

2017 Rates

RETAIL ADVERTISING | EFFECTIVE 1.1.2017



First. Best.
anytime. anywhere.



Retail Advertising Rates: Effective 1.1.2017

All rates are net per column inch.

Market Population: 177,188 adults
 Black Hawk Co. 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 Market Study, MORI, 2010 Based on adults in Black Hawk County.

[THE COURIER]

	COURIER DAILY	COURIER SUNDAY
ANNUAL COMMITMENT LEVEL		
OPEN	\$44.92	\$56.46
\$1,500	\$35.94	\$45.17
\$2,500	\$32.70	\$41.10
\$5,000	\$32.16	\$40.42
\$7,500	\$31.63	\$39.75
\$10,000	\$31.09	\$39.07
\$16,000	\$30.55	\$38.39
\$20,000	\$30.01	\$37.71
\$30,000	\$29.47	\$37.04
\$40,000	\$28.93	\$36.36
\$60,000	\$28.39	\$35.68
\$80,000	\$27.85	\$35.00

CUSTOMIZED DOLLAR VOLUME CONTRACTS BEYOND \$80,000 ARE ALSO AVAILABLE.

NONPROFIT*/POLITICAL**/CAP - 25% DISCOUNT

*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"	\$100
13" - 30"	\$200
31" - 60"	\$280
OVER 60"	\$370



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. Wednesday (11 days prior to publishing)
Insider "direct mail"	5:00 P.M. Wednesday

[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 Butler, Bremer and Black Hawk counties each Tuesday with a total distribution of 42,000 households.

MARKET TO THE MASSES AT AN AFFORDABLE RATE!

PLACE A NEW AD WEEKLY INTO THE INSIDER

\$14 pci

PICKUP YOUR EXISTING AD FROM THE COURIER INTO THE INSIDER

\$10 pci

REACH + FREQUENCY = RESULTS: FLIGHT PROGRAM OPTIONS

Print, combined with the power of online, are the driving forces of target reach. When frequency is used with the reach of The Courier, Insider and WCFCourier.com, our clients achieve unprecedented results. Research has shown that a four-ad weekly frequency is the most effective way in which to capture a consumer's attention. Consider using the Optimizer Program as your primary media plan to help your business grow. We offer the most reach, the best audience and the environment consumers use for when making purchase decisions.

	1ST AD	2ND AD	3RD AD	4TH AD+
REPEAT ADS:	Full Rate	25% off	35% off	50% off
FLIGHT PROGRAM:	(Sun.) Full Rate	50% off	50% off	60% off

The Courier Column Sizes
6 columns

1	2	3	4	5	6	7
1 Column Display 1.556"	2 Column Display 3.222"	3 Column Display 4.889"	4 Column Display 6.556"	5 Column Display 8.222"	6 Column Display 9.889"	7 Column Display 11.556"

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

** 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.

[INSERTS]

Daily Sunday

		1-11	12-25	26-51	52-99	100+
4 std	8 tab	\$58	\$57	\$55	\$54	\$51
		\$60	\$59	\$57	\$56	\$53
6 std	12 tab	\$60	\$59	\$56	\$55	\$52
		\$62	\$61	\$58	\$57	\$54
8 std	16 tab	\$62	\$61	\$57	\$56	\$54
		\$65	\$63	\$59	\$58	\$56
10 std	20 tab	\$66	\$65	\$59	\$58	\$56
		\$68	\$67	\$61	\$60	\$58
12 std	24 tab	\$69	\$67	\$61	\$60	\$58
		\$71	\$69	\$63	\$62	\$60
14 std	28 tab	\$71	\$69	\$62	\$61	\$59
		\$73	\$71	\$65	\$63	\$61
16 std	32 tab	\$73	\$71	\$65	\$63	\$61
		\$75	\$73	\$67	\$66	\$63
18 std	36 tab	\$75	\$73	\$67	\$66	\$63
		\$78	\$75	\$69	\$68	\$66
20 std	40 tab	\$78	\$75	\$69	\$68	\$66
		\$80	\$78	\$71	\$70	\$68
22 std	44 tab	\$80	\$78	\$71	\$70	\$68
		\$82	\$80	\$73	\$72	\$70
24 std	48 tab	\$82	\$80	\$73	\$72	\$70
		\$84	\$82	\$75	\$74	\$72

SPECIAL NOTE: Insertions the week of Thanksgiving and Christmas will require full run. Inserts that publish on the actual holiday will be billed at the Sunday rate.

INSERTION SIZE REQUIREMENTS

Broadsheet: Minimum 4 pages, Maximum 96 pages

Tabloid: Minimum 8 pages, Maximum 120 pages

Single Sheet [50# stock minimum]

SINGLE CARD INSERT PROGRAM (Monday - Friday)

	OPEN	6 times	13 times	26 times	52 times
CPM	\$48.00	\$44.00	\$42.00	\$39.50	\$37.50

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.

Sheet Sizes Accepted

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

POLICIES FOR RESERVING & SCHEDULING PREPRINTS

- 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.
- Quantity:** Advertiser must confirm with Advertising Department the number of copies required.
- 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.
- Full run distribution will be given priority in scheduling.
- Zoning of preprints is available. Ask for details.
- 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.

[REACH 74% OF LOCAL ONLINE USERS FOR AS LOW AS \$25 CPM!]

WFCourier.com is the Cedar Valley's daytime media of choice! It is an established, branded extension of the Courier print edition and is where younger, higher educated and affluent local consumers go to find the day's top headlines, sports, entertainment and business as well as other local information.

- REACH:**
 - 74% of local users prefer WFCourier.com for local news and information.
 - Page Views = Average 3 Million + per month
 - Unique Visitor Impressions = 304,000 + per month
- FREQUENCY:** Your ad is seen 24 hours a day 7 days per week.
- AFFLUENT:** Median Income = \$61,000 per household
- YOUNG:** Median Age = 48
- EDUCATED:** 75% of readers in Black Hawk County have some college or degree.

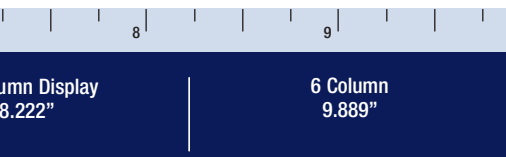
BEHAVIORAL TARGETING:

Reach more customers with Yahoo! Behavioral Targeting. More than 450 Behavioral Targeting categories include: Entertainment, Travel, Education, Politics, Finance, Health, Auto and MANY MORE!

JIVOX:

Advertise your business using the latest online video ad technology while tapping into the social interactivity of your business. Jivox is a video ad platform that enables you to create, customize and deliver online video ads.

Around the clock coverage, continuous updates daily as well as photos, videos and more. WFCourier.com is the go-to for local news.



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.

MECHANICAL MEASUREMENTS

Width: 11 Inches Depth: 21 Inches

DISPLAY COLUMN SIZES:

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(11 inches) x 20 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.

BROADSHEET PAGE

Full Page Size: 11" x 21"

Live Image Area - Full Page: 9.889" x 20"

Gutter Width: .111"

TABLOID PAGES

Full Page Size: 10.5" x 11"

Live Image Area - Full Page: 9.5" x 10"

Gutter Width: .111"

ADVERTISING DEADLINES

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 Display Advertising only. The contract is not assignable by the Advertiser. In the absence of a contract, all advertising will be billed at open rate.
2. The rates and conditions for advertising under signed contract shall be those shown of The Publisher's rate card. The rate card, its revision and successors shall be part of the signed contract.
3. It is mutually agreed that if a higher or lower rate is earned by the Advertiser on the contract through the use of greater or less volume of space than was contracted for, the rate will be adjusted at the end of the contract year on the basis of the Publisher's rate card in effect on that date.
4. The Publisher reserves the right, upon thirty days written notice, to change the rates and conditions in effect under the contract. Advertiser reserves the right to accept such change of rate or to cancel the contract without rate adjustment provided cancellation is delivered, in writing, to Publisher within the thirty day notice period.
5. The Courier accepts no responsibility in notifying the advertiser as the dollar volume is fulfilled on the contract.

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.

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. 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.

www.WFCCourier.com

THE COURIER

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