

Beloit Daily News

149 STATE ST. • BELOIT, WI 53511

Main Office (608) 365-8811

FAX (608) 365-1420

Visit our website at www.beloitdailynews.com

Published Monday through Friday

LOCAL DISPLAY, CLASSIFIED & PREPRINT INSERTION RATES
EFFECTIVE DECEMBER 1, 2018

Information in this rate card is presented in accordance with the prescribed format of Standard Rate & Data Service (SRDS). Information not applicable to these rates has been eliminated.

1. PERSONNEL

Director of Business Development.....Todd Colling
National Accounts Representative.....Lori Buck
Creative Services Manager.....Khoury Heilman
Publisher.....Kent D. Eymann

2. COMMISSIONS

The rates shown on this card are noncommissionable. They apply to advertising relating to the regular business of the advertiser. The commissionable rate to agencies is the applicable card rate plus 20%.

The Beloit Daily News is represented nationally by Customized Newspaper Advertising (CNA), which is the sales arm of the Wisconsin Newspaper Association (WNA). Call 800-227-7636 for more information. Call the Beloit Daily News (608-365-8811), or WNA Ad Bureau for special rates for advertising placed in combination with other newspapers, and for commissionable frequency discounts for R.O.P. or preprint insertion prices.

3. CREDIT

A. Advertising is accepted on a cash-with-copy basis unless prior credit arrangements are made. VISA/MASTERCARD/DISCOVER accepted. All political and transient advertising is accepted on a cash-with-copy basis only.

B. All invoices for advertising are payable in full as of the 15th of the month following publication.

C. "Going Out of Business" advertising will be accepted only if accompanied by payment of all outstanding balances plus the cost of the ad being placed.

4. POLICY

A. It is agreed that the advertiser and/or advertising agency accepts full responsibility and liability for the validity of advertisements placed in the Beloit Daily News.

B. Position requests will be granted where possible but position cannot be guaranteed, except by advance reservation at extra cost.

C. Advertisers purchasing space in the Beloit Daily News agree that any typographical, composition or artwork furnished by the Beloit Daily News, is the property of the newspaper and may not be reproduced without written permission from the Publisher. Material or creative ideas supplied by the advertiser remain the property of the advertiser.

D. Proofs of advertisements of less than 30 column inches will not be dispatched; however, they may be checked at the office of the Beloit Daily News until 5 p.m. the day prior to publication. The Beloit Daily News will not be liable for errors if proof of the advertisement has been checked by the advertiser prior to publication, or if the advertiser fails to advise the Beloit Daily News of an error in the advertisement after the first day of publication. When an error is caused by the Daily News, only that portion of the ad in which the error occurred will be corrected and published without charge.

The Beloit Daily News accepts no liability for errors in advertise-

ments for which copy is not provided in accordance with the closing schedules noted in Section 11 of this rate card.

E. The Publisher reserves the right to adjust the rates on this card at any time.

F. Extra labor charges may be made for changes ordered by the advertiser after the advertisements have been set according to original instructions.

5. RATES (Effective DECEMBER 1, 2018)

A. Monthly Advertising Program

The Beloit Daily News offers a frequency advertising program that reaches nearly 100% of the market every week through a combination of our daily product and our total market coverage publication. The Monthly Advertising Program offers the opportunity to be in our daily newspaper and our shopper every day of the week we publish for as little as \$160 a week. Ask your account representative for more details.

B. REPEAT-RUN DISCOUNT

Any advertisement purchased from this rate card can be rerun without copy change within three publishing days of its original insertion, at a discount of 40 percent of the earned rate. The same advertisement can be rerun again without copy change within two publishing days of the second run, at a discount of 60 percent of the first run of the schedule.

C. PREPRINT INSERTION RATES

Prices shown are for tabloid or folded broadsheet preprints up to a maximum of 48 tab or 24 broadsheet pages. Additional charge will be made for larger, odd-size or zoned inserts requiring special handling. All prices are non-commissionable. Add 20% for inserts scheduled by agencies. Prices listed are C.P.M. (cost per thousand) and based on full circulation in the Beloit Daily News.

NUMBER OF PRE-PRINTS PER 12-MONTH PERIOD

Size	1-5	6-11	12-25	26-51	52-78	78/More
Single Sheet	\$59	\$57	\$54	\$52	\$50	\$47
4 Tab/2 Reg.	\$66	\$64	\$60	\$58	\$54	\$52
8 Tab/4 Reg.	\$67	\$65	\$61	\$59	\$55	\$53
12 Tab/4 Reg.	\$68	\$66	\$62	\$60	\$56	\$54
16 Tab/8 Reg.	\$69	\$67	\$63	\$61	\$57	\$55
20 Tab/10 Reg.	\$70	\$68	\$64	\$62	\$58	\$56
24 Tab/12 Reg.	\$71	\$69	\$65	\$63	\$59	\$57
28 Tab/14 Reg.	\$72	\$70	\$66	\$64	\$60	\$58
32 Tab/16 Reg.	\$73	\$71	\$67	\$65	\$61	\$59
36 Tab/18 Reg.	\$74	\$72	\$68	\$66	\$62	\$60
40 Tab/20 Reg.	\$75	\$73	\$69	\$67	\$63	\$61
44 Tab/22 Reg.	\$76	\$74	\$70	\$68	\$64	\$62
48 Tab/24 Reg.	\$77	\$75	\$71	\$69	\$65	\$63

PREPRINT PIECES REQUIRED

Total quantities needed will depend on whether your preprint is zoned or distributed to our full circulation area. Full run quantities are required the Wednesday prior to Thanksgiving and the Christmas Eve edition. A minimum quantity of 5,000 preprints/cpm required. Contact your Beloit Daily News Account Representative to determine correct quantity required, to obtain the desired distribution. Shipments must reach the Daily News plant 7 days prior to insertion date and must arrive prepaid. Delivery accepted 8 a.m. - 3 p.m. Monday through Friday.

D. WE-PRINT RATES

The Beloit Daily News will print and distribute your single-sheet preprints for you.

2-sided glossy Full Color both sides						
Quantity	10M	20M	40M	60M	100M	150M+
CPM	\$82	\$78	\$75	\$73	\$71	\$69
Newsprint 2-Sided Full color One Side Spot Color Other Side						
Quantity	10M	20M	40M	60M	100M	150M+
CPM	\$68	\$65	\$64	\$63	\$61	\$60

Reduced rates available for more than three jobs annually.

6. TOTAL MARKET COVERAGE

Weekender Shopper- Published and distributed to nonsubscribers on Wednesday in the primary market. Advertisements published in the Beloit Daily News can be placed on Wednesday for \$6.00 per column inch additional cost. Daily News account representatives have full details.

7. COLOR RATES

1 color and black.....	\$285
2 colors and black.....	\$350
3 colors and black.....	\$425

Color advertising accepted subject to press capacity. 5 day advance reservation for color and copy is necessary.

8. SPECIAL SERVICES

A. SPECULATIVE LAYOUTS Your advertising sales representative can explain how you can increase your advertising results by outlining a planned advertising program complete with ad ideas and layouts. This service is provided at no charge.

B. PRODUCTION ARTWORK The Beloit Daily News maintains an electronic library of advertising layout materials to use in creating attractive and effective ads. Special original illustrations or photography services are available and are billed in addition to space purchased. Consult with your account representative.

C. CO-OP SERVICES Daily News advertising representatives are trained to assist you in taking maximum advantage of available co-op advertising funds. Tear sheets, duplicate invoices and co-op claim forms will be provided on request.

9. "Run of Paper" DEPTH REQUIREMENTS

Full page advertisements ordered for more than 19 inches in depth will be expanded to the full 21- 1/2 inch page depth and billed accordingly. Tabloid page advertisements ordered 9 inches or more in depth will be expanded and billed at the full 10 inch page depth.

10. COPY REGULATIONS

A. The Beloit Daily News reserves the right to reject or revise, at its option, any advertisement which it deems objectionable either in its subject or phrasing.

B. Any ad having the general appearance of a news item must carry the word "Advertisement" at the top of the ad.

11. CLOSING SCHEDULES

A. R.O.P. DISPLAY ADS

Publication day	Copy Deadline
Monday.....	Thursday prior, 4 p.m.
Tuesday.....	Thursday prior, 4 p.m.
Wednesday.....	Friday prior, 4 p.m.
Thursday.....	Monday prior, 4 p.m.
Friday.....	Tuesday prior, 4 p.m.

- Advance all deadlines one day when a holiday occurs.
- Special issues, unusual composition, double trucks, multiple pages, special artwork, color, etc., may require an earlier deadline.

B. CLASSIFIED ADVERTISING

In column (Line Ads) copy by 3:00 p.m. day prior to publication 3:00 p.m. Friday for Monday publication. Classified display ad deadline 2 days prior to publication.

C. ALTERATIONS

Proofs are shown for the purpose of correcting production errors only. Extra charges may be made for major alterations. Any alteration must be made by noon the day before publication.

D. CANCELLATIONS

Ads cancelled after space reservation and/or deadline may be charged 50% of the rate.

12. MECHANICAL MEASUREMENTS DISPLAY COLUMN WIDTHS - P.A.S.S.*

1 col.....	1.58"	(9p6)
2 col.....	3.33"	(22p0)
3 col.....	5.08"	(30p6)
4 col.....	6.83"	(41p0)
5 col.....	8.58"	(51p6)
6 col.....	10.33"	(62p0)

MATERIAL PREFERRED - PDF files

SCREENS - 85 line half-tone screens preferred

PRINTED SIZE - 10.33"x21-1/2"

DOUBLE TRUCK - 21"x21-1/2"

TABLOID SIZE - 9.89"x10.33"

*Preferred Advertising Submission Size

13. RUN OF PAPER RATES

ANNUAL R.O.P. BULK SPACE CONTRACTS

Minimum 12-month space usage	Net Rate*
OPEN RATE.....	\$31.00
120 col. in	24.85
240 col. in.....	24.60
600 col. in.....	24.15
1,200 col. in.....	23.45
2,700 col. in.....	22.70
4,800 col. in.....	22.15
10,000 col. in.....	21.30

*ADD \$4.00/inch for Wednesday

14. CLASSIFIED ADVERTISING RATES:

A. CLASSIFIED LOCAL NON-CONTRACT

(3 lines minimum-In-column type styling available)

1-2 days.....	2.25 per line
3-6 days.....	2.15 per line
7 days.....	1.90 per line
30 days.....	1.80 per line

*except Help Wanted (Call for rates)

B. CLASSIFIED BLIND BOX NUMBERS - \$40 PER ADVERTISEMENT

C. CLASSIFIED ADVERTISING STYLES IN-COLUMN LOGOS AND PHOTOS



House for sale - Beautiful 3 bedroom, 2 bath on large lot. Call REALTOR today!

EMPLOYABILITY

Early Bird gets the Job!



Call For An
Appointment
608/364-9203

Minimum classified display size is 1 column by 4 inches.

Employment display specials available.
Call 608-365-8811 for information.

ELECTRONIC ADVERTISING TRANSFER INFORMATION

Adsend your ad to us at: WIBEL or e-mail your ad to us: advertising@beloitdailynews.com Beloit Daily News accepts the following file formats: TIFF, JPG, EPS & PDF. Files should be saved at least 200 dpi to ensure print quality. Files must be CMYK, using true black (no registration black). We do not accept Microsoft Publisher files. PDF files must be the correct size of the ad and must have all fonts embedded. Please title files with business name and ad description or use a unique name for the file.

We may be unable to use files created in other applications.

Presented By:

Beloit Daily News Account Representative