

2 0 **The Columbus Dispatch** 0 6  
dispatch.com



**NATIONAL**  
ADVERTISING RATES

## 2006 ROP Inch Rates

Investment Level (net)	Daily (gross)	Sunday (gross)
OPEN	\$228	\$349
\$15,000	\$207	\$317
\$25,000	\$189	\$289
\$35,000	\$177	\$271
\$50,000	\$167	\$255
\$75,000	\$157	\$240
\$100,000	\$153	\$235
\$130,000	\$149	\$230
\$175,000	\$147	\$226
\$250,000	\$146	\$223
\$350,000	\$144	\$221
\$450,000	\$143	\$219
\$600,000	\$142	\$217
\$750,000	\$140	\$215
\$950,000	\$139	\$212
\$1,200,000	\$137	\$210

All national rate advertising expenditures are credited toward fulfillment of an advertiser's investment level contract. This revenue is net revenue, after all credits and advertising agency commissions have been deducted.

### Repeat Discounts

Pick up a Sunday ad and repeat it within 6 days and receive 25% off the second ad. Must be the same ad.

### Special Buy 2, Get 1 Free Deal

Buy 3 ads within 7 days and receive a 33% discount on all 3 ads. Must be the same ad.

## Color Rates

Daily	Standard	Tab
1-color	\$1060	\$720
2-color	\$1165	\$825
3-color	\$1395	\$985

### Sunday

1-color	\$1415	\$1000
2-color	\$1595	\$1125
3-color	\$1820	\$1285

Color rates are commisionable on gross ROP rates only.

Color charges are based on a per page basis.

Color rates include typical color production work. Charges will be applied for special color production work above typical number of separations and unusual color requests. Color rates apply to ads received by published deadlines. Late ads are subject to additional charges.

Color can be printed any day of the week including Sunday. Reservations must be made for all color advertising. Amount and location of color available depends on size and makeup of paper.

Color revenue is credited toward the fulfillment of ROP contracts.

## Special ROP Rates

### Transient Rates (per inch net)

Daily	\$167.00
Sunday	\$255.00

### State of Ohio Rates (per inch net)

Daily	\$165.00
Sunday	\$250.00

Note: This is for all travel/amusement destinations, small businesses and manufacturers with headquarters located in Ohio.

### Special Section Rates (per inch net)

Daily	\$142.00
Sunday	\$216.75

### Non-Profit/Charity Rates (per inch net)

Daily	\$142.00
Sunday	\$216.75

Note: These rates are available only to preapproved charitable and non-profit organizations.

### Dealer List Rate (per inch net)

Daily	\$101.00
Sunday	\$150.00



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## Split Run ROP \$1,000

Available at additional \$1,000 per insertion charge. Non-commissionable. All copy must be submitted for approval. Minimum size 1.5 inches.

## Premium Placement Opportunities

A 20% premium will be applied to all guaranteed positions.

## Specialty Products

### BEST OF FALL HOME SHOW

The region's most exciting and interactive four-day, fall home event, featuring more than 200 exhibits and attractions built for consumers who are passionate about the look, feel and comfort of their homes.

### BONUS PACKAGE

Full color, glossy coupon magazine delivered twelve times annually in the *Sunday Columbus Dispatch*.

### CENTRAL OHIO HOME & GARDEN SHOW

Opportunity to participate in the annual 9-day Central Ohio Home & Garden Show, February 2006. The show welcomes those with spring fever with quality exhibits, special events and attractions designed for all ages.

### COLUMBUS ALIVE

A weekly, alternative newspaper loaded with fresh, in-depth coverage of the news, arts and cultural events happening in central Ohio.

### COMICS

Advertising available in modular size units.

## DISPATCH TARGETED ADVERTISING

### DISPATCH DIRECT

Turnkey direct mail program targeted to central Ohio households through demographic or geographic information.

### PREPRINTS

Deliver your preprinted message to geographical areas within central Ohio.

### PREPRINT JACKETES

Preprint jackets wrap weekday and Sunday preprints.

### TARGET ADVERTISING WEPRINTS

Single-sheet ad program includes printing and distribution in a combination buy.

### TOTAL MARKET PENETRATION

You can blanket the market or custom target your preprinted material to areas within zip codes. Services are available through *The Dispatch Database Marketing Services* or DCS, our subsidiary distribution company.

### FROM HOUSE TO HOME

A premium, glossy magazine comprised of both local and national editorial content. Copies are distributed to qualified homes of *The Columbus Dispatch* on a bi-monthly basis.

### FRONTERAS

A 100% Spanish-language weekly newspaper that features national and world news sections as well as a heavy dose of entertainment, sports and local community news.

### POST IT NOTES

Front page-advertising product utilizing the Post-it capability. Notes are easily removed for convenient use.

### POLYBAGS

Newspaper covering used in delivering *The Columbus Dispatch* to subscribers. Bag includes prime real-estate and is highly visible as readers are picking up the newspaper.

### THISWEEK COMMUNITY NEWSPAPERS

Twenty community weekly publications to meet your needs for targeted advertising to select communities in central Ohio.

### TVPLUS

Complete weekly TV programming guide.

### www.dispatch.com

The *Columbus Dispatch* website provides the reader with the latest news, sports and entertainment information in central Ohio. Advertising opportunities are available.

Refer to separate product information sheets for complete details.

## Profile of Columbus Metro\* Daily and Sunday Dispatch Readers

	Daily Dispatch Readers (N = 530,844)	Sunday Dispatch Readers (N = 756,127)
Female	50%	53%
Median Age	47.1	43.9
Married	62%	60%
Homeowner	77%	75%
Children	39%	41%
College grad.	32%	32%
Employed	70%	71%
Working Women	63%	65%
Median Income	\$59,372	\$61,581

\* Includes Delaware, Fairfield, Franklin, Licking, Madison, Morrow, Pickaway and Union Counties.

Source: Scarborough Research 2005 Release 1.

## Effective Market Coverage

	Daily Mon. – Sat.	Sunday
Total Circulation	255,775	369,851
Household Penetration		
Metro	34%	48%
Franklin County	39%	53%

*The Columbus Dispatch* is ranked 12th among the nation's top 50 newspapers in Sunday penetration and 12th in weekday penetration.

Source: Circulation - ABC Audit Report (3/31/04).

Penetration - ABC Circulation Data Bank (Spring 2005).

## Columbus MSA National Rankings

While the Columbus MSA ranks 31<sup>st</sup> in terms of population, it ranks **29<sup>th</sup> in total retail sales** and is among the top 30 markets for a number of categories.

	Ranking	2004
Population	31	1,688,300
Households	29	671,100
Total Retail Sales	29	\$27,905,306,000
General Merchandise Store Sales	19	\$5,005,574,000
Electronic and Appliances Store Sales	25	\$977,645,000
Building Materials and Supply Store Sales	29	\$2,388,555,000
Furniture and Home Furnishings Store Sales	30	\$74,943,100
Motor Vehicle and Parts Dealer Sales	30	\$6,079,926,000
Clothing and Accessories Store Sales	31	\$1,129,279,000

Source: Sales & Marketing Management, 2004 Survey of Buying Power.

## CIRCULATION

Daily	255,775
Sunday	369,851

ABC Audit Report for twelve months ended, March 31, 2004.

NATIONAL  
 614.461.5193

The Columbus  
**Dispatch**  
 dispatch.com



EFFECTIVE JANUARY 1, 2006

## TERMS AND CONDITIONS

### CONTRACTS

a. The receipt by *The Columbus Dispatch* of a contract or order is construed as an acceptance by the advertiser of all the rates and conditions under which advertising space is, at the time, sold by *The Columbus Dispatch*. *The Columbus Dispatch* reserves the right to revise advertising rates at any time. Current contract holders will be notified 30 days prior to rate adjustment. *The Columbus Dispatch*, however, may refuse any unpaid advertising as well as any advertising submitted by persons or entities, or their successors and affiliates, having unpaid accounts with *The Columbus Dispatch* or otherwise constituting unacceptable credit risks.

### CONTRACT FULFILLMENT

b. If the advertiser fails to purchase the advertising space as provided in the contract, the advertiser must pay the rate charged by *The Columbus Dispatch* at the time the contract is signed for the amount of advertising space actually purchased. If the advertiser purchases, in the one year period(s) of the contract, more advertising space than is contracted for, the advertiser shall pay for each increment of advertising space above the contract amount only at the rate applicable to that increment. The advertiser will be given credit for any overpayments, but no cash refunds will be made. Claims for credit must be made within three months after a contract terminates.

### CONTENT/COPY

c. *The Columbus Dispatch* has a policy to generally not reject paid advertising unless its content may be construed as defamatory, invasive of the privacy of others, fraudulent, obscene or otherwise unlawful. In submitting copy, the advertiser represents and warrants that its content is truthful, is not defamatory, is not invasive of the privacy of others and is in compliance with all federal, state and local laws and regulations. However, *The Columbus Dispatch* reserves the right to reject or cancel any advertising at any time.

### SUBJECT MATTER

d. The subject matter, form, size, illustrations and typography of all advertising is subject to the approval of *The Columbus Dispatch*.

### POSITION

e. *The Columbus Dispatch* will attempt to accommodate an advertiser's request for advertising position whenever possible. In no event will adjustments, reinsertions or refunds be made because of the position in which an advertisement has been published.

### LIABILITY FOR ERROR

f. The liability of *The Columbus Dispatch* for any material error caused by *The Columbus Dispatch* in an advertisement is limited to crediting to the account of the advertiser an appropriate portion of the price of the advertisement containing the error. The portion will be determined by *The Columbus Dispatch* according to the seriousness of the error. In no event will the credit be greater than the price of the first advertisement containing the error. Claims for such liability must be submitted to *The Columbus Dispatch* within 15 days after the publication and will not be honored if copy or corrections were submitted to *The Columbus Dispatch* after the deadline for submission. No adjustment of any kind normally will be made for errors that do not materially affect the value of the advertisement.

### LIMITATION OF LIABILITY

g. The advertiser and advertising agency must agree to indemnify and hold harmless *The Columbus Dispatch* from any and all claims, actions, suits, proceedings, costs, expenses, damages and liabilities resulting from any advertisement (including illustrations, text, layout, positioning, etc.) published at the advertiser's request.

### FAILURE TO INSERT

h. The liability of *The Columbus Dispatch* for omitting an advertisement from any edition in which it was scheduled or ordered for publication is limited to publishing the advertisement in another mutually agreeable edition at applicable rates.

### POLITICAL RATES

i. Candidates and issues on municipal, township and county ballots will be charged retail advertising rates. Issues on statewide ballots and candidates for state or federal offices will be charged national advertising rates. All political advertising is accepted on a cash basis only.

### POLITICAL ADVERTISEMENTS

j. All political advertising must clearly state at the top of the advertising message in at least 8 point type "Paid Political Advertising."

### "CAUSE" ADVERTISING

k. Advertising that presents a statement of position on political, social or other issues and that lists the names of persons supporting the position stated will not be accepted unless the advertiser submits evidence of consent for the use of supporting names in the form of checks made out to the advertiser or other satisfactory evidence in utilizing the following form.

### CONSENT FORM

I consent to the use of my name \_\_\_\_\_

by supporting advertising for (name of supporter) \_\_\_\_\_

\_\_\_\_\_  
(date)

### PREPAYMENT POLICY

l. Certain types of advertising, including political, are accepted on a prepayment basis only. All prepayment sales require full payment for each advertisement prior to reservation deadline date. Prepayment may be required in cash or by cashier's check.

### ADVERTISEMENT/NEWS FORMAT

m. Advertising set to resemble news matter must carry the word "advertisement" in bold print at the top of the advertisement. Such advertising must be set in a typeface different from that used in news and editorial columns in *The Columbus Dispatch*.

### COPYRIGHT

n. Advertising layouts and copy prepared by employees of *The Columbus Dispatch* are the property of *The Columbus Dispatch* under the Copyright Act of 1976 and cannot be reproduced in other media without the express written consent of *The Columbus Dispatch*.

### ALCOHOLIC BEVERAGES

o. Alcohol advertising accepted.

### TOBACCO

p. Tobacco advertising not accepted.

### ARTWORK

q. *The Columbus Dispatch* is not responsible for artwork and/or printing material left at its offices over 10 days after publication.

### TRAVEL ADVERTISING

r. Any travel advertisement that states "See Your Travel Agent" or contains a nationwide 800 phone number qualifies for the national rate. Any travel advertisement which contains multiple signatures of independently owned travel businesses will be charged the national rate.

### CANCELLATIONS

s. Advertising cancelled past the published deadline is subject to being billed at 50% of the reserved ad space.

### INTERNET ADVERTISING

t. Internet advertisements are billed at National rates.

### INCORRECT RATES IN ORDER FORMS

u. When orders are forwarded by Advertiser or its Agency that contain incorrect rates or conditions, the advertising will be inserted and charged at the correct rate as provided in the Newspaper's published rate information and in accordance with the conditions contained in Advertiser's contract.

### BROKERED ADVERTISING

v. The Newspaper deals directly and individually with its local advertisers and does not accept local brokered advertising.

## COMMISSION AND CASH DISCOUNT

### ADVERTISING AGENCY COMMISSION

a. Agency commission, 15% if payment is made by the 30th of the month following billing.

b. No cash discounts. Failure to receive papers containing advertisement is not considered sufficient reason to delay payment.

c. Statements are billed net.