

## 2015 EARNED RATES FOR DISPLAY ADVERTISING



MONTHLY LINEAGE	TUESDAY NORTHEAST IOWA SHOPPER	PRESS ONLY (M-F)
Open Rate	\$15.88	\$12.22
52"-81"	\$15.34	\$12.00
82"-128"	\$14.60	\$11.80
129"& Over	\$14.20	\$11.40

\* *The Northeast Iowa Shopper is now on the our Website at [www.charlescitypress.com](http://www.charlescitypress.com)*  
 \* *Monthly lineage count starts at the 1st of each month and ends on the last calendar day of the month.*

## PACKAGE ADVERTISING RATES

- **RERUN PACKAGE** **\$6.50 col. inch**  
 Rerun your ad, with no copy changes, in any of our publications within 6 days  
*\* Rerun rates do not apply towards monthly lineage*
- **TRI-RUN PACKAGE 3 Run Package @ \$28.00 col. inch**  
 Run your ad, with no copy changes, in any 3 of our publications within 6 days.
- **FULL WEEK PACKAGE 6 Run Package @ \$43.68 col. inch**  
 Run your ad, with no copy changes, in all 6 of our publications during any calendar week.

**CANCELLATION POLICY**  
 All reserved space will be billed at normal rates unless cancelled two days prior to deadline.

### INSERT RATES

Minimum Charge .....\$225	8 Page Tab.....\$68M	24 Page Tab.....\$97M
Single Sheet .....\$60M	12 Page Tab.....\$76M	28 Page Tab.....\$112M
4 Page Tab.....\$62M	16 Page Tab.....\$82M	32 Page Tab.....\$127M
	20 Page Tab.....\$89M	

*Above prices are for full run inserts. There is a 10% additional charge for Zoned Inserts.*

**ALL INSERTS** must be quarter folded.

**COLOR CHARGE:** \$250 four color. All Color Prices are Per Page & Per Publication.

**POSITION:** Requests for position will be honored when possible, **BUT ARE NOT GUARANTEED!**

**CHARLES CITY PRESS DEADLINE:** Noon, 2 days prior to publication  
**NORTHEAST IOWA SHOPPER DEADLINE:** Noon, Thursday

(RATES SUBJECT TO CHANGE WITHOUT NOTICE)

Email your ad to  
[joelg@charlescitypress.com](mailto:joelg@charlescitypress.com)

For All Your Advertising Contact:  
**Joel L. Gray, General Manager**  
 FAX: (641) 228-2641

Email your ad to  
[joelg@charlescitypress.com](mailto:joelg@charlescitypress.com)

801 RIVERSIDE DRIVE • P.O. BOX 397 • CHARLES CITY, IOWA 50616 • (641) 228-3211

### 2015 National Display Advertising Rates

- **Charles City PRESS** newspaper **\$14<sup>82</sup>** col. inch
- **TMC** Tuesday Northeast Iowa Shopper **\$18<sup>87</sup>** col. inch
- **Newspaper/TMC Combination** **\$26<sup>26</sup>** col. inch
- **Weekly Special Web Advertising** **\$5<sup>00</sup>** col. inch

\*Ad must first run in one newspaper publication no more than 6 days prior to web publish.

### 2015 NATIONAL INSERT RATES

Minimum Charge .....	\$228	16 Page Tab.....	\$88 CPM
Single Sheet .....	\$69 CPM	20 Page Tab.....	\$94 CPM
4 Page Tab.....	\$71 CPM	24 Page Tab.....	\$115 CPM
8 Page Tab.....	\$76 CPM	28 Page Tab.....	\$132 CPM
12 Page Tab.....	\$83 CPM	32 Page Tab.....	\$150 CPM

**ALL INSERTS** must be quarter folded.  
**RATES VALID FOR ALL PUBLICATIONS.**

**COLOR CHARGE:** \$130.00 one color and black; \$225 two colors and black; \$345 four color  
 All Color Prices are Per Page & Per Publication. Perfect registration will not be guaranteed on type smaller than 10 point.

**POSITION:** Requests for position will be honored when possible, BUT ARE NOT GUARANTEED!

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**NORTHEAST IOWA SHOPPER DEADLINE:** Noon, Thursday

(RATES SUBJECT TO CHANGE WITHOUT NOTICE)

For All Your Advertising Contact:

**Joel L. Gray, General Manager**

FAX: (641) 228-2641

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 joelg@charlescitypress.com

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## 2015 DISPLAY ADVERTISING

### 1x1

Shopper - \$15.88  
 Press - \$12.22  
 S/P Combo - \$22.38  
 TriRun - \$28.00  
 Full Week - \$43.68

### 1x2

Shopper - \$31.76  
 Press - \$24.44  
 S/P Combo - \$44.76  
 TriRun - \$56.00  
 Full Week - \$87.36

### 1x2 1/2

Shopper - \$39.70  
 Press - \$30.55  
 S/P Combo - \$55.95  
 TriRun - \$70.00  
 Full Week - \$109.20

### 1x3

Shopper - \$47.64  
 Press - \$36.66  
 S/P Combo - \$67.14  
 TriRun - \$84.00  
 Full Week - \$131.04

### 2x2

Shopper - \$63.52  
 Press - \$48.88  
 S/P Combo - \$89.52  
 TriRun - \$112.00  
 Full Week - \$174.72

### 2x2 1/2

Shopper - \$79.40  
 Press - \$61.10  
 S/P Combo - \$111.90  
 TriRun - \$140.00  
 Full Week - \$218.40

**Ask us about  
 Sticky  
 Notes**

**and  
 Website  
 Advertising**

### 2x3

Shopper - \$95.28  
 Press - \$73.32  
 S/P Combo - \$134.28  
 TriRun - \$168.00  
 Full Week - \$262.08

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**Joel L. Gray, General Manager**  
 joelg@charlescitypress.com  
 (641) 228-3211 • FAX: (641) 228-2641  
 801 RIVERSIDE DR. • CHARLES CITY, IA 50616

	Shopper	Press	S/P Combo	TriRun	Full Week
1/4 Page	\$524.04	\$403.26	\$738.54	\$924.00	\$1,441.44
1/2 Page	\$1012.44	\$792.00	\$1,441.44	\$1,812.36	\$2,882.88
Full Page	\$1,831.80	\$1,548.00	\$2,670.30	\$3,612.00	\$5,634.72

### Column Sizes

1 column - 1.8125"	5 columns - 9.5625"
2 columns - 3.75"	6 columns - 11.5"
3 columns - 5.6875"	ex. - 6 col x 21.5" is
4 columns - 7.625"	11.5" wide x 21.5" tall

**2015 CLASSIFIED ADVERTISING**

**PRIVATE PARTY  
 CLASSIFIED RATES**

**\$11.25**

15 words and under

36¢ for each additional word

\$3.50 for each additional issue

*All classified ads that run in the Press go on the Internet at no extra charge*

**CARD OF THANKS  
 & IN MEMORY**

**\$9.85** first 20 words

36¢ each additional word

**WEEKLY RATE**

**\$25.25**

15 words and under

60¢ for each additional word

*(5 press runs & 1 shoppers)*

**FOUND ADS**

**FREE** *(run for 3 Press days)*

**BLIND BOX SERVICE**

**\$15.00**

**BUSINESS RATE**

**\$15.60**

*Excludes rental properties*

15 words and under

66¢ for each additional word

\$6.50 for each additional

consecutive day *(up to 6 days)*

**HELP WANTED  
 BUSINESS RATE**

**\$19.75**

15 words and under

66¢ for each additional word

\$6.50 for each additional

consecutive day *(up to 6 days)*

Classified Ad Examples

**DRIVERS WANTED** - Iowa based trucking firm looking for drivers and owner/operators for local and long distance trucking. Livestock experience preferred. Drivers Class A CDL required. Good driving record. Excellent benefits and pay scale. Owner/operators must have own authority and permits. \$1.10 per mile or better on all miles. Plus fuel surcharge. Currently at \$.25 per mile. Contact Ed at Cattle Exchange, Your Town, Iowa. (INCN)

**\$1,000'S WEEKLY:** Mailing Beautiful Rose Catalogs! Free supplies/postage! Rush self-addressed, stamped envelope: RBM-US, PO Box 000, Your Town, Illinois 12345-6789. (LGP)

Display Ad Example

**FOR RENT**  
**Very large  
 2 bedroom  
 apartment**

New windows, new appliances. Private parking. Laundry area. Heat, water, garbage pickup, lawn care, snow removal. Very clean and quiet.

**Must have references and deposit. Rent \$400.**

*First month rent free with excellent references and lease.*

**Call 641-000-0000**

For All Your Advertising Contact:

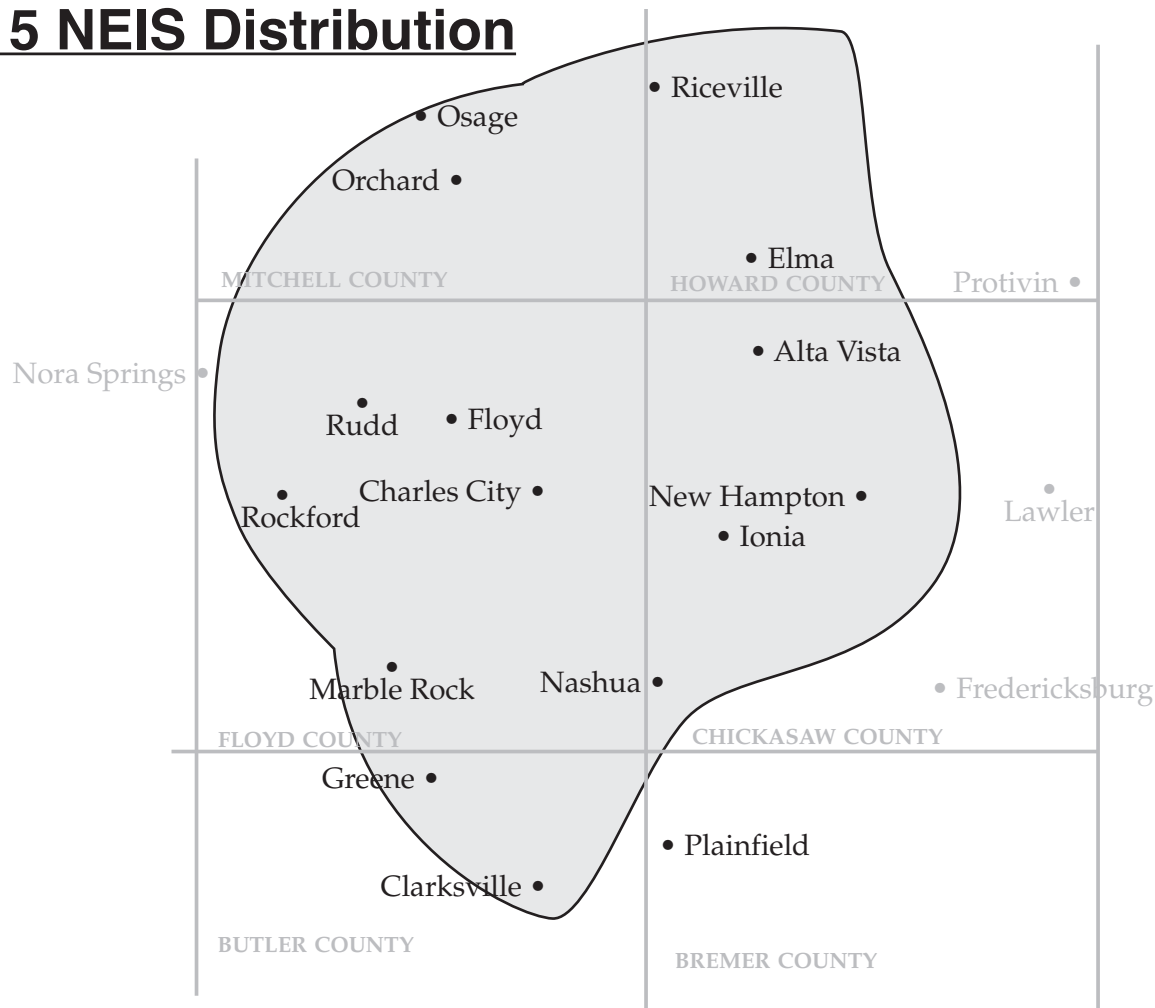
**Joel L. Gray, General Manager**

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## 2015 NEIS Distribution



## Readership - 38,500

### Zip Code Coverage

Zip Code .....Town  
 50616 .....Charles City  
 50435 .....Floyd  
 50471 .....Rudd  
 50468 .....Rockford  
 50653 .....Marble Rock

Zip Code .....Town  
 50658 .....Nashua  
 50636 .....Greene  
 50619 .....Clarksville  
 50628 .....Elma  
 50461 .....Osage

Zip Code .....Town  
 50466 .....Riceville  
 50460 .....Orchard  
 50603 .....Alta Vista  
 50645 .....Ionia  
 50659 .....New Hampton

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