

2021 Clinton Herald

RATE CARD

MISSION STATEMENT

The Clinton Herald will be the dependable source for local news, provide our readers a public forum to express their needs, interest and concerns, and engage in community activities that enhance the image and character of our newspaper and our communities.

The Clinton Herald is NEWS about YOU!

READERS OF THE CLINTON HERALD

*source: Audit Bureau of Circulation

Daily Circulation (Tuesday, Thursday): 5200 Weekend Circulation (Saturday): 5500
Readership (2.1 per paper): 11,550 Digital Audience (Monthly): 710,000 Page Views 103,300 Unique Visitors



retail advertising



Now Accepting New Patients
General Surgeon Moustafa El Khatib, MD



MERCYONE
Providing open and minimally invasive surgery for adults and children. Call 563-24-0590 to make an appointment (appointments available).
mercyone.org/clinica



WEEKLY PRIME POSITIONS

		includes 1,000 digital impressions	includes 1,000 digital impressions	includes 1,000 digital impressions
<u>FLAT RATES</u>	<u>OPEN</u>	<u>13x</u>	<u>26x</u>	<u>52x</u>
Business Page Strip 6x1.5 Tues-Sat B&W	\$200.00	\$150.00	\$100.00	\$50.00
Tuesday Food Page Strip 6x1.5 B&W	\$200.00	\$150.00	\$100.00	\$50.00
Lifestyles Page 6x2 Full Color	\$200.00	\$150.00	\$100.00	\$50.00
<u>DAILY CLASSIFIED</u>				
Sudoku Sponsorship 2x2 B&W	\$75.00	\$55.00	\$45.00	\$25.00
Classified Banner Strip 6x1.5 B&W	\$75.00	\$55.00	\$45.00	\$25.00
<u>RIVER VIEW MARKETPLACE - WEDNESDAYS</u>				
Front Page 5x6.5 Full Color	\$300.00	\$250.00	\$200.00	\$150.00
Back Page Full 5x10 Full Color	\$400.00	\$300.00	\$250.00	\$175.00

25% pick-up discount on 2nd insertion within 7 days except Weekend, 50% pick-up discount on 3-7 insertions within 7 days except Weekend, 50% pick-up discount on Tuesday within 7 days. Pick-up ads do not include additional impressions.

<u>COLOR</u>	<u>DAILY</u>	<u>WEEKEND</u>
Process Color	\$5.80 pci	\$6.40 pci

retail advertising



DOLLAR VOLUME CONTRACT

per column	10% color discount	10% color discount	10% color discount	10% color discount	10% color discount
inch rates	<u>OPEN</u>	<u>\$2,000+</u>	<u>\$4,000+</u>	<u>\$5,000+</u>	<u>\$10,000+</u>
Daily Rate . .	\$16.35	\$14.72	\$14.39	\$14.06	\$13.73
Weekend Rate	\$17.99	\$16.19	\$15.83	\$15.47	\$15.11

Non-Profit Rate daily or weekend **\$10.88**
 Political Rate daily or weekend **\$15.15**

WEEKLY PRIME POSITIONS

FLAT RATES	OPEN	includes 1,000 digital impressions 13x	includes 1,000 digital impressions 26x	includes 1,000 digital impressions 52x
Daily Front Page 6x1.5 Full Color	\$250.00	\$225.00	\$200.00	\$150.00
Weekend Front Page 6x1.5 Full Color	\$275.00	\$248.00	\$220.00	\$165.00
Sports Front Page 6x2 Full Color	\$250.00	\$225.00	\$200.00	\$125.00
Sports Weekend Front Page 6x2 Full Color	\$275.00	\$248.00	\$220.00	\$138.00
Daily Obituary Page 6x1.5 B&W	\$200.00	\$150.00	\$100.00	\$50.00
Daily Weather Page 2x1.5 BW	\$200.00	\$150.00	\$100.00	\$50.00
Daily Family Page 6x1.5 B&W	\$200.00	\$150.00	\$100.00	\$50.00
Daily Stocks Page 2x2 B&W	\$100.00	\$75.00	\$50.00	\$35.00
Spadia Wrap (2 pages) Tues. Full Color Front. . .	\$2000.00	\$1750.00	\$1250.00	\$950.00
Adwrap-Daily (2 pgs-45# Bright White) B&W . .	\$1700.00	\$1500.00	\$1250.00	\$1000.00
Adwrap-Weekend (2 pgs-45# Brt Wht) B&W . .	\$1870.00	\$1650.00	\$1375.00	\$1100.00

25% pick-up discount on 2nd insertion within 7 days except Weekend, 50% pick-up discount on 3-7 insertions within 7 days except Weekend, 50% pick-up discount on Tuesday within 7 days. Pick-up ads do not include additional impressions.

preprints

Preprint insertions offer a variety of preprint styles and options, which advertisers can use to target their best customers. Over 80% of daily newspaper readers read the inserts.*

RATES

INSERTIONS PER YEAR

	1-12	13-38	39+
4 Tab	\$72/m	\$60/m	\$50/m
8 Tab	\$76/m	\$66/m	\$56/m
12 Tab	\$83/m	\$71/m	\$60/m
16 Tab	\$87/m	\$76/m	\$66/m
20 Tab	\$92/m	\$81/m	\$70/m
24 Tab	\$97/m	\$87/m	\$76/m
28 Tab	\$102/m	\$91/m	\$81/m
32 Tab	\$107/m	\$97/m	\$87/m
36 Tab	\$112/m	\$101/m	\$91/m
40 Tab	\$117/m	\$107/m	\$97/m

Single Sheet.....\$47/m RVM.....\$50/m

DEADLINES: Reservation required 6 days prior to insertion.

DELIVERY: The Clinton Herald
221 6th Avenue South
Clinton, IA 52732

PHONE: (563) 242-7101

FAX: (563) 242-7147

EMAIL: rgutierrez@cnhi.com

ADWRAPS

Adwraps is a term used to describe the wrapping of a newspaper section or insertions in an advertising message. They are 6 column x 20.5" broadsheet pages on 60# newspaper, advertising on both sides. Color is available. Contact your account executive for more details.

Mechanics

Standard Advertising Unit (SAU) widths.
Image area is 9.89" by 20.5" for Retail & Classifieds.

RETAIL WIDTHS

1 column = 1.544"	1 column = 1.544"
2 column = 3.213"	2 column = 3.213"
3 column = 4.882"	3 column = 4.882"
4 column = 6.552"	4 column = 6.552"
5 column = 8.221"	5 column = 8.221"
6 column = 9.89"	6 column = 9.89"
Double Truck = 20.875"	Double Truck = 20.875"

CLASSIFIED WIDTHS

TABLOID WIDTHS

1 column = 1.922"	Single Pg Tab
2 column = 3.942"	10" x 9.89"
2.5 column = 4.95"	Adwrap H
3 column = 5.961"	20.875" x 9.89"
4 column = 7.981"	Adwrap V
5 column = 10"	9.89" x 20.875"

ADWRAP SIZES

Electronic Files

PROGRAMS ACCEPTED:

- Adobe InDesign CS6 or less
- Adobe Photoshop CS6 or less
- Adobe Illustrator CS6 or less
- QuarkXPress 8.0 or less
- Adobe Acrobat PDF Files

All electronic files must be in by the deadline stated in this rate card.

- PDF files must have ALL fonts embedded. **All files need to be in Grayscale or CMYK color mode as well.**
- Illustrator EPS and Illustrator files are accepted with fonts and artwork embedded (please convert all text to outlines).
- Quark XPress/Adobe InDesign Files: Include all artwork. Hard copy (included or faxed). Fonts may be included, but most likely will be substituted for similar fonts from our library. Windows fonts will be substituted.

PICTURES/ARTWORK

- Grayscale pictures should be at least a resolution of 170 and color photos should be at least a resolution of 200 saved as JPG files. Tiff files are acceptable. A resolution of 300dpi is highly recommended.
- Color: **All color must be in CMYK format.** Please do not use Pantone, spot or RGB formats.
- Word Documents are accepted for text and mock layouts, but will be rebuilt. Please **DO NOT** send photos and artwork in a Word document, the quality of the extraction will not be great. **Publisher files are not accepted.**

REMOVABLE MEDIA

We accept CDs and Flash/Jump Drives. Or you may send your files (3MB or less) electronically by email:
composing@clintonherald.com.

FTP site available upon request.

GENERAL POLICY

- Thirty-day notice of rate revisions will be provided.
- Every effort will be made to comply with requests for specific advertising position, but acceptance of space orders does not imply nor guarantee position. Should position request not be honored, it will not constitute cause for adjustment, refund or rerun.
- Adjustment of Errors: It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustments will be made by the publisher for errors not corrected after the first day. The Publisher accepts no liability or responsibility for failure to insert an advertisement. The Publisher accepts no liability for any error in an advertisement, regardless of course, except for the cost of the space actually occupied by the error. The Publisher reserves the right to revise or reject, at its option, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to classify any advertisements. All ads subject to credit approval.
- Advertiser assigns all right, title and interest in layouts, illustrations, paste-ups and printed ads which represent the creative effort and composition of the newspaper to the Ottumwa Courier.
- Indemnification. The Clinton Herald will not knowingly accept or publish material that is in violation of the law. Advertiser and Agency state that either has the authority to place the advertisement and agree to assume joint and individual liability for contents of all advertisements printed, as well as claim arising therefrom made against the Clinton Herald. Advertiser and Agency agree to jointly and severally identify and hold harmless the Clinton Herald, its officers, servants and employees from all costs, including reasonable attorney fees of the Clinton Herald, caused by publication of any advertisement placed by Advertiser or Agency. Such claims include, but are not limited to, those arising from material which is alleged to be defamatory, in violation of copyright or trademarks or invasive of the privacy of another, regardless of whether such claims are ultimately found to be without merit. It is agreed that the Clinton Herald's advertisement accepted by publisher is to appear if such failure is caused by circumstances beyond the control of the Clinton Herald, including, without limitation, acts of God, fires, strikes by newspaper's employees or the employees of other, lockouts, accidents, postal delays, forces majeure, inability to obtain newsprint, and acts of Government.

CREDIT & RATE POLICY

All Classified categories may require prepayment. If in doubt, please call the Classified Department. All classified display ads require prepayment in the absence of established credit terms. Commercial rates apply to commercial business and applicable classifications, i.e. Help Wanted, Rentals, Real Estate for Sale, etc. Classified line rates are discounted by consecutive insertions.

COMMISSION & TERMS OF PAYMENT

- Retail advertising rates on this rate card are non-commissionable and available only to retail sales or service establishments dealing directly with the public.
- CASH WITH COPY UNTIL CREDIT APPLICATION IS APPROVED - NO CASH DISCOUNTS ALLOWED.
- All charges due by the 15th of the month following billing.
- Billing period runs from the 1st of the month through the end of the calendar month.
- Earned rates are based on total paid lineage during billing period. Half-lineage repeats are credited at half of the lineage in the ad.
- Payments accepted in U.S. funds only.

POLITICAL ADVERTISING POLICY & GUIDELINES

Advance payment in full is required. Advertising must carry the words "Paid Political Advertisement" and the name and address of the organization responsible for placement of the ad. Any political advertising which directly or indirectly mentions opposition must be published in time to give opposition an opportunity to reply.

REPRESENTATIVES

Iowa Newspaper Association

Deadlines

Please send us your ad copy by the deadlines below.

TUESDAY AD
THURSDAY BY 12PM

THURSDAY AD
MONDAY BY 12PM

SATURDAY AD
WEDNESDAY BY 12PM

RVM - SMC
WEDNESDAY BY 12PM

TV GUIDE
WEDNESDAY BY 12PM

classified advertising



DOLLAR VOLUME CONTRACT

	10% color discount	10% color discount	10% color discount	10% color discount
per column inch rates	OPEN	\$2,500+	\$5,500+	\$7,500+
Daily Rate	\$15.10	\$13.20	\$12.00	\$11.40
Weekend Rate	\$16.61	\$14.52	\$13.20	\$12.54
Pick-up into River View Marketplace	\$4.50 per inch			

CLASSIFIED PACKAGES

Real Estate Package (Rentals)	14 Days	\$69.06
Auto Packages	45 Days	\$55
Private Party	4 Days	\$20
Homes for Sale	24 Days	\$75

PICK-UP RATES

- 1st Run - Full Price
- 2nd Run - 25% Discount
- 3rd Run - 50% Discount

Pick-up rates are available for the repeat of identical ads within 7 consecutive publishing days.

EMPLOYMENT GOLD PACKAGE

	3-DAY	7-DAY	14-DAY
flat rates	\$534.00	\$581.00	\$802.00

Includes 3, 7, 14 day print ad plus 30-day monster.com ad, RVM and clintonherald.com

PICK-A-PRO SERVICE DIRECTORY

flat rate	4-WEEKS
\$25 per week, 4 wk commitment	\$100.00

Publishes Tuesday, Thursday, Saturday in the Clinton Herald, Wednesday in the RVM and on clintonherald.com



EMPLOYMENT CLASSIFIED SATURDAY DISPLAY PACKAGE

	4-INCH	6-INCH
flat rates	\$211.00	\$252.00

Includes the Clinton Herald Saturday morning paper, River View Marketplace & monster.com

MARKETING SOLUTIONS

January:

- Heartland Farmer
- Living 50 Plus
- Clinton Magazine
- 1st Baby of the Year
- Auto Service Page
- Star Student
- Real Estate Guide
- Coupon Xpress



February:

- Valentine's Spread
- Love Stories
- Children's Valentines
- Financial Guide
- Heart Month
- Lighthouse Newsletter
- Valentine Coloring Contest
- Auto Service Page
- Star Student
- Real Estate Guide
- Coupon Xpress



March:

- Spring Home Improvement
- Easter Coloring Contest
- Business Card Directory
- Cabin Fever Auction
- Heartland Farmer
- Church Directory
- NCAA
- Bridal Guide
- NIE Design an Ad
- Auto Service Page
- Star Student
- Real Estate Guide
- Coupon Xpress



April:

- Living 50 Plus
- American Home Week
- High School Spring Sports
- Spring Home & Real Estate
- Auto Service Page
- Star Student
- Real Estate Guide
- Coupon Xpress



May:

- Women's Expo Event
- Bridal Guide
- Mother's Day
- Graduation
- Salute to Nurses
- Visitor Guide
- Main Ave Craft
- Dutch Days
- Clinton Magazine
- Lighthouse Newsletter
- Auto Service Page
- Star Student
- Real Estate Guide
- Coupon Xpress



June:

- CHAPY Awards
- Medical Directory
- RC Choices Ballot
- Heartland Farmer
- Firework Safety
- Colorectal Health
- Auto Service Page
- Star Student
- Real Estate Guide
- Coupon Xpress



July:

- Homestyle
- Living 50 Plus
- Summer of Fun Boat Giveaway
- Coloring Contest
- Firework Safety
- Full Page Pick-up
- Auto Service Page
- Star Student
- Real Estate Guide
- Coupon Xpress



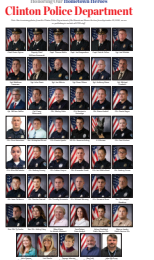
August:

- River Cities Choices Results
- High School Football Preview
- Back to School
- Camanche Days
- Clinton Magazine
- Lighthouse Newsletter
- Fall Home & Real Estate
- Auto Service Page
- Star Student
- Real Estate Guide
- Coupon Xpress



September:

- Progress I, II, III, IV, V
- MercyOne Health & Wellness Fair
- Hometown Heroes
- Church Directory
- Clinton Half Marathon
- Bridal Guide
- Homecoming Adwraps
- Auto Service Page
- Star Student
- Real Estate Guide
- Coupon Xpress



October:

- Breast Cancer Awareness
- Fall Home Improvement
- Home Service Guide
- School Bus Safety
- High School Fall Sports
- Heartland Farmer
- Clinton Magazine Holiday Edition
- Living 50 Plus
- Auto Service Page
- Star Student
- Real Estate Guide
- Coupon Xpress



November:

- Women's Expo Event
- Lighthouse Newsletter
- Great Thanksgiving Food Drive
- Shop Small Saturday
- Black Friday Adwrap
- High School Winter Sports
- Veteran's Day
- Auto Service Page
- Star Student
- Real Estate Guide
- Coupon Xpress



December:

- Senior Healthy Living
- Christmas Coloring Contest
- Seasons Greetings
- Social Security
- Year in Review
- Auto Service Page
- Star Student
- Real Estate Guide
- Coupon Xpress

