

PERSONNEL

Publisher

Robert Wall

Advertising Manager

Ron Gibson 847/888-7797

Classified Manager

Debi Ryan 630/264-3550

CIRCULATION

Member Audit Bureau of Circulation.
Member Advertising Checking Bureau.

TERMS & CONDITIONS

Rates herein effective January 1, 2007. **Retail advertising rates are non-commissionable and no cash discounts are permitted.** All advertising is cash with copy except where prior credit has been approved. Terms: Net payment due 30 days from invoice billing date.

POLICY

- A. The Courier News reserves the right to revise or reject any advertisement. Advertising simulating news style must carry the word "ADVERTISEMENT" at the top of the advertisement.
- B. The Courier News will exercise due care to prevent omission and errors, but its total liability for any error of any published advertisement shall not exceed the portion of space in which the error occurred, and shall be limited to the first publication of the advertisement.
- C. The Courier News may revise its advertising rate schedule at any time upon 30 days written notice to contract advertisers.
- D. Advertising rates are for run of paper (R.O.P.) position. The Courier News will neither sell nor guarantee position. Requests for special positions will be given every consideration whenever possible without violating established rules of makeup of the newspapers.
- E. To assure publication in any specific edition, advertising copy should be furnished in accordance with The Courier News' schedule of production. Cancellation or postponement of scheduled ads must be made before noon, two working days prior to publication date. Selected specialty publications require more advanced notice of cancellation.
- F. Advertising composed but not published will be charged to advertiser at 25% of space cost to cover labor and material expense. Extraordinary revision of advertising copy after deadline, when accepted, is charged at the rate of \$35 per hour.

RETAIL RATES

R.O.P. (Daily and Sunday Annual Frequency Contracts)

Local Open Rate	\$20.95
13x	\$18.75
26x	\$17.50
52x	\$16.95
104x	\$15.45

Any ad repeated within 6 days of original insertion will be entitled to a 25% discount for the 2nd insertion. The 3rd insertion will receive a 35% discount with all subsequent insertions within 6 days receiving a 50% discount. These discounts available only in ads running without changes.

Color	1+ Black	\$100.00
	2+ Black	\$150.00
	3+ Black	\$175.00

Preprints (full run)	Page Count			
	Broad	Tab	Mini	CPM
	2	4	8	\$50.00
	4	8	16	\$52.00
	6	12	24	\$57.00
	8	16	32	\$62.00
	10	20	40	\$67.00
	12-48	24-96	48-192	\$73.00

Single Sheet	8.5" x 11"	\$38.00
	11" x 17" (must be folded in half)	\$45.00

Zoned preprints, add \$5.50/CPM. Print & Deliver prices on request.

Inserts accepted for distribution on all publication days except Mondays. All sections and units subject to review prior to distribution. All pre-print inserts are to be delivered to the receiving dock at Fox Valley Press, 3101 Route 30, Plainfield, Illinois 60544, at least 10 days prior to distribution date. Skidded pre-printed supplements should be stacked on solid base, non-returnable skids or pallets. All inserts must be well jogged, brick stacked and banded. Inserts are measured from edge to edge of page in square inches to determine insert category.

- Full size: 171 square inches & larger
- Tabloid size: 86 to 170 square inches
- Mini-tab size: up to 85 square inches

DOLLAR SAVER

TMC (Total Market Coverage): Reach over 30,000 non-subscribing households in Dundee, West Elgin, East Elgin and Gilberts.

		Rate Per Col. Inch
Pick-up	\$5.75	New Ad \$9.75
Color	1+ Black	\$70.00
	2+ Black	\$110.00
	3+ Black	\$140.00

MISCELLANEOUS LOCAL RATES

Special Sections	\$17.50
Taxing Agency	\$19.50
Church Rate/Non-Profit	\$17.50
Political	\$20.95

OTHER RATES

Classified Rates

For classified or recruitment advertising rates, refer to the Classified rate card, or call 847/888-7711 for more information.

R.O.P. DEPTH REQUIREMENTS

- A. 50" Broadsheet Page Sizes: 6 columns x 21"
- B. Tab page sizes: 6 columns x 11.625"

COPY REGULATIONS

- A. All advertising accepted subject to approval of Publisher. Publisher shall have the right to revise or reject, in whole or in part, any copy deemed unacceptable.

R.O.P. DEADLINES

<i>Publication Day</i>	<i>Deadline</i>
Monday	Thursday, 4:00 pm
Tuesday	Friday, 10:00 am
Wednesday	Friday, 4:00 pm
Thursday	Monday, 4:00 pm
Friday	Tuesday, 4:00 pm
Saturday	Wednesday, 10:00 am
Sunday	Wednesday, 4:00 pm
Dollar Saver	Thursday, 10:00 am

Holiday Deadlines will vary and may not follow published deadlines.

SPECIAL SERVICES

- A. Layout & Copy: Free. For special assistance, please contact your advertising account manager.
- B. Tearsheets: Tearsheets will be supplied upon request following publication. An excessive number of tearsheets, or tearsheets requested after available supply is exhausted, may be charged at the newspaper's wholesale rate. Affidavits of publication will be furnished free of charge when the supply of papers in which advertisement appeared is depleted.
- C. Market Research Information: Advertisers may learn more about their customers through The Courier News' Market Research Department. Demographic and statistical information is available from independent surveys conducted market-wide.

All data is separated by ZIP code for an up-close analysis of

any market segment. Consult your account manager for information on research opportunities.

- D. Printing: We design and print circulars (four color offset, sheet-fed and web) for distribution in any newspaper or in the U.S. mail. Bids submitted promptly upon request.
- E. Artwork: Clip artwork is available without charge. Original art will be charged at \$35 per hour. Due to production schedules, requests for this service are required in advance of copy and layout deadlines. Consult your advertising account manager for a time schedule.
- F. Production Charges: Veloxes will be charged as follows:

Less than 1/4 page	\$21.00
Quarter to 1/2 page	\$31.50
More than 1/2 to 3/4 page	\$42.00
More than 3/4 to full broadsheet page	\$52.50

MECHANICAL MEASUREMENTS

Retail: 6 Col. Format

	<i>Inches</i>
1 Col.	1.8125"
2 Col.	3.75"
3 Col.	5.75"
4 Col.	7.6875"
5 Col.	9.625"
6 Col.	11.625"
Gutter	0.75"
DT	25.25"

Tab: 6 Col. Format

	<i>Inches</i>
1 Col.	1.5625"
2 Col.	3.3125"
3 Col.	5.0625"
4 Col.	6.75"
5 Col.	8.5"
6 Col.	10.25"
Gutter	0.75"
DT	20.388"

- We require an 100 line screen or 200 dpi
- Ads may be E-mailed to us at: elginart@scn1.com