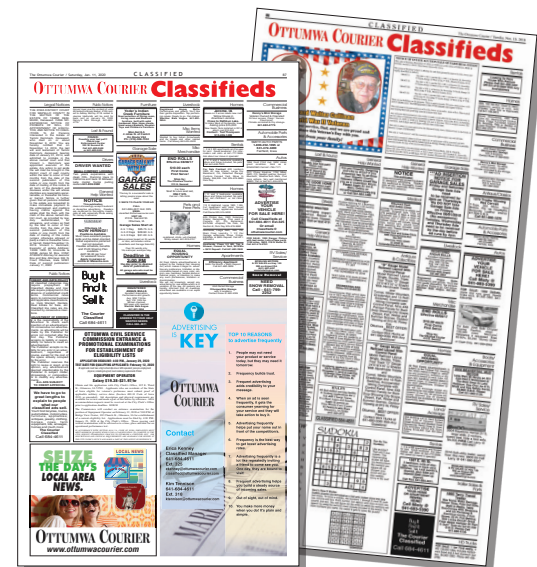
flat rate	PER WEEK
4 week commitment	\$50.00
Publishes in the Ottumwa Courier, Oskaloosa Herald, Southern Iowa Ad Express, and The Shopper	

TOTAL MARKET BUY

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

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

DEADLINES: Reservation required 7 days prior to insertion. Inserts must be delivered 5 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

Maximum size without folding 10"x10.25" based on standard 22" broadsheet pages.

Non standard pages must be approved prior to shipping.

Inserts accepted Monday-Friday 9:00am-4:00pm

