

# 2018 Rates

CLASSIFIED ADVERTISING | EFFECTIVE 1.1.2018



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



# Classified Contract Advertising Rates - 1.1.2018

## OPEN INCH RATE

**\$42.10** Weekday  
**\$50.20** Sunday

## 12 MONTH CONTRACTS

ANNUAL COMMITMENT LEVEL	DOLLAR VOLUME	
	Weekday	Sunday
\$1,500	27.53	32.85
\$3,000	27.30	32.55
\$4,500	27.00	32.10
\$6,000	26.47	31.43
\$12,000	26.18	31.05
\$18,000	25.88	30.52
\$24,000	25.43	30.15
\$36,000	25.05	29.63
\$48,000	24.53	29.10
\$60,000	24.00	28.50
\$72,000	23.40	27.98
\$84,000	23.33	27.53
\$100,000	22.80	26.85
\$120,000	22.13	26.18
\$150,000	21.38	25.50
\$180,000	20.70	24.60

### RATES QUOTED BY THE COLUMN INCH

\*For 6 month contract add 30¢ per inch.  
 \*\*For 3 month contract add 55¢ per inch.

*CUSTOMIZED DOLLAR VOLUME CONTRACTS BEYOND \$180,000 ARE ALSO AVAILABLE.*

Rates based on 10 lines per inch.  
 Each line represents 1/10 of an inch

## SPECIAL AUCTION RATE

**\$31.00**  
 50% discount on pickup into PULSE

**BUSINESS SERVICE DIRECTORY SPECIAL**

1" Color Ad Sunday  
 Tuesday (PULSE)

4 Weeks \$49.99  
 13 Weeks \$162.47  
 26 Weeks \$324.94  
 52 Weeks \$649.87

\$1.00 per line (2 line minimum) Mon. - Fri.

## SPECIAL FEATURES: \$4.00 Each

Select one or more from the following options:  
 Bolding, Reverse Underlining, Italics

## CONTRACT RECRUITMENT RATES (Non-Commissionable)

Special contract recruitment only rates are available to individual advertisers. Contact our employment specialist for current rates and discount opportunities: 319-291-1474

**BOX REPLIES:** A blind box number can be assigned by the Courier. A \$40 charge will be assessed. Replies are mailed out daily to the advertiser. A dealer cannot advertise their merchandise thru a blind ad.

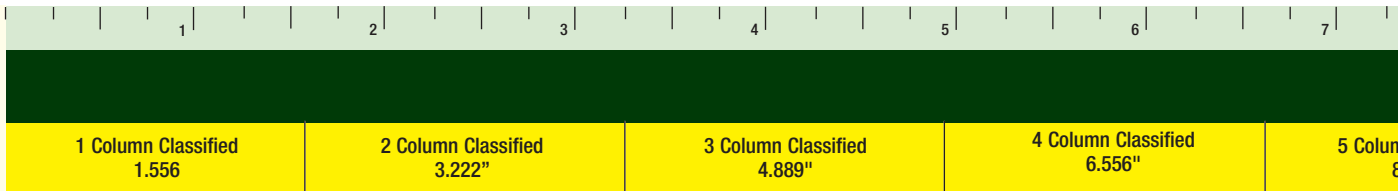
## MECHANICAL MEASUREMENTS

**STANDARD PAGE:**  
 Width: 9.889 Inches  
 Depth: 19.5 Inches

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

### The Courier Column Sizes

6 Column



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.

**CONTRACT ADVERTISER DEADLINES**

One Column Ads ..... Tuesday thru Friday - 5:00 P.M. Day Before  
 ..... Sunday - 5:00 P.M. Friday  
 ..... Monday & Tuesday PULSE - 3:00 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	5:00 P.M. Thursday
Tuesday	5:00 P.M. Thursday
Wednesday	5:00 P.M. Friday
Thursday	5:00 P.M. Monday
Friday	5:00 P.M. Tuesday
Sunday	5:00 P.M. Wednesday
PULSE	5:00 P.M. Wednesday
Celebrations	5:00 P.M. Wednesday 11 days prior

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

**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 ad.
- One column Classified ads using a logo or illustration must be received in department by noon prior to day of publication.

**[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 PULSE. The PULSE, 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!**

**PLACE A NEW AD WEEKLY INTO THE PULSE**

**\$14 pci**

**PICKUP YOUR EXISTING AD FROM THE COURIER INTO THE PULSE**

**\$10 pci**

Multiple column Deadline: Wednesdays, 5:00 PM  
 1 Column Deadline: Fridays, 3:00 PM

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!

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

8	9	10
1 Column Classified 3.222"	6 Column Classified 9.889"	



### 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, of 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 Waterloo-Cedar Falls Courier will accept ads in our classified section that include a single line Internet address belonging to the advertiser. However, at least 80% of the ad copy must relate to the specific classified products/services being advertised and no more than 20% of the ad may refer to the Internet site. An advertiser must identify themselves in their ad and not as Internet address only.  
The Waterloo-Cedar Falls Courier will not accept advertising for Internet sites which aggregate classified advertising and are aimed at diverting readers away from the newspaper. That includes ads with a single line Internet address belonging to the advertiser and the aggregator.
- D. The Waterloo Courier will not knowingly publish advertising that injures another or false advertising or advertising that discriminates unlawfully against another.
- E. Business Opportunity Advertising:  
When there is an investment required, complete information about the offer is needed and must be included in all ads. Registration with the Iowa Attorney General's Office may be required before publication can be considered.
- F. The Courier assumes responsibility for errors in advertisements only if errors clearly marked on The Advertiser's proof returned to the newspaper within the deadline requirements are not corrected. The Publisher's liability for each error is limited to republishing or crediting the cost of that portion of the advertisement in error as The Publisher shall elect.
- G. 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.
- H. Position requests are subject to Publisher's option. No advertisements will be accepted on a guaranteed position basis.
- I. Advertising set to resemble news matter must carry the word "Advertisement" at the top.
- J. 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.
- K. Advertisements may not be run upside down.
- L. Any advertisements running sideways must be full page depth and a minimum of 2 columns wide.

#### Address

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

#### Classified Contacts

Phone Number .....319-291-1442  
 WATS Number .....1-800-798-1741  
 Auction Number .....319-291-1442  
 Employment Number .....319-291-1474  
 Legal Number .....319-291-1473  
 E-mail ..... classads@wfcourier.com  
 Web site ..... www.wfcourier.com



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

### 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.

### SPECIAL SERVICES:

**Creative Department.** Our Creative Department is available to help plan effective, result-producing advertisements for you. Individualized artwork is available at special rates. Please ask your account representative for details.

**Co-op Advertising.** Are you taking advantage of the co-op dollars available for your use? If not, ask us for help.

**Tear Sheets.** Requests must be submitted to the account executive at the time advertisement is placed. Tear sheets will be delivered or mailed upon request at a charge of \$10 monthly.