

Advertising rates effective Jan. 1, 2009.

Dollar-Volume Contracts

All dollars invested – with the Daily Camera, Broomfield Enterprise, Colorado Daily, niche, direct mail and online – count toward your dollar-volume commitment. Rates are per column inch.

Unless otherwise noted, all published rates include a posting on the Shopping Pages of DailyCamera.com, ColoradoDaily.com, BroomfieldEnterprise.com and BuffZone.com. Your ad will appear exactly as it does in print and will be posted online during the run of the print schedule plus seven additional days.

Black & White Rates

In addition to the print rate, you will be charged \$20 to \$30 per month for the online posting of your ads. This a one-time fee per month regardless of the number of print ads scheduled.

Dollar Volume	Daily Camera	Daily Camera Section A	Friday Mag	Sunday Camera/Enterprise	Sunday Camera Section A/Enterprise	Broomfield Enterprise
Open	\$31.21	\$34.33	\$36.49	\$40.57	\$44.33	\$15.34
\$2,500	27.56	30.32	32.02	38.13	41.64	13.53
\$5,000	27.15	29.87	31.62	37.60	41.07	13.05
\$7,500	26.74	29.42	31.22	37.09	40.49	12.60
\$10,000	26.34	28.98	30.83	36.57	39.93	12.16
\$12,500	25.95	28.54	30.44	36.07	39.38	11.73
\$15,000	25.56	28.11	30.06	35.57	38.83	11.32
\$20,000	25.18	27.69	29.68	35.09	38.29	10.87
\$25,000	24.80	27.28	29.31	34.60	37.77	10.43
\$30,000	24.43	26.87	28.95	34.13	37.24	10.02
\$45,000	23.81	26.20	28.35	33.35	36.39	9.52
\$60,000	23.22	25.54	27.76	32.59	35.55	9.04
\$75,000	22.64	24.90	27.20	31.85	34.74	8.59
\$100,000	22.07	24.28	26.64	31.13	33.95	8.16
\$150,000	21.31	23.44	26.10	30.43	33.17	7.67

For additional spending levels, ask your advertising consultant, or call 303.473.1400.

Daily Camera advertising rates will increase 15 percent during eight holiday periods including New Year's, President's Day, Easter, Memorial Day, Fourth of July, Labor Day, Thanksgiving and Christmas.

2009

Memorial Day (May 25) – Tuesday, May 19 to Monday, May 25

Fourth of July (July 4) – Monday, June 29 to Saturday, July 4

Labor Day (Sept. 7) – Tuesday, Sept. 1 to Monday, Sept. 7

Thanksgiving (Nov. 26) – Sunday, Nov. 22 to Saturday, Nov. 28

Christmas (Dec. 25) – Saturday, Dec. 19 to Friday, Dec. 25

2010

New Year's (Jan. 1) – Saturday, Dec. 26 to Friday, Jan. 1

President's Day (Feb. 15) – Tuesday, Feb. 9 to Monday, Feb. 15

Easter (April 10) – Monday, April 5 to Saturday, April 9

Color Rates

Color's greatest strength is its power to attract the reader's attention ... it boosts in-depth reading more than 60% compared to black-and-white ads.

Rate, per insertion	Daily Camera	Sunday Camera/Enterprise	Broomfield Enterprise
For ads up to 77"	\$5 per inch	\$6 per inch	\$3 per inch
For ads 78" and larger	\$195 per ad one color \$390 per ad four color	\$195 per ad one color \$390 per ad four color	n/a n/a

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Daily Camera Rates

Front Page Rates

Section A, 6 col. x 2"	\$1,500
Local, Sports, Features, 6 col. x 2"	\$960
Friday Mag, Business Plus, 5 col. x 1.5"	\$600

Frequency Rates

Rates based on consecutive weekly runs, minimum of four inches per week.

Rates are per column inch.

	Daily Camera	Friday Mag	Sunday Camera/Enterprise
Open	\$31.21	\$36.49	\$40.57
13 weeks, 15%	26.53	28.83	34.48
26 weeks, 25%	23.41	25.43	30.43
52 weeks, 35%	20.29	22.04	26.37

Repeat Discounts

Multiply your impressions and save up to 50 percent! Repeat discounts are available on any size ad within six days of the original publish date (not including Sundays). Discounts apply to open rate and dollar-volume contracts.

Repeat Advertising	Discount
2nd placement	20 percent
3rd placement	30 percent
4th placement	40 percent
5th and 6th placements	50 percent

30-Day Rate

Reach your target market every day with the superior value of the 30-day rate. Run your message every day for 30 days and watch your top-of-mind awareness soar. Ads cancelled before the expiration date of the contract will revert to the applicable open or dollar-volume rate. No art/copy changes allowed during the 30-day flight. Does not include advertising in the Broomfield Enterprise.

30-day rate per column inch	\$480.00
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Look no further.

Whether you need market saturation or targeted reach – by demographics, psychographics and/or geography – the Daily Camera Family has you covered. We deliver second-to-none print, online and direct-delivered products along with unsurpassed customer service.

Take advantage of our free research, graphic design and consultation services. There is no better way to reach your target audience.

Guaranteed.

Broomfield Enterprise Rates

Frequency Rates

Reach six-of-10 Broomfield adults every week with the Broomfield Enterprise. Delivered Thursday and Sunday to Broomfield County households, this free community newspaper covers Broomfield news better than any other publication in the market. It's Broomfield's No. 1 source for local, business and real estate news.

Rates are per column inch, and based on consecutive runs, minimum of four inches per week.

Note: Sunday Camera rates include a pick-up into the Sunday Enterprise and do not count towards your frequency commitment.

	1X	2X	3X
Open	\$15.34		
13 weeks	\$13.80	\$11.50	\$9.20
26 weeks	13.04	10.35	8.28
52 weeks	12.27	9.32	7.45

Repeat Discounts

Multiply your impressions and save up to 30 percent! Repeat discounts are available on any size ad within one week of original publish date. Discounts apply to open rate and dollar-volume contracts.

Repeat Advertising	Discount
2nd placement	20 percent

Special Rates

Non-profit Organization Rates

The discounted rate applies to qualified, 501(c)3 non-profit organizations. Ads may not have any commercial signature and must be a direct appeal for funds or other donations. Repeat discounts are not applicable. Copy is subject to Publisher approval.

Daily Camera	\$20.63 per column inch
Sunday Camera/Enterprise	29.30 per column inch
Friday Mag	25.23 per column inch
Broomfield Enterprise	10.14 per column inch

Religious Organization Rates

Daily Camera	\$17.00 per column inch
Sunday Camera/Enterprise	24.25 per column inch
Friday Mag	21.50 per column inch
Broomfield Enterprise	9.94 per column inch

Political Rates

Sunday Camera, Section A	\$38.64 per inch
Sunday Camera	\$35.13 per inch
Daily Camera, Section A	\$30.32 per inch
Daily Camera	\$27.56 per inch

Pre-printed Insert Rates, Newspaper Insertion

Print rates are listed as cost-per-thousand.

Tab Pages	Annual Frequency							
	1-5	6-11	12-23	24-35	36-47	48-71	72-119	120+
2	\$33	\$30	\$30	\$30	\$30	\$30	\$30	\$30
4	54	51	49	47	46	45	41	41
8	55	52	50	48	47	46	42	41
12	56	53	51	49	48	47	43	41
16	57	54	52	50	49	48	44	44
20	58	55	53	51	50	49	45	44
24	59	56	54	52	51	50	46	44
28	60	57	55	53	52	51	47	46
32	61	58	56	54	53	52	48	46
36	62	59	57	55	54	53	49	46
40	63	60	58	56	55	54	50	47
44	64	61	59	57	56	55	51	47
48	65	62	60	58	57	56	52	47
52	66	63	61	59	58	57	53	48
56	68	64	62	60	59	58	54	49
60	69	65	63	61	60	59	55	50

For inserts larger than 60 tab pages, add \$1 per thousand for each four-page increment.

Zoned pre-prints are subject to a \$5 per thousand zoning charge.

Place your insert online at DailyCamera.com, BroomfieldEnterprise.com and BuffZone.com.com for only \$40 a page.

Spadea (per page, two-page minimum)
 open rate \$26 per page per thousand
 contract rate \$24/page

For pricing information and Publisher requirements regarding single sheet, sample bags or other specialty products, please contact your advertising consultant.

1. Pre-print discounts are based on the number of insertions per contract year.
2. Pre-prints may be zoned to reach specific zip codes. Minimum quantity of pre-prints ordered is one full zone.
3. Printed sections must be delivered prepaid to docks on non-returnable skids. Deliveries are accepted Monday-Friday, 8 a.m. to 4:30 p.m. and must arrive in trucks with a standard dock-level back door for materials to be accessible by pallet jack or fork lift.
4. Please ask for current insert quantities and delivery instructions
5. Insert reservation deadline: 14 days prior to insertion. Insert delivery deadline: 7 days prior to insertion.
6. Insert sizes - Tab size: maximum size is 12.5" x 12". Broadsheet size: folded to no larger than 12.5" x 12". Minimum size requirement is 7" x 5". Inserts other than these sizes are subject to a surcharge.
7. Minimum weight for single sheet is 60 lb. text stock. Maximum weight is .007 per thousand.
8. Late-arriving preprints may be surcharged.
9. Preprint investments count toward dollar-volume contracts.

Pre-print Zones

Zone 1	. . .80301	Northeast Boulder
Zone 2	. . .80302	Central Boulder
Zone 3	. . .80303	South Boulder
Zone 4	. . .80304	Northwest Boulder
Zone 5	. . .80305	Table Mesa
	80310	Campus
Zone 6	. . .80020-80023	Broomfield
Zone 7	. . .80026	Lafayette
	80516	Erie
Zone 8	. . .80501	Longmont city, East Longmont
Zone 9	. . .80503	West Longmont, Niwot
	80504	Longmont, Firestone, Frederick, Niwot
Zone 10	. . .80027	Louisville, Superior
Zone 11	. . .80025	Eldorado Springs
	80302, 80303	Boulder mountains
	80403	Golden
	80455	Jamestown
	80466	Nederland
	80474	Rollinsville
	80481	Ward
	80510	Allenspark
	80540	Lyons

Commercial Printing Rates

Ask your advertising consultant or call 303.473.1280 for commercial printing rates and specifications.

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Measurements

Broadsheet Pages

11.08" wide by 19.5" deep, six columns per page. Gutter width 0.125". One-half inch increments. Double-truck dimensions: 23.08" wide by 19.5" deep.

Column	Inches
1	1.74
2	3.61
3	5.48
4	7.34
5	9.21
6	11.08

Tab Pages

Business Plus, Friday Magazine, Broomfield Enterprise and Colorado Daily: 9.21" wide by 11" deep, five columns per page. Gutter width is 0.125". One-half inch increments. Column widths same as above. Double-truck dimensions: 19.5" wide by 11" deep.

Depth Requirements

Broadsheet ads over 16.5" deep will be billed the full depth of 19.5". Tab ads over 8.5" will be billed the full depth of 11".

Design Specifications

We accept the following formats:

- **Adobe Indesign**
- **Quark XPress:** Include all art and fonts in a stuffed or zipped file. Knockout all fonts and TIFF files.
- **Adobe Photoshop:** CMYK, grayscale, line art or bitmap only. CMYK and grayscale art must be saved as 200dpi JPEG files (Level 9 or higher) or 200dpi TIFF files. Line art must be saved as 600dpi TIFF files. Art with clipping paths must be saved as Photoshop EPS files with a flatness of 3-10.
- **Adobe Illustrator:** CMYK or grayscale only. Must be saved Illustrator Version 7, EPS level 1. Convert all text to outlines.
- **PDF files:** Embed all fonts, CMYK or grayscale.

Black should be built 100% true black, not as CMYK.

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Deadlines

Product by Publication Date	Scheduling/Camera-Ready	
	Art Deadline No Proof Guaranteed	Materials Deadline Proof Guaranteed
Sunday		
Daily Camera	Thursday, 4:30 p.m.	Wednesday, 4:30 p.m.
Life&Arts (<i>includes Books, Travel</i>)	Wednesday, 4:30 p.m.	Tuesday, 4:30 p.m.
Broomfield Enterprise	Thursday, 4:30 p.m.	Wednesday, 4:30 p.m.
Monday		
Daily Camera	Thursday, 4:30 p.m.	Wednesday, 4:30 p.m.
Business Plus	Wednesday, 4:30 p.m.	Tuesday, 4:30 p.m.
Colorado Daily	Thursday, 4:30 p.m.	Wednesday, 4:30 p.m.
Tuesday		
Daily Camera	Friday, 4:30 p.m.	Thursday, 4:30 p.m.
Colorado Daily	Friday, 4:30 p.m.	Thursday, 4:30 p.m.
Wednesday		
Daily Camera	Monday, 4:30 p.m.	Friday, 4:30 p.m.
Essentials (<i>Food/Home/Garden</i>)	Thursday, 4:30 p.m.	Wednesday, 4:30 p.m.
Colorado Daily	Monday, 4:30 p.m.	Friday, 4:30 p.m.
Thursday		
Daily Camera	Tuesday, 4:30 p.m.	Monday, 4:30 p.m.
Colorado Daily	Tuesday, 4:30 p.m.	Monday, 4:30 p.m.
Broomfield Enterprise	Monday, 4:30 p.m.	Friday, 4:30 p.m.
Friday		
Daily Camera	Wednesday, 4:30 p.m.	Tuesday, 4:30 p.m.
Friday Magazine	Tuesday, 4:30 p.m.	Monday, 4:30 p.m.
At Home	Tuesday, 3 p.m.	Monday, 4:30 p.m.
Colorado Daily	Wednesday, 4:30 p.m.	Tuesday, 4:30 p.m.
Saturday		
Daily Camera	Thursday, 4:30 p.m.	Wednesday, 4:30 p.m.

Holiday deadlines vary.

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Contract & Copy Regulations

Placement of advertising in the Daily Camera or any other product of Prairie Mountain Publishing, LLP (hereafter, Publisher) shall be subject to the following conditions:

1. In the event that credit has been extended to Advertiser, payment for all advertising is due, in full, on the fifteenth (15th) of the month following the month of publication.
2. Any tax levied against advertising is to be added to advertising rates.
3. Should an error occur, Advertiser should notify Publisher immediately. Publisher can promptly furnish Advertiser a letter stating the nature of the error and give correct copy. If the company accepts responsibility for that part of the advertisement that contains errors, re-publication or adjustment will be made for that amount of space in the next available issue. Publisher will be responsible for errors only in the first insertion of multiple run advertisements. Every effort will be made to prevent the omission of an advertisement or portion of an advertisement; but should an omission occur, Publisher assumes no liability or financial responsibility for the omission.
4. Advertiser will indemnify and hold harmless Publisher for any claims, damages, or liability resulting from publication of any advertising copy submitted by Advertiser, including legal costs and reasonable attorney fees. Without limiting the generality of the foregoing, Advertiser represents and warrants that any copy submitted is truthful and in compliance with all applicable laws and regulations.
5. Brokered advertising is not accepted, i.e., contracts with Publisher are not transferable between accounts.
6. Advertiser hereby agrees to indemnify Publisher for all expenses it may incur to enforce collection of any amount due under this agreement and Advertiser agrees to pay reasonable attorney's fees and court costs incurred in such publication.
7. No change in copy will be allowed in combination advertisements, except for key numbers in coupon ads and date references.
8. If, because of flood, fire, riots, strikes, shortages of material, orders of government, failure of transportation, acts of God or other causes beyond either party's control, and as a result thereof, either party thereto is prevented from performing hereunder, then during such period when such party is prevented from performing, due to the cause or causes set forth above, such party shall be excused from performing hereunder.
9. Advertiser hereby assigns to Publisher all rights of ownership to all advertisements which are published, including the elements thereof.
10. Publisher reserves the right to revise rates, terms and specifications contained in current rate card(s). No oral modifications of these conditions will be recognized, and any alterations must be in writing.
11. Submitting an advertising order for publication with dates and sizes is understood as an acceptance of our advertising rates and policies. Should the rates on the order not match our established advertising rates, said order will be rated correctly to current pricing and billed accordingly. Advertiser will be advised of the mistake on the order and the correct charge for advertising. Incorrect rates submitted by Advertiser will not be accepted.
12. All dollars spent with Publisher count toward Advertiser's dollar-volume commitment. Failure to meet the dollar-volume commitment level will result in a short rate to the level that was fulfilled. If, during the contract period, spending exceeds the next dollar volume level, Advertiser will be rebated the difference of the rates. Advertising placed subsequent to the expiration of this contract will be charged at Publisher's open rates. Any exceptions will be explained in full to Advertiser.
13. Advertising set to simulate news content must be labeled "Paid Advertisement" in at least 12-point type at the top of the ad. All copy within such ads must be set in a sans serif typeface. Publisher will enforce regulations prior to publication, which may result in an advertisement not running as scheduled.
14. Publisher accepts political advertising as long as the published ad follows our guidelines. A political ad is defined as one endorsing an issue to be voted on or an individual who will need to be voted upon to enter office. All political ads will communicate "paid for by..." followed by the name and address of the payer. If running an "anti" ad, the following will be added: "This advertisement is not authorized, directly or indirectly, by a candidate, and no candidate is responsible for any activities of the person making the expenditure for this advertisement." We reserve the right to inform candidates of ads they have not authorized to be run on their behalf. Ads containing names of people endorsing the candidate need to be accompanied by a release stating that the individual or committee placing the ad verifies the use of the names and vouches for their authenticity. Any newsroom quotes used in paid ads will be reviewed prior to publication and quotes must be used in their entirety. News pictures that have been published by Publisher cannot be used in ads. Normal deadlines apply. Errors made due to changes made after deadline will not be awarded credit, ads supplied on disk past the proof deadline will not be adjusted for technical difficulty. All ads must be prepaid, and political advertising cannot apply to an existing retail or classified contract. For a complete copy of our Political Advertising Policies, Rates and Guidelines, please contact your advertising consultant.

Added-Value Services

Co-op. Ask your advertising consultant for more information about how co-op funding can extend your advertising investment.

Market Research. We have conducted independent market research studies for the past 17 years. This research provides information about demographics and adult purchasing and lifestyle behavior. Please contact your advertising consultant or our research manager Joan Beckett at 303.473.1422 for a free custom presentation.

Creative Services. Our experienced in-house graphic design team can assist you in the creation of your advertising campaign, including layout and design, logo design, product illustration and photography. This is a free service.

Proofs. Electronic proofs are available.

Commercial Printing. Ask your advertising consultant or call 303.473.1280 for commercial printing rates and specifications.

Commission & Payment Terms

1. All local rates are non-commissionable.
2. No cash discounts.
3. Mastercard, Visa, American Express and Discover accepted.
4. Payment terms are net 15.

Policy

1. Publisher reserves the right to revise or reject any advertisement for any reason.
2. Alcoholic beverage advertising accepted.
3. Special position for advertising is not guaranteed.