An aerial photograph of a town. In the foreground, a large white riverboat with a red and white striped wheel is docked on a river. The boat has "BELLE D CASINO" written on its side. Behind the river, there is a parking lot with several cars. In the middle ground, there is a baseball field with a green outfield fence and a brown infield. To the right of the baseball field is a horse track. In the background, there are various buildings, including a large brick building and several smaller houses. The sky is clear and blue.

2003

CLINTON HERALD ADVERTISING RATE CARD

Serving Clinton, Jackson, Carroll and
Whiteside Counties Since 1856
Effective January 2003

563-242-7101 • 1-800-729-7101
221 6th Ave., So., P.O. Box 2961, Clinton, IA 52732
www.clintonherald.com

Proven Results

Let Us Work For You!

The Clinton Herald values your business and we want you to get the most for your advertising dollars... that is why we believe you should give serious consideration to our newspaper as your major source of local advertising.

Put Us to Work for You...

This advertising guide will show you how to get the most advertising impact for your money. Whether you want to run an ad larger, more frequently or both, The Clinton Herald has a program to fit your specific needs.

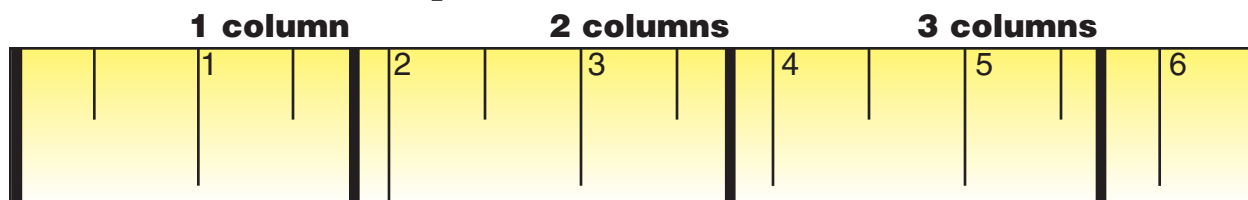
Advertising frequently is your surest route to success. It increases sales by building name recognition and making customers aware of your product or service when they are ready to buy. The Clinton Herald offers a number of money-saving ways to run your advertisement to build frequency and cost efficiency, as well as variety of products and services to target your message.

Since 1856 The Clinton Herald has served Clinton and Whiteside counties as the leading source of news and advertising, and after all these years we're still number one.

This Advertising guide has been prepared to answer your questions about this community and the Clinton Herald. If you have any further questions or comments, our advertising and editorial staffs stand ready to help.

The Clinton Herald

Shown here are the retail column sizes for The Clinton Herald.



What is a column inch?

Ad Sizes Defined...

Standard Broadsheet is 6 columns x 21" deep. Any Advertisement exceeding nineteen (19) inches in depth will be billed as twenty-one (21) inches. Ads must be at least as many columns wide as inches tall.

Mechanics

We Make it Easy...

Retail Widths

Standard Advertising Unit (SAU) widths.

6 Columns per page. Image area is 11.556" by 21"

- 1 column = 1.833" or 11.0 picas
- 2 columns = 3.774" or 22.8 picas
- 3 columns = 5.722" or 34.4 picas
- 4 columns = 7.667" or 46 picas
- 5 columns = 9.611" or 57.8 picas
- 6 columns = 11.556" or 69.4 picas
- Double Truck = 23.112" or 138.8 picas
- Tabloid = 1 col.=11.10 picas or 1.972" x 11"
- Tabloid = 2 col.=24.3 picas or 4.042" x 11"
- Tabloid = 3 col.=36.8 picas or 6.111" x 11"
- Tabloid = 4 col.=46.1 picas or 8.181" x 11"
- Tabloid = 5 col.=61.6 picas or 10.25" x 11"

Classified Widths

9 columns per page. Image area is 11.556" by 21"

- 1 column = 1.222" or 7.4 picas
- 2 columns = 2.514" or 15.1 picas
- 3 columns = 3.806" or 22.10 picas
- 4 columns = 5.097" or 30.7 picas
- 5 columns = 6.431" or 38.4 picas
- 6 columns = 7.681" or 46.1 picas
- 7 columns = 8.972" or 53.10 picas
- 8 columns = 10.264" or 61.7 picas
- 9 columns = 11.556" or 69.4 picas
- Double Truck = 23.112" or 138.8 picas

Retail Sales

More Space for Your Money!

Clinton Herald Open Local Rates\$12.52
 River Cities Advertiser (TMC)\$3.96

Annual Contract Rates

Annual Inches	Clinton Herald	River Cities Advertiser
250	10.90	3.42
500	10.76	3.36
1000	10.68	3.31
2000	10.54	3.28
3000	10.44	3.20
5000	10.28	3.16

Total Monthly Column Inches

Rates based on total column inches run during monthly billing cycle

	Herald	RCA
Less than 10"	12.52	3.96
25"	11.68	3.64
50"	11.26	3.45

National Contract (commissionable 15%)

Open \$18.78 (full position)
 Non-Contract ROP\$16.66
 6 page\$15.44
 13 page\$15.02

Pick-Up Rates

50% Discount on repeats
 Repeat the same ad (no copy changes) within 5 days of 1st insertion. Color also available at 50% discount.

Church/Non-Profit

Herald Only\$7.90 RCA\$3.22

Auction Advertising

Herald Only\$9.22 RCA\$2.58

Paid Obituary\$9.00

Special Section\$9.15

Add \$55 for Color

Political\$11.26

Classified

Something for Everyone!

Annual Contract Rates

Dollar Volume	Inch Rate	Line Rate
\$750	\$10.32	.86
\$2,500	\$9.36	.78
\$7,000	\$9.12	.76
\$15,000	\$8.64	.72
\$35,000	\$8.40	.70

Non Contract Display Rate:

\$1.30 Per Line2 Inch Minimum \$31.20

Classified Transient Line Rates

Clinton Herald (4 line minimum)

1 Day .\$.1.76 per line	5 Days \$.1.44 per line
2 Days \$.1.61 per line	6 Days \$.1.36 per line
3 Days \$.1.54 per line	7 Days \$.1.24 per line
4 Days \$.1.46 per line	8 Days \$.1.22 per line

50% Classified Discounts

(No Copy Changes)

Any Classified Display Ad run at regular rates in the Clinton Herald may be repeated 3 days at 50% within six calendar days of the original insertion.

(Color charges included in half price offer.)

DOES NOT INCLUDE

Special Section and Service Directory Advertising.

National Rate

\$1.90 Per Line15% Commissionable

Special Sections:

\$9.15 Per InchColor \$55.00

Saturday Service Directory

Clinton Herald

& River Cities Advertiser\$55.⁰⁰ - 4 weeks

Includes free line ad in the classifieds 4 days per week

Advertising Deadlines - Classified Display

Monday	Thursday, 4pm
Tuesday	Friday, 4pm
Wednesday	Monday, 4pm
Thursday	Tuesday, 4pm
Friday	Wednesday, 4pm
Saturday	Thursday, 4pm
River Cities Advertiser (TMC)	Thursday, 4pm

4 columns

5 columns

6 columns

7	8	9	10	11	12
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Preprints

Coverage you Can Count on!

We offer a wide variety of preprint opportunities for advertisers. We can offer you up to 25,000 delivered in your local market area by combining The Clinton Herald and The River Cities Advertiser (TMC). Rates are as follows for both publications:

Monday - Saturday price per thousand

Single Sheet/ Card Inserts - 34/m

Frequency Discount

	1-12 per year	13-38 per year	39 or more
	Herald	Herald	Herald
4 Tab	\$59/m	\$49/m	\$39/m
8 Tab	\$64/m	\$54/m	\$44/m
12 Tab	\$69/m	\$59/m	\$49/m
16 Tab	\$74/m	\$64/m	\$54/m
20 Tab	\$79/m	\$69/m	\$59/m
24 Tab	\$84/m	\$74/m	\$64/m
28 Tab	\$89/m	\$79/m	\$69/m
32 Tab	\$94/m	\$84/m	\$74/m
36 Tab	\$99/m	\$89/m	\$79/m
40 Tab	\$104/m	\$94/m	\$84/m

National

(commissionable)

Card	\$45/m
4 Tab	\$60/m
8 Tab	\$65/m
12 Tab	\$70/m
16 Tab	\$75/m
20 Tab	\$80/m
24 Tab	\$85/m
28 Tab	\$90/m
32 Tab	\$95/m
36 Tab	\$100/m
40 Tab	\$105/m

* Subtract \$10/m at any level if you add TMC to insert order

* All rates net to paper

Color

Makes a Splash!

The Clinton Herald offers the finest in full process and spot color reproduction. Studies have proven that color sells 43% better than black and white.

1 Color and Black\$106
2 Colors and Black\$200
3 Colors or more\$274

The River Cities Advertiser(TMC)

Our TMC is carrier delivered, and mailed, on Wednesdays to over 10,300 households in the area. The affordable pick-up rate offers an attractive way to reach 75% of the county and surrounding area when used in conjunction with the Clinton Herald

Co-Op

We can assist you in finding your co-op advertising money, and we will file your co-op funds. However, the advertiser is responsible for the the total amount of the published advertising.

Preprints

With single sheet and preprinted inserts we can selectively target the area you want by zip code. Your advertising representative can help you target the area of your choice.

Advertising Features

Monday	Carroll County Page
.....	DeWitt Page
Tuesday.....	Bowling (Seasonal)
.....	Morrison Page(s)
Wednesday	River Cities Advertiser (TMC)
.....	Bellevue Page (Seasonal)
.....	Best Food Day
.....	Entertainment Page
Thursday.....	Gateway Page(s)
Friday	Church page(s)
.....	Lyons Page(s)
.....	BRAVO TV Guide
.....	USA Weekend Magazine

General Policy for Clinton Herald Advertisers

- Thirty-day notice of rate revisions will be provided.
- Every effort will be made to comply with requests for specific advertising position, but acceptance of space orders does not imply nor guarantee position. Should position request not be honored, it will not constitute cause for adjustment, refund or rerun.
- Adjustment of Errors: It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustments will be made by the publisher for errors not corrected after the first day. The Publisher accepts no liability or responsibility for failure to insert an advertisement. The Publisher accepts no liability for any error in an advertisement, regardless of course, except for the cost of the space actually occupied by the error. The Publisher reserves the right to revise or reject, at its opinion, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to classify any advertisements. All ads subject to credit approval.
- Advertiser assigns all right, title and interest in layouts, illustrations, paste-ups and printed ads which represent the creative effort and composition of the newspaper to the Clinton Herald.
- Indemnification. The Clinton Herald will not knowingly accept or publish material that is in violation of the law. Advertiser and Agency state that either has the authority to place the advertisement and agree to assume joint and individual liability for contents of all advertisements printed, as well as claim arising therefrom made against the Clinton Herald. Advertiser and Agency agree to jointly and severally identify and hold harmless the Clinton Herald, its officers, servants and employees from all costs, including reasonable attorney fees of the Clinton Herald, caused by publication of any advertisement placed by Advertiser or Agency. Such claims include, but are not limited to, those arising from material which is alleged to be defamatory, in violation of copyright or trademarks or invasive of the privacy of another, regardless of whether such claims are ultimately found to be without merit. It is agreed that the Clinton Herald advertisement accepted by publisher is to appear if such failure is caused by circumstances beyond the control of the Clinton Herald, including, without limitation, acts of God, fires, strikes by newspaper's employees or the employees of other, lockouts, accidents, postal delays, forces majeure, inability to obtain newsprint, and acts of Government.

Electronic Files

PROGRAMS ACCEPTED:

QuarkXPress 5 or lower (Mac Only)
Adobe Photoshop version 7 or lower
Adobe Acrobat PDF Files version 5 or lower
Adobe Illustrator version 10 or lower

All electronic files must be in by the deadline stated in this rate card.

- We prefer PDF files created in Adobe Acrobat only. Files must have ALL fonts embedded.
- Illustrator EPS with fonts and artwork embedded (please convert all text to outlines).
- QuarkXPress Files (Mac): Include all Fonts and artwork.

PICTURES/ARTWORK

- Grayscale pictures should be at a resolution of 170 and color photos should be a resolution of 200 saved as eps files.
- Color: All color must be in CMYK Format. Please do not use Pantone, spot or RGB formats.

REMOVABLE MEDIA

We accept CD's, 3.5" Zip 100MB and 3.5" floppy discs. Or you may send your files electronically to our email: chadvs@mcleodusa.net. FTP site available upon request.

Credit & Rate Policy

All Classified categories may require prepayment. If in doubt, please call the Classified Department. All classified display ads require prepayment in the absence of established credit terms. Commercial rates apply to commercial business and applicable classifications, i.e. Help Wanted, Rentals, Real Estate for Sale, etc. Classified line rates are discounted by consecutive insertions.

Commission & Terms of Payment

- Retail advertising rates on this rate card are non-commissionable and available only to retail sales or service establishments dealing directly with the public.
- CASH WITH COPY UNTIL CREDIT APPLICATION IS APPROVED - NO CASH DISCOUNTS ALLOWED.
- All charges due by the 15th of the month following billing.
- Billing period runs from the 1st of the month through the end of the calendar month.
- Earned rates are based on total paid lineage during billing period. Half-lineage repeats are credited at half of the lineage in the ad.
- Payments accepted in U.S. funds only.

Political Advertising Policy & Guidelines

Advance payment in full is required. Advertising must carry the words "Paid Political Advertisement" and the name and address of the organization responsible for placement of the ad. Any political advertising which directly or indirectly mentions opposition must be published in time to give opposition an opportunity to reply.

Representatives

Iowa Newspaper Association

Circulation

Verified by Audit Bureau of Circulation.



CLINTON

HERALD

221-6th Avenue South

P.O. Box 2961

Clinton, Iowa 52732-2961

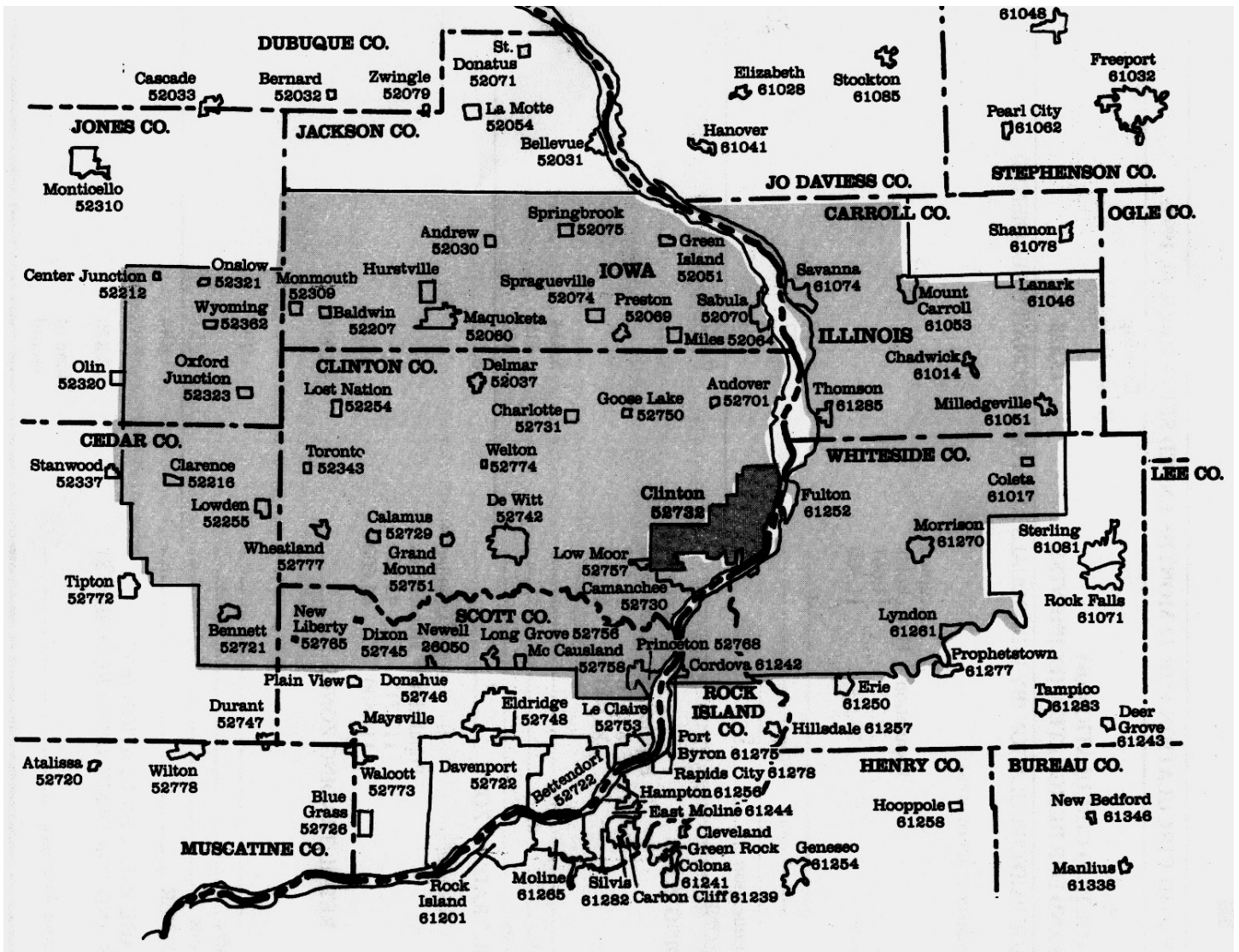
Email: chadvs@mcleodusa.net

ADSend Code: iacli

(563) 242-7101

(800) 729-7101

Fax (563) 242-7147



Serving the Following areas across Iowa and Illinois:

Iowa

Illinois

Bellevue
 Maquoketa
 Preston
 Lost Nation
 Camanche
 Clinton
 Goose Lake
 Low Moor
 Bryant
 Delmar
 Miles
 Sabula
 Andover
 Charlotte
 DeWitt
 Grand Mound
 McCausland
 Spragueville

Chadwick
 Hanover
 Mount Carroll
 Savanna
 Albany
 Fulton
 Morrison
 Thomson