



R E T A I L
ADVERTISING RATES



2006 ROP Inch Rates

All advertising is sold by the column inch. Whether you place your ads in ROP, preprints or print and distribute, online or direct mail*, or in our magazine products, the total of all products combined is used to calculate your Annual Investment Level.

*Postage does not accrue towards investment fulfillment.

Action Ad Program

Run the same ad four-seven times in a seven-day period and receive the 4x-7x action ad rate. All ads must be ordered at one time. Minimum ad size is 6". Applies to investment level contracts only. All ads must be same size, same copy. Repeat Programs are not applicable to Action Program.

Investment Level	Monday	Thursday	Sunday/ Thanksgiving	Preprint Discount Program	(Rate per inch for all ads - 6" min.)	
	Tuesday Wednesday	Friday Saturday			Any 4 days	Additional Days
OPEN	\$113	\$124	\$184	Not Available	Not Available	
E	\$4,000	\$108	\$118	1%	\$329	\$50
	\$7,000	\$101	\$111			
	\$10,500	\$95	\$105			
	\$16,000	\$92	\$101			
D	\$25,000	\$91	\$100	2%	\$314	\$46
	\$36,000	\$90	\$99			
	\$50,000	\$89	\$98			
	\$70,000	\$88	\$97			
	\$95,000	\$87	\$96			
C	\$130,000	\$86	\$95	4%	\$299	\$43
	\$170,000	\$85	\$94			
	\$220,000	\$84	\$93			
	\$280,000	\$83	\$91			
	\$360,000	\$82	\$90			
B	\$460,000	\$81	\$89	6%	\$287	\$40
	\$600,000	\$80	\$88			
	\$800,000	\$79	\$87			
	\$1,100,000	\$78	\$86			
A	\$1,400,000	\$77	\$85	8%	\$272	\$37
	\$1,750,000	\$76	\$84			
	\$2,150,000	\$75	\$83			
	\$2,700,000	\$74	\$82			
	\$3,300,000+	\$73	\$81			

Flex Program

Allows you maximum flexibility to choose the best weeks to run your ad campaign. To qualify, at least one insertion must be run for the contracted number of weeks within a 52 week period. Insertions accrue toward flex program fulfillment and annual investment contract. A minimum \$4,000 contract must be signed to qualify.

FLEX PROGRAM	Minimum ad size (inches)	Monday Tuesday Wednesday	Thursday Friday Saturday	Sunday/ Thanksgiving
5 weeks or more	8	\$90	\$99	\$147
5 weeks or more	10	\$89	\$98	\$145
5 weeks or more	12	\$88	\$97	\$144
10 weeks or more	15	\$87	\$96	\$142
15 weeks or more	18	\$86	\$95	\$140
20 weeks or more	21	\$85	\$94	\$139

Repeat Programs

Sunday Pickup
(must order both in advance)

2X 20% off the daily ad

Combo Plan
(can order and place any time within 7 days)

3X to 7X 20% off all ads
(including Sunday)

All Repeat Program ads must be same size and have the same copy.

Movie Theater Rates (per inch)

	Daily	Sunday, Thanksgiving
Local Theater Rates		
Open Rate	\$.122	\$.186
1 day per week	.92	.142
7 days per week including showtimes	.86	.131
Studio Rate (with local addresses)	.98	.144

Special Section Rates (per inch)

Monday-Saturday	\$.88
Sunday/Thanksgiving	.146

Church Rates (per inch)

Mon./Tues./Wed.	\$.77
Thur./Fri./Sat.	.85
Sunday/Thanksgiving	.130

NOTE: Available to advertise hours of worship, events or other services directly related to church or synagogue activities.

Non-Profit/Charity Rates (per inch)

Mon./Tues./Wed.	\$.89
Thur./Fri./Sat.	.98
Sunday/Thanksgiving	.145

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

Color Rates

Daily	Standard	Tab
1 color and black	\$.840	\$.635
2 colors and black	.960	.735
3 colors and black	1.130	.850

Sunday/Thanksgiving	Standard	Tab
1 color and black	\$.1,140	\$.860
2 colors and black	1.280	.960
3 colors and black	1.460	1.080

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 is available seven days a week. 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 investment contracts.

Split Run ROP

Available at additional \$1,000 per insertion charge. Non-commissionable. All copy must be submitted for approval. Minimum size 15 inches.

Premium Placement Opportunities

A 20% premium will be applied to all franchise 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.

BUSINESS MARKETPLACE

A weekly feature in Tuesday's Business section, offering a unique marketing opportunity for central Ohio businesses. It's an affordable way to market products and services through a series of news stories published throughout the year.

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, young adult 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 subscribers and non-subscribers in geographical areas within central Ohio.

PREPRINT JACKETS

Preprint jackets wrap weekday and Sunday preprints.

TARGET ADVERTISING WEPRINTS

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

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 visibility 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 - Most visited local site

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.

CIRCULATION

Daily Mon.-Sat. 274,674

Sunday 359,569

ABC Audit Report for twelve months ended, March 31, 2005.



2006
RETAIL
ADVERTISING RATES

RETAIL
614.461.5500

NATIONAL
614.461.5193

CLASSIFIED
614.461.5523

The Columbus
Dispatch
dispatch.com



EFFECTIVE JANUARY 1, 2006

TERMS AND CONDITIONS

RETAIL RATES

a. Retail advertising rates apply to any advertiser who sells goods or services directly to the consumer through one or more retail outlets (on which the advertiser has a minimum of one year's lease) within the Columbus MSA. No agency commissions or discounts are given on advertising placed at retail rates. Invoices for all such advertising will be for the net amount due. Accounts are due and payable 10 days from the date of invoice.

CONTRACTS

b. 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

c. 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

d. *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

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

POSITION

f. *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

g. 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 will be made for errors that do not materially affect the value of the advertisement.

LIMITATION OF LIABILITY

h. 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

i. 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

j. 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.

POLITICAL ADVERTISEMENTS

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

"CAUSE" ADVERTISING

l. 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

m. 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. Prepayment may be required in cash or by cashier's check.

ADVERTISEMENT/NEWS FORMAT

n. 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

o. 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

p. Alcohol advertising accepted.

TOBACCO

q. Tobacco advertising not accepted.

ARTWORK

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

COLUMN INCHES

s. All ROP advertisements are computed and charged on a measured column inch basis.

CANCELLATIONS

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

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 in force 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

- All local rates are non-commissionable, unless otherwise specified.
- No cash discounts.
- Statements are billed net.