

MECHANICAL INFORMATION

Width of Page.....6 columns-9.997”
 Width of Column1.562”
 Page Depth.....16.00”
 Column Inches Per Page.....96.00”

Mechanical info for front page available upon request. Call for other column sizes.

ADDITIONAL INFORMATION

REGULAR DEADLINE: Friday, 5:00 p.m.; Full Page and Color Ads, Thursday, 5:00 p.m.; Classifieds Noon Monday. Call for deadlines for other pubs.

PUBLICATION DAY: Wednesday

HOLIDAY DEADLINES: Contact a sales representative.

ONLINE: All Monroe Shopping News and Freeport Shopping News ads are published online and have an automatic \$2.00 per publication fee.

CANCELLATIONS: Labor cost will be charged against cancelled copy already set. Cancellations are not accepted after Thursday, Noon, preceding the publication date.

PROOFS: Advertisers who submit copy **24 hours prior to deadline** (one business day) may request proofs.

POSITION: **No guarantee is given to advertising position.** However, a sincere attempt is always made to grant position requests when they do not interfere with the general make-up of the paper. **Preferred Position Reservations** (front and back pages) are reserved in advance.

LIABILITY: Error in publication—It is agreed the Shopping News is not to be held responsible for errors in publication, unless a proof of such advertisement is submitted to the advertiser and returned to the Shopping News Office with such error correction plainly noted in writing thereon prior to publication. In any event, the Shopping News liability shall not exceed republication of that part of the advertisement affected by the error. It is agreed that the Shopping News accepts responsibility for errors only on the first insertion of the advertisement. It is further agreed that in no case shall the Shopping News be held responsible for selling losses incurred in publication or failure to insert an advertisement. The advertiser assumes liability for the content of all advertising authorized for publication and any claims that arise against the publisher. **ACCEPTABILITY:** The publisher reserves the right to edit, reject or cancel any advertisement.

ACCOUNTS: Rates reflect Net Price. 1.5% per month added to accounts not paid by the 15th of the following month. This reflects an 18% per year rate.

SUBSCRIPTION RATE: Subscription rates are available outside our distribution area. Please call our office for rates.

COMBINATION RATES

To run the same ad, same day in other Shopping News Publications, the add-on rates are as follows:

Grant, Iowa, Lafayette Shopping News	\$11.98
Wisconsin-Iowa Shopping News	\$7.26
Dyersville Commercial Shopping News.....	\$6.48
Cascade Pioneer Shopping News.....	\$6.04
Richland Center Shopping News.....	\$6.53
Eastern Iowa Shopping News.....	\$7.96
Great Dane Shopping News.....	\$8.28
Freeport & Monroe Combined (Combo) Rate.....	\$17.94
With Monroe Contract.....	\$13.60
With Monroe Contract of \$7,000 or more.....	\$11.52

**1065 4th Avenue West,
 Monroe, Wisconsin 53566
 www.mymonroeshoppingnews.com**

MONROE

Shopping News

**CIRCULATION
 VERIFICATION
 COUNCIL**

608-328-4202 • 800-236-2240 • FAX 608-328-4217
 E-mail: monroeshopnews@themonroetimes.com

DISPLAY ADVERTISING RATES
 Effective January 1, 2012

OPEN RATE	\$14.34
Non Profit Rate	\$10.03
National Commissionable Rate, 6 column format.....	\$20.64
Combo—Freeport and Monroe Shopping News.....	\$17.94

COLOR RATES

	Monroe	Combo
Full Page black plus one color	\$115.00	\$171.00
Full Page black plus two colors	\$165.00	\$251.00
Two Pages black plus one color	\$171.00	\$261.00
Two Pages black plus two colors	\$251.00	\$377.00
Full Page process color	\$256.00	\$383.00
Two Pages process color.....	\$387.00	\$669.00

Not all color variations are available. Process separations and special artwork are billed extra. Specific color specifications may incur additional charges.

COLOR BY-THE-INCH RATE

Black plus one color (Minimum \$30.00)	\$2.56 per inch
Black plus two colors (Minimum \$50.00)	\$3.55 per inch
Process Color (Minimum \$60.00).....	\$4.20 per inch

Not all color variations are available. Process separations and special artwork are billed extra. Specific color specifications may incur additional charges.

DOLLAR VOLUME CONTRACT RATES

\$750-\$999	\$11.02
\$1,000-\$3,499	\$10.78
\$3,500-\$6,999	\$10.36
\$7,000-\$14,999	\$9.71
\$15,000-\$24,999	\$8.72
\$25,000-\$49,999	\$7.44
\$50,000 +	\$6.29

INSERT PRE-PRINTS

Please call our office for rates on 12 page tab or larger
 \$.0165 folding charge each will apply if larger than 8 1/2"x11"

RECEIVING HOURS FOR PREPRINTS: Monday-Friday, 8:00 a.m. to 4:00 p.m.

DELIVER TO: Bliss Communications Printing and Distribution Center

333 S. Wuthering Hills Dr., Janesville, WI 53546 • (608) 755-9495

DEADLINE: Wednesday, Noon, week prior to publication.

Minimum 1,000	
Less Than 8,000	\$56.00/m
8,000-12,000	\$54.00/m
12,000 or more.....	\$49.00/m
Monroe & Freeport Full Circulation.....	\$47.00/m

