

# 2018 Rates

NATIONAL ADVERTISING | EFFECTIVE 1.1.2018



**First. Best.**  
anytime. anywhere.



# National Advertising Rates: Effective 1.1.2018

## [THE COURIER]

All rates are net per column inch.

MONDAY - FRIDAY	\$43.13
SUNDAY	\$49.69
INSIDER	\$14.00
NON-PROFIT*/POLITICAL**/CO-OP CAP	
DAILY	\$32.35
SUNDAY	\$37.27

\*Any charitable organization with a tax exempt non-profit number not in competition for business must provide tax exemption number. Pick-up discounts are not available for non-profit & political rates.

\*\*All political ads are cash in advance. Ads for candidates for any public office must include the line "Paid for by" with the name and address of the individual or organization.

### COLOR RATES



INCHES	FULL COLOR
4" - 12"	\$225
13" - 30"	\$300
31" - 60"	\$375
OVER 60"	\$475

### REPEAT RATES AVAILABLE (Excluding Sunday)

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

- First insertion at full rate
- Second insertion at 25% discount
- Third insertion at 35% discount

## [EXTEND YOUR REACH WITH DIRECT MAIL]

You now have the opportunity to reach nearly 100% of your audience when you place your ad into our non-duplication direct mail piece, The Insider. The Insider, is mailed to non-subscriber households in the local area each Tuesday with a total distribution of 50,000 households.

**MARKET TO THE MASSES AT AN AFFORDABLE RATE!**

### ADVERTISER DEADLINES

AD TO RUN	COPY DEADLINE
Monday	5:00 P.M. Thursday
Tuesday	Noon Friday
Wednesday	5:00 P.M. Friday
Thursday	5:00 P.M. Monday
Friday	5:00 P.M. Tuesday
Sunday ROP	5:00 P.M. Wednesday
"Celebrations"	5:00 P.M. Tuesday
Insider	5:00 P.M. Thursday

### MECHANICAL MEASUREMENTS

Width: 11 Inches Depth: 20 Inches

#### DISPLAY COLUMN MEASUREMENTS:

1 column	1.556 Inches
2 column	3.222 Inches
3 column	4.889 Inches
4 column	6.556 Inches
5 column	8.222 Inches
6 column	9.889 Inches
13 double truck	22 inches

#### 6 COLUMN PAGE:

Minimum display advertisement accepted: one column by one inch. Page size is 6 column (9.889 inches) x 19.5 inches deep. Double truck advertisements must occupy at least four full columns on each side of the gutter and when the gutter is used, charges will be made for 9 columns. Double trucks, therefore, can be 9, 11 and 13 columns.



### REACH + FREQUENCY = RESULTS

Newspaper is a powerful advertising tool. It is the strongest medium in overall reach of adults. Less fragmentation and a well-educated reader base translate to increased exposure and increased spending dollars. Research has shown that a four-ad weekly frequency is the most effective way in which to capture a consumer's attention.

Market Population: 177,188 adults

Black Hawk County Population: 99,002 adults

Average Sunday Readership: 67%

Reach: 66,153 adults

Average Daily Readership: 48%

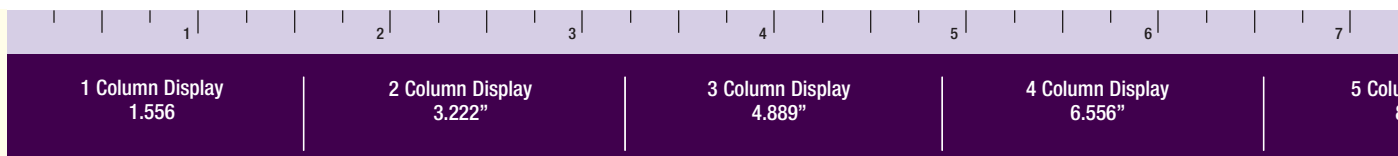
Reach: 47,509 adults

Combined Readership of Sunday + Daily: 73%

Reach: 72,444 adults

Source: Eastern Iowa Markst Study, MORI, 2010  
Based on adults in Black Hawk County.

The Courier  
Column  
Sizes  
6 columns



Creative Service Charges may apply to  
Pickup with Change and New Build ads.

**\*\* 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.**

# 88%

OF ADULTS TYPICALLY READ/LOOK AT/PAY ATTENTION TO INSERTS, CIRCULARS AND FLYERS INCLUDED IN A NEWSPAPER.

## [INSERTS]

All rates are net cpm.

Single Sheet			\$63
2 std	4 tab	8 mini	\$66
4 std	8 tab	16 mini	\$68
6 std	12 tab	24 mini	\$70
8 std	16 tab	32 mini	\$72
10 std	20 tab	40 mini	\$74
12 std	24 tab	48 mini	\$76
14 std	28 tab	56 mini	\$77
16 std	32 tab	64 mini	\$79

## INSERTION SIZE REQUIREMENTS

**Broadsheet:** Minimum 4 pages, Maximum 96 pages

**Tabloid:** Minimum 8 pages, Maximum 120 pages

**Single Sheet [50# stock minimum]**

Charges based on number of annual insertions. (Minimum \$800 charge)  
 Sunday insertions require full run quantities based on current totals. Add \$2 per thousand for each four page increase in tabloid size or 2 page increase in broadsheet size after 24 page or 12 page standard. Spadea:  
 Up to 3 inches, \$250; Over 3 inches charged as two additional pages.

PLACE A NEW AD WEEKLY INTO THE INSIDER

**\$14 pci**

PICKUP YOUR EXISTING AD  
 FROM THE COURIER INTO THE INSIDER

**\$10 pci**

Column Display 8.222"	6 Column 9.889"
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## POLICIES FOR RESERVING & SCHEDULING PREPRINTS

1. Reservations: Must be made and confirmed two weeks or more in advance of distribution date. Sample of preprinted supplement must be submitted with reservation for acceptability and compliance with postal regulations. This supplement schedule applies only to advertisers with local retail outlets within our trade area.

2. Quantity: Advertiser must confirm with Advertising Department the number of copies required.

**SPECIAL NOTE:** Insertions the week of Thanksgiving and Christmas will require full run.

3. Delivery: Supplement must be delivered to Color Web Printers not later than 7 business days prior to distribution for daily insertion. Sunday supplements must be delivered 10 days prior to Sunday distribution.

4. Full run distribution will be given priority in scheduling.

5. Zoning of preprints is available. Ask for details.

6. The Courier cannot accept preprints brokered by a third party to local business as insert rates. Such preprints can be accepted only at current ROP earned rates.

### Sheet Sizes Accepted

50#	5.5" x 8.5" minimum 10" x 11" maximum
65# Cover	3" x 4" minimum

### PLEASE SHIP ALL INSERTS TO THE FOLLOWING ADDRESS:

**The Courier, Waterloo, IA c/o Color Web Printers**  
**4700 Bowling St. SW I Cedar Rapids, IA 52404**  
 Warehouse Receiving: Mon. - Fri. 8:30 a.m. - 5:30 p.m. CST  
 CLOSED ALL MAJOR HOLIDAYS  
 Driver direction number is: 319-265-6878





## POLICY

- A. The Courier reserves the right to refuse any and all advertising.
- B. Ownership: All advertising copy which represents the creative effort of the Publisher and/or utilization of creativity, illustrations, labor, composition or material furnished by it, remains the property of the Publisher, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproductions, in whole or in part, or any such advertising copy for use in any other newspaper or advertising medium not owned by the Publisher, without the express written consent of the Publisher.
- C. The Courier assumes the responsibility for errors in advertisements only if errors are clearly marked on the advertiser's proof returned to the newspaper within the deadline requirements and are not corrected. The Publisher's liability for each error is limited to the republishing or crediting the cost of that portion of the advertisement in error as the Publisher shall elect. Incorrect rates on insertion orders which do not correspond to the rate card will be regarded as clerical errors and the ads will be published and charged at the applicable rates in effect at time of publication.
- D. The Publisher shall not be liable to the Advertiser for any claims except those specifically stated in the contract. The Advertiser agrees to defend and indemnify The Publisher against limitations or claims asserted or established against The Publisher as a result of any advertisement published at the request of the Advertiser.
- E. Position requests are subject to the Publisher's option. No advertisements will be accepted on a guaranteed position basis.
- F. Advertising set to resemble news matter must carry the word "Advertisement" at the top.
- G. The Publisher assumes no responsibility for publication of advertising in the event of flood, fire, national disaster, human error, strike or other labor disturbance, or other causes, whether of like character or not, beyond the control of The Publisher. Errors or omissions by The Publisher will not be considered grounds for cancellation of the contract. The Publisher also reserves the right to limit advertising due to mechanical or space limitations.
- H. Where Advertiser has several advertisements to be pyramided on one page, yet not filling complete page, requests are handled on the basis of 70 inches or more to the page.
- I. Advertisements may not be run upside down.
- J. Any advertisements running sideways must be full page depth.
- K. Courier Communications will not knowingly publish advertising that injures another or false advertising or advertising that discriminates unlawfully against another.

## COMMISSIONS AND PAYMENT TERMS

1. Payment Policy: We accept Discover, Visa, American Express and Mastercard
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 balances over 30 days subject to a 1.25% monthly charge. ARP 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 billings due Publisher must be paid in U.S. dollars.

## ADVERTISING DEADLINES

### HOLIDAY PUBLICATIONS

The Courier will be published and distributed on an A.M. cycle for calendar holidays including New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas. Advanced deadlines will apply. Sunday rates apply for Christmas and Thanksgiving publications.

### LATE ADS

Late ads accepted past published deadlines are subject to a 15% surcharge when space is available. Proofs may NOT be dispatched on late ads at the advertiser's risk.

### CANCELLATIONS

Notification must be given by 9:30 A.M. two days preceding publications. Exceptions: Monday, notice must be given by 9:30 A.M. Friday and for Sunday, notice must be given by 10 A.M. Thursday. When advance deadlines are in effect due to a holiday, one additional day is required for cancellation. Cancellation of advertising after deadline which requires a change in paper layout or press configuration is subject to a 25% cancellation fee.

## MECHANICAL MEASUREMENTS

### BROADSHEET PAGE

Live Image Area - Full Page: 9.889" x 19.5"  
Gutter Width: .111"

### TABLOID PAGES

Live Image Area - Full Page: 9.5" x 9.5"  
Gutter Width: .111"

www.WCFCourier.com  
**THE COURIER**

100 E Fourth St. | P.O. Box 540 | Waterloo, Iowa 50704