

WALWORTH COUNTY PUBLISHING, LLC Political Advertising Rate Card

Effective
November 1st
2007

Ruth Nachreiner
Political Marketing Specialist

theWeek Walworth County

Walworth County's Newspaper

800-515-NEWS • 262-728-5505

Political Discount Package
Blanket all of Walworth County with The Week, Sunday and Thursday editions for a reduced combination rate of \$32.00.

SAVE \$10.00/inch
and reach all of Walworth County!

Sunday33,500 Circulation **Sunday Open Rate**\$21.00/column inch
Thursday15,000 Circulation **Thursday Open Rate**\$21.00/column inch

All rates are based on column inches. Size is determined by multiplying number of columns wide by height in inches.

DEADLINES

Day/Time

Sunday EditionThursday, 10:00 a.m.*
Thursday EditionTuesday, 10:00 a.m.*

*Proof copies cannot be guaranteed if ad copy is turned in close to deadlines. Color ads need to be reserved in advance to guarantee space availability.

COLOR RATES

10" - 50"\$3.00/inch
51" - 100"\$2.50/inch
101" - 117"\$2.00/inch

MECHANICAL MEASUREMENTS

Sunday - Broadsheet

1 Full Page (6 columns)19.5" in depth
1 column1.75"
2 column3.625"
3 column5.5"
4 column7.375"
5 column9.25"
6 column11.125"

Thursday - Tab

1 Full Page (5 columns)10.5" in depth
1 column1.75"
2 column3.625"
3 column5.5"
4 column7.375"
5 column9.25"

PRE-PRINT INSERT RATES

	Open Rate	12 Inserts/Year	24 Inserts/Year	52 Inserts/Year
Single Sheet	\$35/M	\$31/M	\$28/M	\$25/M
4-8 pg Tab/4 pg Broadsheet	\$41/M	\$39/M	\$37/M	\$35/M
4-16pg Tab/8 pg Broadsheet	\$44/M	\$42/M	\$40/M	\$38/M
4-32 pg Tab/16 pg Broadsheet	\$46/M	\$44/M	\$42/M	\$40/M

\$200 minimum charge on any zoned insert. Zoning available for an additional \$5.00.

Publication Deadline

Reservation

Material (Same week as insertion)

The Week - Sunday Thursday, 10 am (10 days prior to insertion) Tuesday, 4 pm
The Week - Thursday Thursday, 10 am (7 days prior to insertion) Wednesday, 4 pm

Submitting Ads Electronically

E-mail file to: rnachreiner@theweekextra.com

We accept files from Acrobat (PDF), QuarkXpress, Adobe PageMaker / Photoshop / Illustrator (TIF, JPEG or EPS).

Any native files must include screen and printer fonts and all high resolution photos and/or artwork.

Bigger is better when sending photos. Please contact your marketing representative before sending. You can also send files on a disk.

Policy (all publications)

- Publisher reserves the right to refuse any advertisement.
- All advertising position requests subject to availability.
- Publisher's responsibility for errors limited to actual space of such error.
- A service charge of 1.5% per month will be applied to accounts not paid by end of billing period following insertion.

Network Advertising

Ads can be placed in our affiliate papers at discounted rates.

The Gazette Lanesville **JOTTER** THE MONROE TIMES

The Week is audited by the largest weekly newspaper auditing firm in the country. The Week's delivery standards are audited each year.
A copy of the CAC report is available upon request.