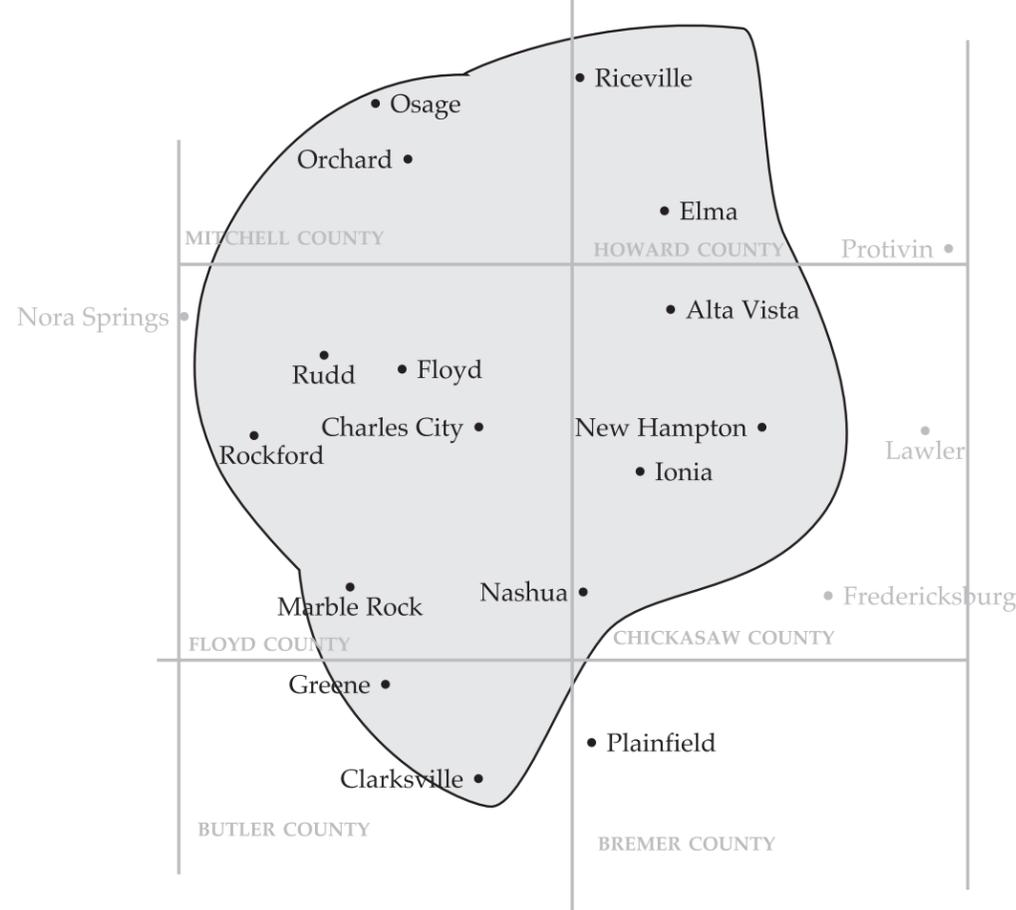


northeast iowa *It's About You!* SHOPPER

CHARLES CITY PRESS

2018 Distribution



Readership - 50,000

Zip Code Coverage

Zip Code	Town	Zip Code	Town	Zip Code	Town
50616	Charles City	50658	Nashua	50466	Riceville
50435	Floyd	50636	Greene	50460	Orchard
50471	Rudd	50619	Clarksville	50603	Alta Vista
50468	Rockford	50628	Elma	50645	Ionia
50653	Marble Rock	50461	Osage	50659	New Hampton

Plus over 20 Agent Locations!

Visit us on the web www.charlescitypress.com



2018 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 our Website at 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 @ \$44.00 col. inch***
Run your ad, with no copy changes, in all 6 of our publications during any calendar week.
**Includes FREE Classified Listing*

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: All Color will be charged at \$3.00/col. inch
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
joel@charlescitypress.com

For All Your Advertising Contact:
Joel L. Gray, General Manager
 PHONE: (641) 228-3211 • FAX: (641) 228-2641
 801 RIVERSIDE DRIVE • CHARLES CITY, IOWA 50616



It's About You!

2018 National Display Advertising Rates

- **Charles City PRESS** newspaper **\$14⁸²** col. inch
- **TMC** Tuesday Northeast Iowa Shopper **\$18⁸⁷** col. inch
- **Newspaper/TMC Combination** **\$26²⁶** col. inch
- **Weekly Special Web Advertising** **\$5⁰⁰** col. inch

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

2018 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!

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

(RATES SUBJECT TO CHANGE WITHOUT NOTICE)

PHONE: 641) 228-3211 • **FAX:** (641) 228-2641
801 RIVERSIDE DRIVE • CHARLES CITY, IOWA 50616
EMAIL: joel@charlescitypress.com

Classified Advertising

www.charlescitypress.com

PRIVATE PARTY CLASSIFIED RATES

Charles City Press:
\$5.00
Northeast Iowa Shopper:
\$6.00

For Rent, For Sale, Miscellaneous, etc.

BLIND BOX SERVICE AVAILABLE
MUST BE A DISPLAY AD

Front Page Stickies \$88.00 • Stickies in the Shopper \$148.00
Inside Stickies \$66.00 • There maybe location & availability restrictions.

Classified Ad Example:

FOR RENT 2 Bedroom house in Charles City. Freshly painted and updated with stove, refrigerator, blinds, ample closet space, play-ground, and your small pet is welcome (some restrictions). Call XXX-XXX-XXXX for more info.

FOR SALE 2004 Saturn Ion, 100K miles, very little rust, new tires and battery in September, regular oil changes and tuneups. Great gas mileage, runs great! Asking \$3,500 OBO. Call XXX-XXX-XXXX for more information.

FOR RENT 3 Bedroom, 2 bathroom house in New Hampton. Recently updated kitchen and bathrooms, all appliances included, close to school and park. Call XXX-XXX-XXXX for more info.

Display Ad Example:

FOR RENT
Very large
2 bedroom
apartment
in Rockford.

Comes with new windows, beautiful woodwork & floors, new appliances, lots of storage area & closets. Private parking. Laundry area. Heat, water, garbage pickup, lawn care, snow removal. Very clean and quiet.

Must have references and deposit. No pets.
Rent \$400.

First month rent free with excellent references and one year lease.

Call 641-000-0000

DISPLAY AD RATES

Northeast Iowa Shopper **\$15.88** per col. inch
Charles City Press **\$12.22** per col. inch
Rerun rate **\$6.50** per col. inch
Shopper/Press Combo **\$22.38** per col. inch
3x Run Package **\$28.00** per col. inch
6x Run Package **\$44.00** per col. inch
Includes **FREE Classified**

(5 Press runs & Shopper with-in a weeks period)

Column Sizes

1 column - 1.8125" 5 columns - 9.5625"
2 columns - 3.75" 6 columns - 11.5"
3 columns - 5.6875" *example - 6 col x 21.25" is*
4 columns - 7.625" *11.5"wide x 21.25" tall*