

2017 Rates

EMPLOYMENT ADVERTISING | EFFECTIVE 1.1.2017



MONSTER

2016 EMPLOYMENT ADVERTISING | EFFECTIVE 1.1.2017



EMPLOYMENT OPEN INCH RATE

\$85.00 Weekday
\$120.00 Sunday



INSIDER OPEN INCH RATE

\$55.00



COLOR RATES



INCHES	FULL COLOR
1" - 3"	\$50
4" - 12"	\$100
13" - 30"	\$200
31" - 60"	\$280
OVER 60"	\$370

SPECIAL FEATURES: \$4.00 Each

Select one or more from the following options

- Bolding
- Reverse
- Underlining
- Italics

BOX REPLIES:

A blind box number can be assigned by the Courier. A \$50 charge will be assessed. Replies are mailed out daily to the advertiser. A dealer cannot advertise their merchandise thru a blind ad.

COLUMN MEASUREMENTS:

1 Column	1.556"
2 Column	3.222"
3 Column	4.889"
4 Column	6.556"
5 Column	8.222"
6 Column	9.889"

INSIDER WITH COURIER CLASSIFIED CONTRACT

- Pick-Up - 1 column ads starting in the Courier Sunday thru Friday.
- Pick-Up - Multiple column Ads starting in the Courier Sunday thru Friday.

Pick up into the Insider..... **\$12/in**

Insider Only..... **\$15/in**

Dollar Volume	Daily	Sunday
\$1,800	\$55.25	\$63.60
\$3,000	\$54.40	\$62.54
\$4,300	\$53.55	\$61.48
\$6,500	\$52.70	\$60.42
\$8,600	\$51.00	\$58.30
\$12,800	\$48.45	\$55.12
\$17,000	\$46.75	\$53.00
\$50,000	\$38.25	\$47.70
\$80,000	\$34.85	\$43.46
\$120,000	\$32.30	\$40.28

Creative Service Charges: Pickup with Change and New build*

1" - 15" / Eighth page	\$28	31" - 60" / Half Page	\$72
16" - 30" / Quarter page	\$59	61" - 120" / Full Page	\$85

Digital Ad: \$17

** Note: All advertisers will be charged a fee of \$39 for Search Boost each month(s) an ad runs in addition to the pricing above.

CONTRACT ADVERTISER DEADLINES

One Column Ads Tuesday thru Friday - 5:00 P.M. Day Before
 Sunday and Monday - 5:00 P.M. Friday
 Insider - 5:00 P.M. Friday

*Artwork must be in department by 12 Noon on the day prior to publication.

MULTIPLE COLUMN

AD TO RUN	COPY DEADLINE
Monday	3:00 P.M. Friday
Tuesday	3:00 P.M. Monday
Wednesday	3:00 P.M. Tuesday
Thursday	3:00 P.M. Wednesday
Friday	3:00 P.M. Thursday
Sunday	3:00 P.M. Friday
Insider	5:00 P.M. Wednesday

CANCELLATIONS: Notification must be given by 5:00 P.M. preceding publications. A charge will be made if ad has already been set.

REPEAT RATES AVAILABLE/ MULTIPLE COLUMNS

*All ads repeated within the calendar week day will be discounted on the following basis:

	2nd	3rd & 4th	5th & 6th
6 to 20 Inches.....	25%.....	30%	35%
21 to 60 Inches.....	35%.....	40%	45%
61 to 119 Inches.....	45%.....	50%	55%
Full Page.....	50%.....	60%	70%

Repeat ad discount for signed contract advertisers only.

MULTIPLE COLUMN ADS:

- Multiple column ad minimum length 2 columns through 5 columns must be at least same number of inches long as columns wide (Minimum size 2x2).
- Strip ad size 6x2 minimum. These ads will run in classification at the bottom of the page.
- Free form ads must be in color. Minimum size is 50" and must stay in diagonal configuration.
- Full reverse ads must be in readable type.
- Not less than 6 point type used in multiple column copy.

ONE COLUMN ADS:

- Agate type for Classified 1 column ads is 7 point. 7 point through 49 point permitted on 1 column ads.
- First word on all liner ads set in CAPS/BOLD.
- All 1 column ads are set directly into our computer system.
- Only 1 size of type is permitted on a line.
- Ads with white space within the body must have white space on top and bottom of ad.
- Standard border can be put on any size of ad
- One column Classified ads using a logo or illustration must be received in department by noon prior to day of publication.

COMMISSIONS AND PAYMENT TERMS

Payment Policy: We accept:



1. Payment for advertising is due at the time of order or upon ad proof approval except where credit has been extended.
2. Credit application/approval: Any contract advertiser requesting credit will be asked to complete a credit application. This application will include bank information and references. Credit approval normally takes approximately one week.
3. Credit terms: Upon approval of credit application, normal credit terms are:
 - a. Payment is due upon receipt of bill.
 - b. Net 15 days from advertiser's billing date.
 - c. Unpaid balance over 30 days is subject to a 1.25% monthly charge. APR equals 15%.
4. Requests for adjustments to bills: Adjustments to bills must be made within 30 days of advertising run date.
5. The Publisher may require cash payment in advance any time the Advertiser fails to pay for the advertising when due or otherwise violates this agreement.
6. All contract-local rates are non-commissionable.
7. All billings due Publisher must be paid in U.S. dollars.

ADVERTISING CONTRACT:

1. A signed contract is required to earn other than open rate. All advertising under the terms of The Contract must be for The Advertiser's business exclusively and is for Classified Advertising only. The Contract is not assignable by The Advertiser.
2. All advertising purchase will be at the rates and conditions on the term indicated on the Publisher's current rate cards, as revised from time to time. The rate card, its revision and successors shall be part of signed Contract.
3. Dealers or merchants must carry their name in ads offering to buy, sell, rent or trade merchandise or property related to their business. They cannot advertise as a private individual.
4. Contracts shall be effective for the period stated from the date signed for one year. Short term contracts shall automatically renew on the anniversary date unless either party gives written notice of termination. If there is no activity on a bulk Contract within the first thirty (30) days after the anniversary date it shall be automatically terminated.
5. Contract Adjustment - The Courier reserves the right to rebill contract advertisers at the appropriate earned contract rate for failure to fulfill original contract requirements.
6. The Courier accepts no responsibility in notifying The Advertiser as to the amount of space used on The Contract.

EMPLOYMENT SPECIALIST

Bryan Burton 319-291-1438

Kelly Balvanz 319-291-1474

THE COURIER

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100 E. 4th Street | P.O. Box 540 | Waterloo, Iowa 50704

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