

COMBINATION ADS

To run the same ad, the same week in other Shopping News Publications, you receive a special discounted rate.

Grant, Iowa, Lafayette (Platteville) 35,500 Copies
Combination Rate \$15.00..... Open Rate \$18.75
Deadline Thursday 5 PM

Wisconsin-Iowa (Prairie du Chien)..... 17,100 Copies
Combination Rate \$9.36..... Open Rate \$11.70
Deadline Thursday 10 AM

Eastern Iowa..... 20,137 Copies
Combination Rate \$10.20..... Open Rate \$12.75
Deadline Thursday 10 AM

Dyersville Commercial 3,500 Copies
Combination Rate \$8.40..... Open Rate \$10.50
Deadline Thursday 10 AM

Cascade Pioneer..... 1,650 Copies
Combination Rate \$8.20..... Open Rate \$10.25
Deadline Thursday 10 AM

Great Dane..... 31,207 Copies
Combination Rate \$10.72..... Open Rate \$13.40
Deadline Thursday 9 AM

Oregon Observer 1,833 Copies
Combination Rate \$9.40..... Open Rate \$11.75
Deadline Monday 9 AM

Verona Press 1,881 Copies
Combination Rate \$9.40..... Open Rate \$11.75
Deadline Monday 9 AM

Stoughton Courier-Hub..... 2,310 Copies
Combination Rate \$9.40..... Open Rate \$11.75
Deadline Monday 9 AM

Monroe Area..... 19,214 Copies
Combination Rate \$13.50 *plus \$2.00/ad*.. Open Rate \$17.85
Deadline Thursday 3 PM

Manchester Press..... 2,200 Copies
Combination Rate \$8.00 *plus \$2.00/ad*.... Open Rate \$10.00
Deadline Monday 2 PM

MEMBER OF



ADDITIONAL INFORMATION

COPY DEADLINES:

- 2 pages or more Thursday Noon.
- Full page Friday Noon.
- Ads requesting proofs Friday Noon.
Proof approval Friday 3:00 PM
- All others, less than full page, including classifieds, Friday at 2:00 PM.
- Ads going into other Shopping News publications, refer to combination ads.

HOLIDAY DEADLINES:

When a National Holiday falls on a Friday or Monday, the Friday deadlines are moved to Thursday, the Thursday deadlines are moved to Wednesday.

COPY CHANGES:

Minor copy changes allowed until Friday 3:00 PM on Richland Center Shopping News ads.

CANCELLATIONS:

Labor costs will be charged against canceled copy already set. Cancellations accepted until Friday, 2:00 PM preceding publication date on Richland Center Shopping News ads.

PROOFS:

Advertisers who submit copy by Friday Noon, may request proofs.

POSITION:

A sincere attempt is made to grant position requests when they do not interfere with the general make-up of the paper. There is an additional charge of 50¢ per column inch for position requests.

AD SIZE:

Minimum ad size is 2 inches. All ads are measured up to the 1/2".

LIABILITY:

Acceptability-The publisher reserves the right to edit, reject or cancel any advertisement.

Error in publication-It is agreed the *Shopping News* is not to be held responsible for errors in publication, unless proof of such advertisement is submitted to the advertiser and returned to the *Shopping News* office with such error correction plainly noted in writing thereon prior to publication. In any event, the *Shopping News* liability shall not exceed republication of that part of the advertisement affected by the error. It is agreed that the *Shopping News* accepts responsibility for errors only on the first insertion of the advertisement. It is further agreed that in no case shall the *Shopping News* be held responsible for selling losses incurred by errors in publication or failure to insert an advertisement. The advertiser assumes liability for the content of all advertising authorized for publication and any claims that arise against the publisher.

ALL ACCOUNTS are payable by the 15th of each month. 1.5% per month added on past due accounts. This is 18% per year.

If you have any questions, please call
(608) 647-2911
Rate Card No. 37

2019

DISPLAY ADVERTISING RATES

Effective March 1, 2019

Non-Contract Rate	\$10.85
Employment Rate	\$11.45
National Rate	\$12.48

DOLLAR VOLUME CONTRACTS

Dollar Volume Contracts include all advertising dollars spent with the Shopping News including display advertising, business classifieds, and distribution of preprinted inserts. All you have to do is sign an agreement based on your planned advertising investment for the upcoming year. We guarantee you the contract rate for the entire year.

Annual Investment	Column Inch Rate
\$1,000 - \$2,449 (Level 1).....	\$10.71
\$2,450 - \$4,749 (Level 7).....	\$10.31
\$4,750 - \$9,249 (Level 8).....	\$10.08
\$9,250 - \$17,999 .. (Level 9).....	\$9.85
\$18,000 - \$34,999 . Level 10).....	\$9.70
\$35,000 and over . (Level 11).....	\$9.50

Preferred position request..... 50¢ per col. inch

COLOR RATES

Black plus one color	\$85.00
Black plus two colors	\$150.00
Process color	\$4.00 per column inch (maximum \$210.00)

MECHANICAL INFORMATION

Width of page	6 columns (10-5/16")
Width of column	10 picas (1-5/8")
Page Depth.....	16.00"
Column inches per page	96.00"

BUSINESS CLASSIFIED ADVERTISING RATE

\$8.50 per insertion of 10 words or less. Each additional word 25¢. **BLIND ADS:** (Ads requesting replies c/o The Shopping News) - \$5.00 extra. **OUT OF AREA ADS:** First week's tearsheet free upon request.

TERMS

All bills are net and due the 15th of the month.

RICHLAND CENTER
Shopping News

Results You Can Trust

272 N. Main, P.O. Box 272
Richland Center, WI 53581



ADVERTISING RATE CARD

Phone (608) 647-2911
Fax (608) 647-7238



Same day service on most printing!

- Large Variety Of Paper Colors & Styles
- Color Copies Of Your Photos
- Laminating
- And Much More!

The Shopping News also provides a complete layout, typesetting, and offset printing service. Your promotional materials, brochures, envelopes, letterheads, newsletters, posters, resumés, business forms, business cards, wedding invitations, and much more can be professionally printed to meet your needs. Free estimates.

March 1, 2019